

**HOTEL AND LODGING ADVERTISEMENTS FROM
MALAYSIAN GROUP BUYING WEBSITES: A
GENRE-BASED APPROACH**

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**FACULTY OF LANGUAGES AND LINGUISTICS
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2016

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ABSTRACT

The growth of internet advertising in Malaysia is one of the reasons Malaysians are shifting from face-to-face transaction to online buying. Online advertisers need to promote new, interesting methods to attract customers. One of the methods includes the usage of group buying sites, which provides great deals and offers through online-coupons. Because of this, it would be interesting to see how these group buying sites communicate and persuade readers to read and use their services. This study looks into three main aspects which are the move structure, links on the online advertisements and common linguistic features. The main purpose of this study is to analyze the rhetorical structure and communicative purpose of hotel and lodging online advertisements. This study adopted Askehave and Nielsen's (2005) two-dimensional model approach as the main framework to analyze the data collected. The usage of this framework accounts for a better explanation on the usage of digital genre as Askehave and Nielsen's (2005) two-dimensional model approach was used not only for examining the moves in the online advertisements, but also the links involved which provide access to different parts of the web page. In addition, this study also looks at the common linguistic features available in the data collected. Twenty-five different hotel and lodging advertisements were collected from five different group buying sites. From the twenty-five data, each move and link was identified and the frequency of occurrence was tabulated. A move with a frequency of occurrence of more than 50% is known as an obligatory move, whereas moves with an occurrence of less than 50% are optional moves. Also, only links with a frequency of occurrence of at least 50% from the online advertisements were taken into account. Adapting Askehave and Nielsen's (2005), framework, fifteen (15) moves were identified as obligatory from the data collected which are attracting attention, identifying sender, indicating content structure, establishing credentials, establishing contact, establishing a discourse community,

promoting an external organization, highlighting important information, detailing description of the deal, indicating terms and condition, promoting service applications, providing related information of the website via links, including choices based on background, rewarding web users and creating an opportunity to feature business. There were also two (2) optional moves which are greeting and detailing (selected) content. On the other hand, the navigating mode shows that generic links were more prevalent than specific links, with a frequency count of nineteen generic links compared to four specific links. In looking into the linguistic features, second person interpersonal pronoun 'you' and possessive adjective 'your', adjectives, binomial/multinomial expressions, ellipsis and imperatives are identified as the common linguistic features used in the data collected. Different choices of moves, links and linguistic features proves that all these elements are used by the web owners of group buying sites to persuade readers to take action upon the advertisements.

ABSTRAK

Pertumbuhan pengiklanan internet di Malaysia adalah salah satu daripada sebab rakyat Malaysia beralih daripada pembelian terus kepada membeli dalam talian. Pengiklan dalam talian perlu menggunakan kaedah yang menarik untuk menarik pelanggan. Salah satu kaedah yang digunakan adalah penggunaan laman pembelian secara berkumpulan, yang menyediakan tawaran hebat dan menawarkan kupon atas talian. Oleh kerana itu, ia adalah sesuatu yang menarik untuk melihat bagaimana laman pembelian secara berkumpulan berkomunikasi dan memujuk pembaca untuk membaca dan menggunakan perkhidmatan mereka. Kajian ini melihat kepada tiga aspek utama iaitu 'move', 'links' pada iklan dalam talian dan ciri-ciri linguistic am. Tujuan utama kajian ini adalah untuk menganalisis struktur retorik dan tujuan komunikasi iklan hotel dan penginapan dalam talian. Kajian ini menggunakan dua pendekatan model Askehave dan Nielsen (2005) sebagai rangka kerja utama untuk menganalisis data yang dikumpul. Penggunaan rangka kerja ini merangkumi penjelasan yang lebih baik mengenai penggunaan genre digital kerana rangka kerja Askehave dan Nielsen (2005) telah digunakan bukan sahaja untuk memeriksa 'move' dalam iklan dalam talian, tetapi juga 'link' terlibat yang member akses kepada bahagian-bahagian yang berbeza pada laman sesawang. Di samping itu, kajian ini juga melihat ciri-ciri linguistic am yang terdapat dalam data yang dikumpul. Dua puluh lima iklan hotel dan penginapan yang berbeza telah dikumpulkan daripada lima laman pembelian secara berkumpulan. Daripada dua puluh lima data, setiap 'move' dan 'link' telah dikenal pasti dan kekerapan kejadian telah dijadualkan. Satu 'move' dengan kekerapan lebih daripada 50% ini dikenali sebagai satu 'move' yang wajib, manakala 'move' yang kurang daripada 50% adalah 'move' pilihan. Juga, hanya 'link' dengan kekerapan sekurang-kurangnya 50% daripada iklan dalam talian telah diambil kira. Berdasarkan rangka kerja Askehave dan Nielsen (2005), lima belas (15) langkah telah dikenal pasti sebagai langkah wajib daripada data yang dikumpul

iaitu *attracting attention, identifying sender, indicating content structure, establishing credentials, establishing contact, establishing a discourse community, promoting an external organization highlighting important information, detailing description of the deal, indicating terms and condition, promoting service applications, providing related information of the website via links, including choices based on background, rewarding web users* dan *creating an opportunity to feature busines*. Terdapat juga dua (2) 'move' pilihan iaitu *greeting* dan *detailing (selected) content*. Sebaliknya, mod 'link' menunjukkan bahawa 'link' generic lebih banyak daripada 'link' spesifik, dengan kiraan kekerapan sembilan belas 'link' generic berbanding empat 'link' spesifik. Dalam mengkaji ciri-ciri linguistic am, kata ganti diri kedua 'you' dan 'your', kata sifat, ungkapan binomial/multinomial, ellipsis dan imperatif yang dikenal pasti sebagai ciri-ciri linguistik am yang digunakan dalam data yang dikumpul. Pilihan berbeza 'move', 'link' dan ciri-ciri linguistik am membuktikan bahawa semua unsur-unsur ini digunakan oleh pemilik laman sesawang pembelian secara berkumpulan untuk memujuk pembaca untuk mengambil tindakan keatas iklan yang dibaca.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Digital genre is a two-dimensional genre model which shares some common features with traditional genre such as straight-sell advertisements or research articles. Watters and Shepherd (1998, in Ihlström & Akesson, 2004) coined the term cyber genre, a combination of 2 classes of sub-genres: extant and novel. They further explained that extant genre includes genres transferred from other media into the digital media and that novel genre only exists in digital media, without similarities in other media (Ihlström & Akesson, 2004). In addition, Shephard and Watters (1998, in Ihlström & Akesson, 2004) suggest that the characteristics of digital genre are content, form and functionality, different from non-digital genres which only entail content and form.

According to Askehave and Nielsen (2005, p. 121), digital genre consists of a reading mode and a navigating mode. This reading mode gives an opportunity for the readers to approach the text traditionally and functions as to introduce “the user to the general content of the site by introducing informative tables of content and enticing text bits” (Askehave and Nielsen, 2005, p.124). Meanwhile, the navigating mode provides users a ‘search and discover’ concept while creating their own route in reading the information on the websites, thus acting as an “official gateway to readers by providing navigation tool and links” (Askehave and Nielsen, 2005, p.124).

The World Wide Web functions as a medium for the public with internet access to search for information and establish communities on the cyberspace. Based on

Askhave and Nielsen's (2005) study which discussed the two-dimensional genre model using a corporate homepage, this study would utilize the features of a web page as the main source of this research.

This chapter discusses the background of the study and a description of group buying sites, the main source of the advertisements used as data. This chapter also discusses the rationale and aims of the study, research objectives and research questions, significance of the study and limitations involved.

1.2 Background of Study

Due to the technologically-advanced world of internet, companies have increasingly show-cased their products via online web pages and advertising sites. According to Palmer (1999, p.40), "marketing campaigns on the internet is a huge potential" in attracting customers. On the other hand, consumers are becoming more demanding for better service, becoming smarter and becoming less tolerant with dawdling, sluggish responses from traders (Chavan, 2011), which are some of the reasons to why an increasing number of consumers using the internet as a main medium for business transactions can be seen. With the schemata that more and more people access the internet for various purposes, advertising online provides a larger range of users, thus increasing the power of advertisement to reach the world the fastest way possible.

The 'digital revolution' in the extraordinary growth of internet advertising was due to several reasons which include consumers' desire for controlled information, ease in obtaining information and the ability to target consumers effectively for marketers (Belch & Belch, 2007, pp.469-470). Due to the increasing rate of consumers using the

internet, the online advertising market has generated billions of dollars in revenue. The Interactive Advertising Bureau (IAB) has reported a 8.4 billion dollar of internet advertising revenues for the first quarter of 2012, an increase of 15% over the 7.3 billion dollar in the first quarter of 2011 ("Internet advertising revenues," 2012).

One of the latest models of online advertising is the emergence of social or group buying sites. According to Boehret (2010) in the Asian edition of the Wall Street Journal, group buying sites work by presenting a deal with the local companies involved, giving better discounts to consumers and ensuring a higher number of customers to the respective business. Therefore, consumers will be attracted to the promotion system in which huge discounts are usually available for products in the respective area where a group buying site is available.

1.2.1 Group buying sites

Razgaitis (2012) claims that the concept of group buying sites is unique when compared to the traditional forms of online advertising and promotion due to the performance-based structure in which the success of the advertisement depends on the number of viewers to the respective group buying site. This industry also represents “accretive revenues, competitive differentiation, early mover advantages, the ability to monetize existing consumers and a huge step towards hyper-local sales” (Razgaitis, 2012).

The idea behind group buying sites is to harness the power of collective bargaining and provide attractive local deals which create a win-win situation for both the companies and consumers involved (Barbera, 2010). Companies involved in advertising their products on the group buying sites will benefit from the lucrative sales

numbers and consumers will get a huge discount on items advertised on the sites. Barbera (2010) also points out that products and services on the group buying sites usually attract a huge number of consumers and sells out in a short period of time, thus providing local businesses an attractive and reasonably-priced marketing strategy.

Group buying sites work as a medium between dealers and consumers in which it advertises products and services. The sites, such as Groupon.my and LivingSocial, would ask the dealers to offer steep discounts on things that appeal to consumers for as low as a 90% discount. The sites would then take a portion of the revenue cut by the deal (Boehret, 2010). Boehret (2010) further elaborates that the sites would then notify people regarding new deals by emailing them daily or updating on the social networks such as Facebook and Twitter.

1.2.2 Malaysian group buying sites

Group buying sites have reached millions of people around the world, including people in Malaysia. There are many group buying sites that have started to bloom in Malaysia such as Everyday.com.my, Mydeal.com.my, Milkadeal.com and Groupon.my. With an amazing concept of sales transaction which benefits the consumers, these group buying sites have slowly replaced the everyday face-to-face transaction. Not only that, Rosly (2014) iterates that the accessibility of purchasing deals on group buying sites makes consumers hard to resist the temptation of getting hooked to them. Emmanuel (2011) also states that “Malaysian group buying sites have been gaining visibility in recent years”.

As group buying sites provide a tremendous deal for services and products, they have gained consumers’ interest in trying and joining online shopping. According to

Arif (2011), the trend of online shopping with online-coupon businesses has increased among Malaysians as the online-coupon business provides a great deal of offers thus leading consumers to purchase the coupon in order to enjoy the offers.

More than 20 group buying sites which promote products and services from local dealers exist in Malaysia. Based on Alexa Internet, Inc (2012), a website which measures how a particular website is performing relative to all other sites for the last three months, the top five group buying sites in Malaysia are; (1) Groupon.my, (2) Everyday.com.my (3) Mydeal.com.my, (4) Dealmates.com.my and (5) Milkadeal.com. Even though the names are different, but basically they are sharing a similar trait in which consumers may enjoy a great discount of up to 90% offered on these group buying sites.

1.3 Statement of Research Problem

Cheong (2013) suggests that advertising can be separated into two different classifications which are print and electronic media. Print advertising can be seen on posters, brochures, magazines and newspapers, whereas electronic advertising can be seen through the internet, television and radio. As the internet is a global system which enables a worldwide communicative act, advertising on the internet has emerged as a popular tool in promoting products and services, mainly because of its unique features of not only promoting, but enabling consumers to read and share experiences from others.

While newspapers and magazines have been a huge source of data, only a few studies involving advertisements have been taken from the internet via online web pages. In fact, little has been done in studying online advertisements in Malaysia.

Several notable studies on advertisement in Malaysia focuses on printed advertisements. For example, a study on property advertisements has been done by Choo (1999), a study on home advertisements was conducted by Teh (1999), a study on private institution of higher learning advertisements has been conducted by Yong (2001) and Teo (2008) did on advertisements of skin product. The only study found regarding internet advertisements in Malaysia was done by Cheong (2013), in which she analysed tourism homepages and web-mediated advertisements.

This study would look into analysing online advertisements taken from the Malaysian group buying sites, which provide services to advertise others' products. The reason why advertisements from group buying sites were chosen is because of the emergence of group buying sites and they have attracted a lot of attention from consumers who search for good bargains. To specify the kinds of advertisements used for the data, only travel and tourism advertisements would be analysed, specifically on hotel and lodging, from five (5) Malaysian social buying sites which promote products or services from other companies. The five (5) group buying sites were chosen based on their rankings taken from Alexa Internet, Inc (2012), a website which measures how a specific website ranks in a particular country by estimating the average visitors for a particular website and the number of page views. The group buying sites are:

1. Groupon.my (<http://www.groupon.my>)
2. Mydeal.com.my (<http://www.mydeal.com.my>)
3. Dealmates.com.my (<http://www.dealmates.com.my>)
4. Milkadeal.com (www.milkadeal.com)
5. Everyday.com.my (www.everyday.com.my)

Furthermore, this study also analyses the elements of linguistic features available in the online advertisements. This proposes the importance of linguistic features in advertising services or products online as it enhances the users' five (5) senses in making the advertisements more appealing as one cannot separate between language and advertising. With this said, linguistic features blend with genre analysis elements to bring meaning to the advertisements of group buying sites.

1.4 Objectives of the Study

The main purpose of this study is to investigate the rhetorical structure and navigating links of online hotel and lodging advertisements from social buying sites. Using the advertisements studied, the move structure and links of the advertisements will be identified. The linguistic features in the advertisements will also be analyzed as a part of the online advertisement. For the purpose of this study, only social buying sites from Malaysia which promote services from Malaysian companies will be used as the data. The study conducted will look into answering these research questions:

- 1) What is the communicative purpose of the online hotel and lodging advertisement?
- 2) What is the rhetorical structure and moves of the online hotel and lodging advertisements?
- 3) What are the common generic and specific links found in the online hotel and lodging advertisements?
- 4) What are the prominent linguistic features in the online advertisements of hotel and lodging on the group buying sites?

1.5 Significance of study

Online advertising plays a huge role in marketing products and services. Furthermore, in the ever-changing world of internet, the concept of online advertising has emerged to fit the consumers' needs. Thus, the importance of this research enables stakeholders in the field of advertising, specifically online advertising, to produce effective advertisements in order to meet the needs of the potential customers or the targeted audience. By creating advertisements which corresponds to the audiences' interest, a higher possibility of increased sales would emerge.

Also, the results obtained in this study will hopefully contribute to the academic world, especially in the field of advertising. This is because by looking from the perspective of genre analysis and linguistic features, it enables researchers understand more on online advertising, namely group buying sites, and relating it to cultural norms and the situation of how language is used in the society. Academic researchers may also utilize the findings of the study in order to expand the knowledge in this area.

Educators in the field of English as Second Language (ESL) and English for Specific Purposes (ESP) may utilize results obtained from this study as teaching aids in the field of genre analysis of advertisements in the teaching and learning of language. Focusing on the moves, content of the advertisement and the linguistic textures may provide a huge source of knowledge for students studying in the area of advertisements. According to Azirah Hashim (2010, p.380), advertisements can be used as an informational resource for classroom discussions. Pickens (in Azirah Hashim, 2010, p.380) provides arguments for the use of advertisements and the methods that can be used by teachers to utilize in the teaching process by incorporating "language, visual and culture".

This study can also be seen as a platform for further studies in the field of genre analysis, specifically in analyzing digital genre using online data. By looking into other data available online, the frameworks used for this study can be applied and compared to the results of this study.

1.6 Limitations of study

This study attempts on identifying the move-structure, certain linguistic features and visual images in the advertisements obtained from social buying sites. For the purpose of this study, this research would only cover advertisements on travel and tourism

This study will only focus on the advertisements obtained from group buying sites via the internet. To further specify the type of advertisements which is being analysed, the researcher will only focus on hotel and lodging advertisements, specifically advertisements focusing on hotel promotions, taken from the group buying websites. Therefore, the results of this study might not be able to be extended to other kinds of advertisements.

Another limitation is that the corpus of the study will only involve a total of 25 advertisements from 5 different social buying sites due to time constrain. Also, the advertisements will only be taken from Malaysian advertising companies which focus on Malaysians as their main target audience, thus might lead to inaccuracy if the result is generalized on other advertising web pages from foreign companies.

Due to the fact that the layouts of the advertisements in the respective websites are similar to each other, 5 advertisements chosen from each website is deemed

adequate as even if more advertisements analysed, it will reveal similar results. Thus, 5 advertisements from 5 websites amount to a total of 25 advertisements, a number suitable for this study.

1.7 Conclusion

This chapter gives an overall understanding of the study by introducing digital genre in the introduction and further discusses the background of the study. A short description of internet advertising and the group buying sites was also presented. This chapter also discusses the rationale and aims of the study, research objectives and research questions. The significance of the study and limitations involved were also discussed.

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CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The early part of this chapter discusses the definition of advertising, functions of advertising and internet as an advertising tool. Next, the three schools of genre theory are discussed, giving a detailed focus on genre in English for Specific Purposes as the main event in this study. Swales, Bhatia and Askehave & Nielsen's genre models are also presented and discussed as well as the frameworks associated to linguistic features. In the final part of this chapter, an overview of the previous studies related to genre analysis in advertisements is done.

2.2 Advertising

In discussing the term advertising, different definitions have been realized by different people. This is due to the fact that one defines advertising based on different functions that are being served.

2.2.1 Definition of Advertising

Used mainly as a tool to promote services or products to audiences, advertising is one of the most important aspects in businesses. Various types of advertisements such as brochures, pamphlets or television advertisements have been used by marketers to demonstrate the strength of their products with the usage of words and visuals. When discussing the definition of advertisements, it depends on one's perception as it varies according to different understandings (Nurulain, 2014). Similarly, according to Cook (2001), different perception on advertising can be seen. For example, advertising is viewed by some people as to urge people to consume or purchase more by instilling a

sense of inadequacy while others view advertising as a medium that is tactful, skilful and clever in persuading consumers to buy things, especially that are not needed.

Advertising has been defined as “the activity or business of advertising things on television, in newspapers and etc” (Longman Dictionary of Contemporary English). Meanwhile, White (1980) defined advertising as ways to sell goods through advertisements.

Frey (1961) mentions that advertising is associated with the usage of visuals and auditory elements through different mediums of the media. The most reachable media among consumers are newspapers, television, radio and magazines. The main purpose is to make people aware of the existence of the products or services, and make them attracted to the products sold and services offered so that sales and profit will increase exponentially.

According to Cook (2001, pp.9-12), it is hard to define advertisement as a genre. He believes that there is no specific term that is qualified enough to define advertisement. He further mentions that advertising is considered controversial among the existing genres. The reason is that advertising is relatively new in contemporary genre and it is connected to the aspect of global marketing.

While different choices of words and syntax have been used to describe what advertising is all about, the meaning behind the definitions has always been of equal understanding: a communicative method which relies on different mediums to promote products or services and persuading the audience to buy the products or services.

2.2.2 Functions of Advertising

According to Politz (1975), 'Familiarity principle' and 'Persuasive principle' are two different functions of advertising in meeting its goal. Familiarity principle is a concept which explains that people tend to look towards what they know rather than what is unknown to them. A familiar brand name has the greatest impact in gaining people's confidence in the quality of a product compared to an unknown brand. This concept helps to familiarize people to the brand.

Persuasive principle, also referred to as 'copy', is defined as an organized method used to influence customers by using different aspects such as words, visuals, sounds or movements. This simply means that what consumers value the most, either by emphasizing on words, visuals, sounds or movement, will be focused on in the advertisement in order to persuade the consumers to choose the products. Therefore, before placing any advertising, the measurability in influencing consumers will be taken into consideration in order to make sure the goal of the advertising can be achieved.

The main purpose of advertising is not to just vend products and services, but also functions as a part of the branding process (White, 1980, in Teo, 2008). It is a way to distinguish different products in the consumers' mind. Advertising helps to correspond with consumers regarding the products and build its name. Therefore, advertising helps to sell products to potential customers and also to keep existing consumers. In addition, White (1980) also mentions that advertisement helps to inform, persuade, remind, and change opinions and attitudes of consumers.

Cook (2001, p.10) however believes that advertising is not just a medium to convince people to buy things but also carries other functions. Advertisement can be

used to inform or to warn people about something. For example, advertisements of endangered species help to inform people about the importance of taking steps to conserve it and advertisements of anti-smoking, anti-bully and anti-drugs warn people about the dangers of performing the actions. All in all, advertisements may function differently depending on the purpose of advertising.

Goddard (1998) states that there is more to advertising than just promotion of exclusive products, which is to provide a better image of those involved in the business organization, be it individuals or different groups of people. This means that advertising is not just solely to promote and sell products to consumers, but also plays a significant role in creating and maintaining the image of an individual, group or organization so that it becomes more favourable among the consumers.

2.2.3 Internet as an Advertising Tool

The knowledge that internet can help promote a product or service worldwide has naturally attracted the interest of more companies and organizations to invest on online advertisements. As a tool for advertising, the internet allows an effective and innovative way to transfer and promote a product, service or idea in the quickest manner. With this, the growth of websites has substantially increased. Not only does websites have the advantage of quick advertising throughout the world, it is also a relatively cheap and easy way to distribute information to a global audience, compared to advertising in print media, for instance, brochures or newspapers (Cheong, 2013).

According to Chavan (2011), the internet can be used as a medium to not only interact with customers, but also enables the marketer to serve and support the consumers whenever necessary. Thus, the internet can be seen as a medium which is

able to perform different functions such as marketing, selling, exchanging relevant information and providing after-sales support. (Chavan, 2011). Furthermore, by reading the advertisements on the internet, one can choose to read or listen to only necessary information perceived by him, thus discarding any irrelevant information in the advertisements. This is because internet users are usually those who search for information with individual intentions, thus creating self- awareness about what they expect and what they would want to read.

Cheong (2013) also adds that the interactive nature of the internet, which combines the characteristics of mass communication and interpersonal communication, allows the sender and receiver to communicate through electronic mails, newsgroups and computer-mediated communication. In addition, Rodgers and Thorson (2000) compared the stimulus structure variables of print, broadcast and the internet as a medium of advertising, as shown below:

Table 2.1: Advertising feature variable

	Print	Broadcast	Internet
Objective Advertising Features (advertiser-controlled)	<ul style="list-style-type: none"> -Colour -Size -Typeface -Product class -Appeal type 	<ul style="list-style-type: none"> -Colour -Size -Typeface -Product class -Appeal type -Animation -Audio -Number of scenes -Sound level -Sound clarity -Movement 	<ul style="list-style-type: none"> -Colour -Size -Typeface -Product class -Appeal type -Animation -Audio -Number of scenes -Sound level -Sound clarity -Movement -Interactivity -Telepresence -Vividness -Realism -Number of choices

Subjective Advertising Features (consumer-controlled)	<i>-Adjective checklist</i>	<i>-Adjective checklist</i>	<i>-Adjective checklist</i>
	-Exciting	-Exciting	-Exciting
	-Interesting	-Interesting	-Interesting
	-Boring	-Boring	-Boring
	-Engrossing	-Engrossing	-Engrossing
	-Creates empathy	-Creates empathy	-Creates empathy
	-attitude towards the Ad	-attitude towards the Ad	-Friendly navigation
			-Current information
			-attitude towards the Ad
			-Attitude towards the website.

‘Table 2.1, continued’

(Rodgers and Thorson, 2000)

In the table above, the x-axis shows the three types of media which are print, television and the internet, whereas the y-axis shows the feedback from advertisers (objective advertising structure) and readers (subjective advertising structure). When one looks at the objective advertising structure controlled by the advertisers, the advertising features of print is subsumed by television and the advertising features of television is subsumed by the internet. Thus, with the addition of more features as the table more rightwards, the advertisers can create more attractive advertisements which is able to promote and sell products or services. This is also similar to the subjective advertising structure controlled readers whereby more adjectives is used to describe one’s attitude from print to television to the internet. In short, as the figure moves rightwards from print to broadcast and to the internet, it affects both advertisers and readers positively as it is obvious that the structural features of the advertisements and the readers’ attitudes become more and more complex as they include more features across the board as more features can be seen across the table.

2.3 Three Schools of Genre Theory

Genre theory, in general, can be separated into 3 different approaches/ schools due to different backgrounds and views of researchers in the field of genre (Cheong, 2013; Hyon, 1996; Ruiying & Allison, 2004). Ruiying and Allison (2004) further states that while the 3 different approaches may differ from each other, it should be viewed as complimentary, not opposing approaches. The three schools are the North American New Rhetoric studies, Australian Systemic Functional Linguistics (SFL) and English for Specific Purposes (ESP).

Yunick (1997) summarizes different approaches of all three schools: North American New Rhetoric studies, Australian Systemic Functional Linguistics (SFL) and English for Specific Purposes (ESP) is which he describes the New Rhetoric approach as focusing on social purposes in connecting the usage of language and society. The Australian Systemic Functional Linguistics “explicitly and theoretically conjuncts grammar and lexicon as well as discourse structure to social functions” (in Cheong, 2013, p.54) and genre analysis in English for Specific Purpose focuses on the moves in the discourse structure.

A further explanation on North American New Rhetoric studies, Australian Systemic Functional Linguistics (SFL) and English for Specific Purposes (ESP) is given below.

2.3.1 North American New Rhetorical School

The North American New Rhetorical School emphasizes the “flexibility and dynamic nature of genres and the links between rhetorical forms and social needs” (Azirah & Norizah, 2011, p. 152). As such, the North American New Rhetorical school

focuses on the writing of professionals in the L1 context. Furthermore, the New Rhetoric School also stresses on how genres develop in different situational context to attain different social purposes. Bazerman (1988) mentions that understanding the surrounding social context is very important in enabling authors to pick the most suitable rhetoric that can be applied to in a specific writing situation. Furthermore, he states that it is not enough just to provide students with the formal properties of genre which interest them. As he puts it, “genres are not just forms. Genres are forms of life, ways of being. They are frames for social action” (Bazerman, 1997, p.19)

In addition, Flowerdew (2004) notes that those who are aligned with this school see genres as active, social writings that are going through the process of discourse construction which are produced and affected by different, related writings as well as sociocultural context. Thus, the ethnography approach of a certain community, such as observation or unstructured interviews, is usually the method used in studying the genre and it is seen as a social action (Hyland, 2002; Miller, 1984).

Due to the fact that this approach operates in the social, cultural and historical context, researchers argue that genres are “too flexible and unstable” to be grouped into some kind of model (Azirah & Norizah, 2011, p.152). However, it enables readers to see the change of the text production after a certain period due to the dynamic nature of the texts.

2.3.2 Australian Systemic Functional Linguistics School

Stemming from Halliday’s theory of systemic functional linguistics (SFL), the main element of SFL is the social function, rather than the forms, and genres of both spoken and written language activity are derived from cultural and situational contexts

as explained by Martin (1984, p. 26). The nature of texts is goal oriented and culturally determined as prescribed in that social context. The genres carry specific forms and convey specific meanings that are well understood within that social context. As Eggins (1994, p.9) emphasizes, the notion of genre enables one to look into the effects of culture to a certain language by looking at the methods used to achieve this goal.

Halliday (1985) describes that language is associated with social semiotics, whereby meanings are derived from the way they function in social settings. This theory is concerned with the analysis of texts by looking at its language function, instead of its form that fulfils a meaningful social purpose (Halliday & Hasan, 1976, p.293). Halliday is concerned with how texts interact with the current situation in explaining the whole meaning of that setting. According to him, the way language functions in any situational contexts is the most important aspect to be considered and the languages which are unable to change in a certain condition is probably artificial and unfulfilling (Halliday, 1985).

Thus, different genres are produced in different cultures since the social situation in different communities differ in terms of contextual configuration. Azirah & Norizah (2011, p, 153) claim that “culture consists of many semiotic systems consisting of signs that have meaning for a particular culture” and that the semiotic organization of the social system may be a system that correspond to the linguistic system’. In sum, the semiotic system of the social context is inter-related to the meaning choices that are selected from the linguistic system.

2.3.3 English for Specific Purposes School

Looking into this context, the word 'genre' was initially coined by Tarone et al. (Dudley-Evans, 1994). Tarone et al. distinguishes one genre from others based on its communicative purpose rather than its form, an approach which differs from its usage in rhetorical or literary studies. As defined by Dudley-Evans (1994):

“...a genre is a means of achieving a communicative goal that has evolved in response to particular rhetorical needs and that a genre will change and evolve in response to changes on those needs...” (Dudley-Evans, 1994)

Similarly, Swales (1990, p.58) defines a genre as a group of communicative events which shares certain aspects of the communicative purpose which is recognizable only to the expert participants of the parent discourse community.

“It is a recognisable communicative event characterised by a set of communicative purpose(s), identified and mutually understood by the members of the professional academic community in which it regularly occurs. Most often it is highly structured and conventionalised with constrains on allowable contribution in terms of their intent, positioning, form and functional value. These constrains, however, are often exploited by the experts of the discourse community to achieve private intentions within the framework of socially recognised purpose(s)” (Swales, 1981, p. 24)

The definition gives an overall explanation of why individuals who use a certain genre would probably form the genre in almost the same way. As experts in the particular genre, these people often appear to be more creative than those outside the community. Swales (1990) states that language plays a substantial role and that the members of a particular discourse community share “some set of communicative purpose”.

Also, genres are considered properties of a certain discourse community and therefore, belong to a discourse community rather than individuals. To be considered in the discourse community, Swales (1990, pp.24-26) proposed six characteristics of individuals in the discourse community:

- 1) “A discourse has a broadly agreed set of common goal”
- 2) “A discourse community has mechanisms of intercommunication among its members”
- 3) “A discourse community uses its participatory mechanism primarily to provide information and feedback”
- 4) “A discourse community utilizes and hence possesses one or more genres in the communicative furtherance of its aims”
- 5) “In addition to owning genres, a discourse community has acquired some specific lexis”
- 6) “A discourse community has a threshold level of members with a suitable degree of relevant content and discorsal expertise”

Bhatia (1993, p.16) believes that “each genre is an instance of a successful achievement of a specific communicative purpose using conventionalized knowledge of linguistic and discorsal resources”. Also, Bhatia (1993, p. 13) feels that Swales’ definition needs further elaboration. While concurring that Swale’s definition of ‘genre’ offers a good fusion between sociological and linguistic factor, he argues that it lacks the psychological factor. Bhatia (1993, p. 19) further explains that the “psycholinguistic aspect of genre analysis reveals the cognitive structuring, typical of particular areas of enquiry”.

Based on the definitions given by Dudley-Evans (1994), Swales (1990) and Bhatia (1993), the communicative purpose gives the genre its own unique characters. Dudley-Evans (1994), Swales (1990) and Bhatia (1993) also concur that the communicative purpose is an important characteristic of a genre:

“...that of all the contextual factors associated with a conventionalized speech event, communicative purpose is the most privileged criterion for the identification of genre” (Bhatia, 1993, p. 43)

Thus, although a number of different parameters such as content, form, target audience and medium affect the distribution of genres, establishing a structural organization of the genre and constraining lexical and syntactical choices mainly depend on the communicative purposes of a particular genre. Thus, dissimilar communicative purposes will result in the birth of different genres and any minor change within the parameters will result in sub-genres. Bhatia (1993, p. 20) remarks that strategic choices, namely strategies, are exploited in order to ensure that the piece of writing is more appealing and effective to readers. Also, the special requirements of the readers would need to be addressed as well. He further elaborates that:

“...such strategies are generally non-discriminative, in the sense that they do not change the essential communicative purpose of the genre. Non-discriminative strategies are concerned with the exploitation of the conventional rules of the genre concerned for the purpose of greater effectiveness in a very specific socio-cultural context, originality or very special reader considerations” (Bhatia, 1993, p. 20)

2.4 Genre Models in ESP

Swales (1990) and Bhatia (1993) are considered the pioneers in the field of genre analysis. Their works in analysing genre prove essential in defining and interpreting different genres. Also, the emergence of Askehave and Nielsen's genre model (2005), an extension of the work of Swales (1990), opens a new dimension to analysing digital genre applicable on the internet. The genre models of Swales (1990), Bhatia (1993) and Askehave and Nielsen (2005) will be discussed.

2.4.1 Swalesian Genre Model

Swales' study on research article introductions in 1981 pioneers the study for academic research genres. In his earlier genre analytical model, Swales (1981) suggested a four-move model which was used in the analysis of the research article introductions, which was later improvised and improved in 1990 by the development of the three-move Create a Research Space (CARS) model. This is due to more emphasis on the communicative purpose, making the communicative purpose more salient and recognizable to the discourse community. The CARS model consists of three main moves, with the addition of a number of steps as below (Swales, 1990, p. 141):

Move 1: Establishing a territory

Step 1: Claiming centrality, and/or

Step 2: Making topic generalization, and/or

Step 3: Reviewing items of previous research

Move 2: Establishing a niche

Step 1A: Counter-claiming, or

Step 1B: Indicating a gap, or

Step 1C: Question-raising, or

Step 1D: Continuing a tradition

Move 3: Occupying the niche

Step 1A: Outlining purposes, or

Step 1B: Announcing present research

Step 2: Announcing principal findings

Step 3: Reviewing items of previous research

The Swalesian genre model is best conceptualized based on Swales' definition of genre:

“A genre comprises a class of communicative events, the members of which share some set of communicative purposes. These purposes are recognized by the expert members of the parent discourse community, and thereby constitutes the rationale for the genre. This rationale shapes the schematic structure of the discourse and influences and constrains choice of content and style” (Swales, 1990, p. 58)

Looking into the definition above, Swales (1990) proposes a three-level genre model which arguably constitutes the essence of genre. According to Askehave & Nielsen (2005, p. 122), the model can be represented as below:

- (1) “Communicative purpose; realised by”
- (2) “Move structure; realised by”
- (3) “Rhetorical strategies”

According to Swales (1990), communicative purpose is the primary factor that determines a genre. As such, the communicative purpose cannot be determined if the text is analysed in isolation. Understanding the motive or purpose in a text needs to be done by looking into the discourse community where the text is used. Furthermore, the communicative purpose can only be determined by expert participants in a particular discourse community.

The move structure consists of several functional distinct stages or steps (Askehave & Nielsen, 2005, p. 122). Although the organization of the genre is considered extremely conventionalized, the existence of rhetorical variation and flexibility in the model is possible. As such, researchers agree that there is “no fixed set

of obligatory moves and that genre-text select structural elements from a common move repertoire” (Askehave & Nielsen, 2005, p. 122).

Steps, on the other hand, constitute move structures. Swales (1990) explains that each step supports the validity of an idea given in a move. In order to achieve the communicative goal, a step has a semantic function in supporting the proposed move. However, it should be noted that not all moves consist of steps; some do not need to be divided into steps, while others may consist of more than one step. Swales also proposed the possibility of sub-steps, an element which constitutes steps.

Swales (1990) also suggested that the communicative purpose of a genre impacts and limits the content and style. As to this, any genres with the same communicative purpose would probably be written using approximately the same style. According to Askehave and Nielsen (2005, p.123), this Swalesian genre model explores the rhetorical strategies used to realize a communicative intention. While Askehave and Nielsen (2005) believe that there is generally “no existence of a specific relation between a particular move and the verbal and non-verbal strategies used to instantiate a move”, any texts that belong to the same genre would usually demonstrate similar features or specifications. For instance, the sentence “a condition called idiopathic pulmonary fibrosis (IPF) is known to kill 20000 people in US alone” would probably be related to genres related to medical situations.

2.4.2 Bhatia’s Genre Model

There are five elements for genre analysis which are considered the core of Bhatia’s (1993) model: purpose, channel of transmission, content, audience and form. Bhatia (1993) mentions that the main factor in defining a genre is purpose, followed by

the secondary elements which are content, channel of transmission, form and intended audience.

In addition, in analysing unfamiliar genres, Bhatia (1993, pp.22-36) suggests the usage of seven steps below, depending on the purpose of analysing the genre, the aspect that is intended to be focused on and the schemata on the nature of the genre in question. The seven steps are as described below:

1. “Placing the given genre-text in a situational context
2. Surveying existing literature
3. Refining the situation/ contextual analysis
4. Selecting corpus
5. Studying the institutional context
6. Levels of linguistic analysis
 - a. Analysis of lexico-grammatical features
 - b. Analysis of text patterning or textualization
 - c. Structural interpretation of text-genre
7. Specialist information in genre analysis”

(Bhatia, 1993, pp.22-36)

While Bhatia’s genre model relates to the ESP school of genre analysis, many researchers argue that it is more suitable for the usage of traditional genre approaches, and that web-based genres need new typologies of genre analysis (Sassone, 2009)

2.4.3 Askehave and Nielsen Genre Model

While both Bhatia and Swales' models account for the traditional texts, Askehave and Nielsen's model was seen as a new approach for analysing new media genres, such as web pages. Extended from the Swales genre model, the model proposed by Askehave and Nielsen (2005, pp.120-140) was based on two important characteristics of websites: multi-mediality and hypertext.

Multi-mediality assimilates numerous sub-mediums into one main medium which consists of texts, images, sounds and animations. Askehave and Nielsen (2005, p125) points out that this main medium is similar to a television, compared to of a traditional text. Landow (1997) iterates that the sub-mediums "supply the texts with rich polysemous potential in which the web user is invited to participate actively in assigning meaning in the process of the text consumption" (Askehave and Nielsen, 2005, p. 125).

On the other hand, hypertext is considered the key medium used in presenting information on the internet. This is because a non-linear path is created when transmitting information while connecting web texts. Landow (1997) iterates that the process of beginning and ending the reading depends on the readers. This, in turn, enables readers to create their reading path and generate a unique organization of ideas in the hypertext system. The effects of hypertext on web-users results in an innovative type of reading method, known as hyper-reading (Sosnoski, 1999 in Askehave & Nielsen, 2005). The non-linear approach to the reading process allows web-users to pick and choose information they feel relevant.

However, Finnemann (1999) argues that reading web-texts is similar to traditional texts, in which readers still go through the process of filtering, skimming and fragmenting the information and that the process of reading is still linear as readers need to make one connection at a time, rather than connecting different nodes at once. In other words, readers still have to go through the process of ‘sequential linearity’, by reading one thing at a time. This could further be clarified in the figure below:

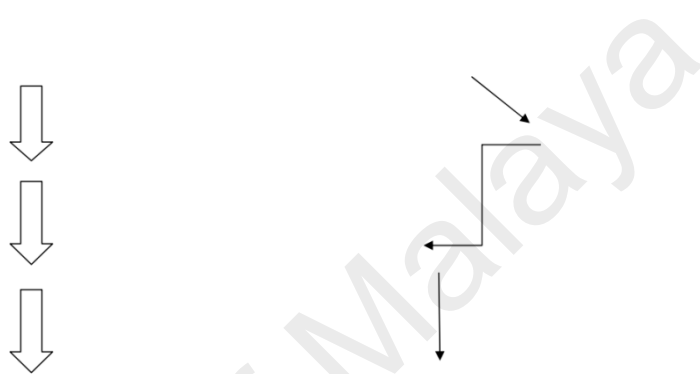


Figure 2.1: Ordinary text path vs. hypertext path

(Sassone, 2009, p.32)

By looking at Figure 2.1, one can see that the process of reading for both ordinary text path and hypertext path is similar in which they connect one node at a time. On the other hand, instead of functioning with a linear/non-linear dichotomy, Finnemann (1999) suggests hypertext as a system of two-fold: reading mode and navigating mode. This elements form the core foundation of Askehave and Nielsen’s genre model.

The reading mode enables users to use the traditional approach in reading, allowing the process of sequential reading. On the other hand, the navigating mode “allows readers to navigate the site and actively construct their reading path through one or several sites” (Askehave and Nielsen, 2005, p.127). Therefore, when reading and

understanding the web-texts, users will conform to two different cognitive capacities when shifting from reading to navigating or the other way round.

It is also essential to comprise the element of medianess into the description of this genre model, since Askehave and Nielsen (2005) strongly emphasise on the medium. The generic properties and communicative purpose also indicate the importance of the hyper textual properties, as they provide a different set of generic and communicative properties compared to the reading mode. Furthermore, in the process of describing web-text as a genre, the media characteristics are also involved, thus, proving that texts and media play an equal role in the essence of the genre. The model below summarizes the discussion:

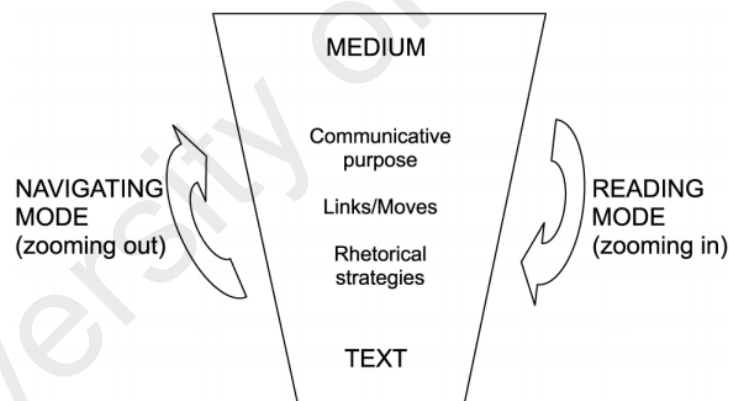


Figure 2.2: The-dimensional genre mode

(Askehave & Nielsen, 2005, p. 127)

The model signifies that (Askehave & Nielsen, 2005, p. 128):

- 1) users acts as reader and navigator, shifting between acts
- 2) shifts are circular and users are always changing between navigating and reading
- 3) reading mode enables reader to view text as 'printed text'

- 4) navigating mode enables users to web document as medium
- 5) look into the generic properties of genres which includes a three-level analysis on the reading and navigating modes:
 - a. reading mode: communicative purpose, moves, rhetorical strategies
 - b. navigating mode: communicative purpose, links, and rhetorical strategies.

2.5 Frameworks in Promotional Genre

2.5.1 Bhatia's Promotional Genre Framework

Focusing on sales promotion letters and job applications, Bhatia (1993, pp.45-74) concludes both texts as promotional genre. He iterates that both texts use the same medium, share the same communicative purpose and that the participants involved have a similar role relationship. Bhatia (1993) also suggests that advertisements, blurbs and publicity brochures are promotional genres as they share a number of characteristics and overlapping linguistic resources. Bhatia (1993, pp.46-49) suggested a 7-move structure associated to promotional genre. Table 2.2 explains Bhatia's 7 move structure:

Table 2.2: Bhatia's 7 move structure

<i>No.</i>	<i>Move</i>	<i>Detail</i>
1	Establishing credentials	The move is done by referring to the needs of the potential customer/employer and implying that the company/job applicant can give what the potential customer/employer wants. In a sales promotion letter, the writer represents a well-established reputation of the company. On the other

		hand, in a job application letter, the writer would indicate that he/she can fulfil the needs of the potential employer.
2	Introducing offer/candidate	This move functions to introduce the potential customer/employer of the product/service or the job applicant. Bhatia (1993, p.51) suggests that prospective customers/employers would be more interested if they are more familiar with the product/service or the job applicant. The 3 main aspects of this move are offering the product or services/ candidature, essential detailing of the offer/candidature and indicating value of the offer/candidature.
3	Offering incentives	The function of this move is to persuade prospective customers to consider the product/service offered seriously. This is usually seen in sales promotion letters rather than job application letters. The writer would propose more incentives to make the offer more attractive to the prospective customers, such as by giving discounts.
4	Enclosing documents	Prospective customers/employers are given further information of the product/service. In sales promotional letters, this move done by providing brochures, leaflets or pamphlets. On the other hand, in job application letters, this move is seen in a form of C.V., certificates, or testimonials.
5	Soliciting response	This move functions to encourage readers to continue further communication. In sales promotional letters, it is used to strengthen an existing relationship or initiating a new relationship. It is done by including a specific phone

		number and/or the name of the person who is willing to answer all the inquiries. Bhatia (1993, p.67) believes that a request for an interview would be the mark of a successful job application.
6	Using pressure tactics	This move functions to get interested customers in taking immediate action. It is done by offering some further savings or gains if the potential customer buys the product/service before a certain time. In job application letters, this move is rarely used.
7	Ending politely	This move functions to maintain a friendly, polite and pleasant relation between the writer of the letter and the potential customer/ employer.

‘Table 2.2, continued’

Based on the structural analysis done, Bhatia (1993, p.60) concludes that the main communicative purpose of both sales promotion letters and job applications is not that all different. While sales promotion letters serve to persuade, or specifically, to elicit a response from the readers, job application letters establishes the credentials of the job applicant by providing a positive descriptions, thus, persuading a positive response from the receiving party. Furthermore, both sales promotion letters and job application letters give only important and essential details of the candidature. Bhatia also points out that the most vital aspect of them is offering an evaluation of the product or service according to what the customer/potential employer wants and should be able to encourage further communication between the sender and the reader.

2.5.2 Askehave and Nielsen (2005) Framework

This framework allows the analysis of the unique aspect of web pages: navigating mode and reading mode (Finnemann, 1999). Initiated from the Swalesian genre model, the adaptation of the Two-Dimensional Genre Model would be used as it accounts for a better explanation on the usage of digital genres. The communicative purpose, move/links and the rhetorical structure would be the focus of the Two-Dimensional Framework (Askehave & Nielsen, 2005). According to Askehave & Nielsen (2005), web texts in the reading mode can be analysed using a traditional genre analysis model and that the navigation mode would be an extension to the traditional genre analysis model. This is because the navigating mode enables navigation and access throughout the web site. The ability of the links on the web site which serves as a navigating gateway provides readers a sense of adventure in exploring the web site and its available features.

2.5.2.1 Moves in Reading Mode

Askehave and Nielsen (2005, p.131) explain that moves obtained from the reading mode is similar to the traditional text. Based on their study on corporate home pages, the following nine moves are prototypical in homepages:

Table 2.3: 9 Moves in reading mode

<i>No.</i>	<i>Move</i>	<i>Detail</i>
1	Attracting attention	The function of this move is to attract/entice reader when entering the homepage.
2	Greeting	A homepage is main door of a web site. Therefore, this move functions to welcome the reader to the homepage.

3	Identifying sender	This move is often realized by a logo. It helps the reader to identify who the web owner is. The identification is important for both parties: the web users and also the web owner. By looking at the logo for example, it helps the web users to keep track of his/her position on the net. Meanwhile, it also helps the web owner to promote the web site.
4	Indicating content structure	The main menu is the main element of this move. It shows the web users the content structure of the homepage. Main menu is indicated as the utmost important characteristic of a homepage.
5	Detailing (selected) content	This move functions to give in depth explanation about topics listed in the main menu. It will be presented in a form of news summary. Also, “the move also realises the news presenting and image creating function of the homepage as news of various kinds seem to be the preferred content of this move (be it international/national news or news of the self-promotional kind, financial results, product news, latest events in the company or community, etc.)” (Askehave and Nielsen, 2005, p. 132). Nonetheless, the web writer needs to be extremely careful in balancing between promoting the web owner and presenting relevant news or information to make sure that the readers would stay on the website.

6	Establishing credentials		Introducing the web-owner with a trustworthy image is the main reason of this move
7	Establishing contact		The move allows web users to get information on how to contact the web owner.
8	Establishing discourse community	a	The move permits web user to create a community within the web sites. This move is usually realised by a login button or space.
9	Promoting external organization	an	Promoting external organization such as other companies or other products is the main element of this move. It usually recognizes through company's logo or a banner advertisement.

'Table 2.3, continued'

2.5.2.2 Links in Navigating Mode

In the navigating mode, there are two types of links available:

- i. Generic links gives users the ability to identify core topics on a web site. Generic links can usually be seen on the upper area of a homepage. This may include the table of contents on the homepage where shortcuts to the main subject areas are provided.
- ii. Specific links is defined as the lead and the clickable object on a webpage. Specific links introduce a topic, provide users with info about the topic and also illustrates the links' importance. For example, a navigator may find a chunk of a text on a homepage. Clicking "read

more”, which is the specific link in a text, will provide the navigator with in depth information about that text. There are two types of specific links:

a. Implicit link realization

It is not visible to the users. However, when users navigate the homepage by using a mouse (cursor) and reach a gateway, it changes into a “pointed hand” icon, thus, indicating the navigator that they can click on it to get further information.

b. Explicit link realization

Links are visible to the navigator and simply tell the navigator that they can click on each link available. According to Askehave and Nielsen (2005, p.137), there are four types of external links which appear commonly on the website analysed by them: icons, underlining of text, colour shifts in text and meta-text. Icons can be divided into iconic icons (e.g. envelope icon which is linked to mail facilities) and symbolic icons (e.g. house icon which indicates a link to the homepage). Underlining of text enables readers to use an underlined text as a link whereas colour shifts in text involves a change in colour as soon as the cursor touches an already coloured-text. Lastly, meta-text is the combination between underlining of text and colour shifts in text.

2.6 Linguistic Features of Advertisements

Linguistic features play an important role in the study of genre analysis as language has the ability to realise a certain genre. Diverse usage of words and structures can be noted in different genres, based on the communicative purpose that is intended. In the development of a particular genre, different stages reveal different choices of lexicogrammar, thus compiling a wide range of lexicogrammatical features in different genres. For the purpose of this study, the researcher investigates five (5) common linguistic features based on the work of Bhatia (1993) on promotional genre and Cook (2001), namely the usage of the second person 'you' or 'your', adjectives, binomial/multinomial, ellipsis and imperatives.

2.6.1 Second person interpersonal pronoun 'you'/ possessive adjective 'your'

According to Cook (2001, pp.157-163), one of the fundamental elements in advertising would be the usage of pronouns. Advertisements, generally, practise all three person pronouns. However, the most frequent appearance in advertisements is the use of 'you'. In face-to-face interaction, 'you' is used to show individual addressee. On the contrary, when 'you' is used in printed and broadcast discourse, it provides a personal and particular relationship between producer and audience. The use of pronoun 'you' in advertisements attempts to win the audience. He also adds that the use of pronoun 'you' in advertisements may have 'double exophora' in which it refers to two persons, the person in the picture and the person who is reading the advertisement. By saying this, 'you' creates an impression that a conversation is taking place between the image of the person in the picture and the receiver without knowing who the advertiser is.

According to Jingxia et al (2015), the usage of 'you' creates an effect which directly adheres to the readers. Furthermore, it gives an illusion of a dialogic atmosphere, thus involving the readers in the advertisements' conversation immediately. While 'you' in a sense does not directly refer to someone specific and anyone who reads the advertisement can be 'you', it unconsciously identifies readers as 'you' and stimulates their attention to the text. Furthermore, Jingxia et al (2015) also suggest that the interpersonal pronoun is able to "shorten the psychological distance between the advertiser and reader" and promote a better, harmonious relationship between the two.

2.6.2 Adjectives

Positive adjectives are frequently used in conveying products or services in advertisements. According to Bhatia (1993) the use of adjective in advertisements is to help describe products or services precisely, positively and effectively.

"In advertising, one often finds an above-average use of complex nominals because the copywriter's main concern is to find as many syntactic slots as possible for adjectival insertions. This facilitates suitably precise, desirable positive and effective description of the product or service being advertised" (Bhatia 1993, p. 156)

Goddard (1998, p. 103), on the other hand, mentions that advertisers make use of comparative reference without stating the comparative item. For example, instead of making an advertisement by mentioning comparative item as "vacuum A is more environmental friendly than vacuum B", the advertisers will advertise their product by saying "vacuum A is more environmental friendly" without stating the comparative item. The readers are expected to understand the hidden meaning as vacuum A is better than vacuum B, thus establishing an affirmative and positive attitude towards the product described.

2.6.3 Binomial/multinomial Expressions

Binomial or multinomial expressions is “a sequence of two or more words or phrases that belong to the same grammatical group that share some semantic relationship and they are joined by some syntactic device such as ‘and’ or ‘or’” (Bhatia, 1993, p.108). Binomial or multinomial expressions are used prominently in legal documents as a way of making them more precise and also comprehensive. As Bhatia (1993, p. 108) puts it, “binomial/multinomial is an extremely effective device to make legal document precise as well as all-inclusive”.

In looking into online advertising, the similar concept can be used as in advertising language as spatial restrictions often force the usage of binomial/multinomial expressions. In online advertising, the more concise the advertisement is, the easier it is for readers to read and understand. Thus, the usage of binomial/multinomial in the syntax of advertising language makes perfect sense to reduce words and making it more concise. Some examples of binomial or multinomial expressions are:

*Legoland, Hello Kitty Land **and** Little Big Club open date Tickets in Johor Bharu- with Grand Sentosa Hotel Johor Bharu Stay*

*[Up to 52% Off] Professional Makeup Service with **OR** without Hairstyling from RM38. For men/women*

2.6.4 Ellipsis

Ellipsis enables the advertiser to save cost by omitting unnecessary usage of words or phrases in a sentence, or the words or phrases which have been used in the context (Cook, 2001). While reducing cost helps businesses, ellipsis also benefits advertisers by narrowing the pauses of communication, avoiding redundancy, indicating

the importance of a message, simplifying the procedure of expression, and intensifying the effect linguistically. According to Myers (1994), the omission of words, phrases or ideas in ellipsis makes readers more active in constructing the meaning of the sentence. Ellipsis requires the readers to digest the meaning by themselves while interpreting the message. Furthermore, although the sentences are structurally flawed, the meaning instigated is complete. Thus, it gives a shorter time for readers to finish reading and give more print space for the advertisers to advertise their advertisements.

In advertising, ellipsis involves the omission of certain aspects of the language such as subject or predicate, involving words or phrases. For example, the deletion of the subject, such as 'you', could be a part of the ellipsis process as it may refer to the consumer himself. Instead of using "You may buy and use many. You can combine Groupon.mys for longer stay", the advertisers apply ellipsis in their advertisements as "May buy and use many. Combine Groupon.mys for longer stay". Although the use of 'you' is omitted from the sentence, the meaning is still understood by the readers as familiarity with the idea was instilled in the sentences prior to the one given in the example.

The usage of short, clear and memorable message in advertising is essential since viewers' attention towards advertisements is relatively short. Ellipsis, therefore, enables advertisers to be economic in using words in which sentences can be made shorter and more concise. At the same time, the key words can be emphasised and redundancy can be avoided.

2.6.5 Imperatives

According to Holmes (2001), imperatives are defined as the usage of sentences in a language which implies a command or directive. Usually, imperatives involve the usage of verbs at the beginning of a sentence and deleting the subject before the verb. In other words, imperatives are used to arouse people's desire and make them buy the advertised product. The uses of imperatives do not include changes in tenses and the use of modals. Even though imperatives act as a command or order, different levels of strength within the command can be noted. (Lock, 1996).

Here are some examples of the use of imperatives in advertisements:

- "Just do it" by Nike
- "Do the dew" by Mountain Dew
- "Melts in your mouth not in your hands" by M&M
- "Have it your way" by Burger King
- "Eat Fresh" by Subway
- "Think different" by Apple
- "Don't be evil" by Google

Looking into the example above, the similarities shared by all these sentences are short, reassuring and powerful. This is because they function as a way of provoking people's minds to buy something immediately. The meanings intended are direct and influential in making customers buy the products or services offered.

2.7 Related Genre Studies

Askehave and Nielsen (2005) claim that the application of the genre theory to digital genre is less as compared to printed texts. Based on the Swalesian genre model, Askehave and Nielsen developed a new approach to account for multi-modal, web-mediated documents. Askehave and Nielsen view digital genre as two dimensional, in which it not only acts as text, but also dictates as a medium.

While the analysis was done on a single prototypical corporate homepage of Danisco, a European industrial company, Askehave and Nielsen further justifies that the analysis was only a model study, inspired by the objective of testing the digital genre model. Defining websites as two dimensional in their paper, they separated the analysis into two sections: reading mode and navigating mode. They also concluded that the primary communicative purpose of the reading mode was to present the site. Askehave and Nielsen also presented creating/ consolidating the sender's image and presenting news as the secondary objectives. Moreover, the communicative purpose of the navigating mode was to provide access throughout the website.

When analysing the functional units of the homepage, nine moves were abstracted from the homepage. The moves were attracting attention, greeting, identifying sender, indicating content structure, detailing (selected) content, establishing credentials, establishing contact, establishing a discourse community and promoting an external organization. Also, the links examined were divided into general and specific links. A general idea of the main topics was presented through the usage of generic links whereas the specific links function as preview of the gist in the website. Based on the analysis, Askehave and Nielsen conclude that general links appear more frequently compared to specific links.

In the process of analysing the rhetorical structure, Askehave and Nielsen restricted the reading mode to only 'attracting attention' and 'establishing credential'. The 'attracting attention' move was realized using a combination of colours, flash effect and audiovisual elements. This includes "vibrant coloured pictures, typographical elements, flash effect and strong verbal elements such as catchy slogans, jingles, puns

and news vocabulary” (Askehave & Nielsen, 2005, p. 136). Furthermore, ‘Establishing credential’ move enables web owner to create a trustworthy image. In the analysis of Danisco homepage, logotype and pictures serve as a rhetorical strategy, combined with colours and typographical elements. The rhetorical structure of the navigating mode can be divided into two: implicit link realisation and explicit link realisation. Askehave and Nielsen suggest that the realization of the links is realized by visual strategies.

Using tourism homepage and web-mediated tourism advertorials obtained online as data, Cheong (2013) looked into a “multidimensional investigation of the web-mediated promotional genre of tourism advertorials from a two-prong analytical approach of genre analysis and multimodal discourse analysis”. The main interest of the research was to look into the layout and composition of tourism and web-mediated tourism advertorials in attracting potential tourists to visit the places of interest available in Malaysia. The main objectives of the research are “identifying the communicative purposes of the online genres of tourism homepages and online advertorials and determining if the purposes are factors influencing the generic structure, identifying the generic structure of the homepages and providing a detailed description of the rhetorical structures of online advertorials, analysing the non-linguistic and multimodal features and determining potential tourists’ preferred communicative features which can attract them to and in Malaysia” (Cheong, 2013).

Through this, the persuasive and communicative features of the web genre which are used together with multimodal features are also investigated. In achieving her objectives, the genres were analysed from the macro genre level and micro level: (1) the macro level analysis examined the organizational pattern of sixteen official Malaysia tourism homepages based on Marco’s analytical model and (2) forty-nine advertorials

were analysed from the micro genre level based on the combination of Kathpalia's (1992) and Bahtia's (1993 & 2004) analytical models for promotional texts. In relation to this, using Kress and Van Leeuwen's (1996) multimodal discourse analysis framework, the study also looked into how multimodal features were used in the tourism homepages and online advertorials to serve the informative and persuasive communicative purposes.

Using 48 car advertisements from a local newspaper (The Star) in Malaysia, Nurulain (2014) investigated the move structure, rhetorical strategies and communicative purpose of the printed car advertisements. Kathpalia's (1993) nine-move structure was used as the framework in analysing the data collected. Also, the study examined the multimodality aspects of the car advertisements, specifically looking at the layout of the advertisements.

Based on the study, eight out of nine moves are considered prominent: headline, urging action, justifying product, establishing credentials, appraising the product, offering incentives, pressure tactics and targeting the market. According to Nurulain (2014), it proves that Kathpalia's (1993) framework is applicable in analysing the data collected. Furthermore, the findings on multimodality shows that car advertisements generally use a vertical layout compared to a horizontal layout. Nurulain (2014) suggests that the layout in the advertisements investigated is essential in realizing different moves as they can form meanings to the advertisements.

The study done by Teo (2008) focused on thirty print skin-care advertisements taken from four local women's magazines. Kathpalia's (1992) nine move structure was adopted as the framework in the study. The main objective was to identify the relevancy

of Kathpalia's framework and investigate the representative move structure of skin-care advertisements. Also, common linguistic features such as the second person interpersonal pronouns 'you' and possessive pronoun 'your', adjectives, binomial/multinomial expressions, nominal, repetitions, ellipsis and imperatives were also identified. Lastly, the study also focused on the visual images presented in the data analysed which include the model chosen, set and props, lighting and colours.

Based on the findings, Kathpalia's nine move structure was applicable in determining the move structure in the skin-care advertisements. From the nine-moves, six were considered obligatory: Appraising the Product, Establishing Credentials, Justifying the Product, Targeting the Market, Endorsements/ Testimonials and Urging Action. Offering Incentives and Pressure Tactics were not noteworthy whereas Headlines should not be considered a move, but a part of the advertisement's organization. The common linguistic features obtained from the data had a hand in realising different moves. On the other hand, visuals were also shown to have a unique selling point in the advertisements.

Suen's (2009) study on hotel homepages investigated the moves and visual images in the data collected. Two frameworks were used: Bhatia's (2004) multidimensional and multi-perspective approach in analysing the genre of the homepages and Kress and van Leeuwen's (1996) framework in analysing the visual images on the homepages. The study was done as Suen (2009) believes that a detailed analysis of the language and images used have never been presented as the focus on previous studies in Hong Kong has always been a general overview of the website content.

Twelve homepages of Hong Kong luxury hotel websites were used as data, based on the Five Star Alliance list, an organization which indicates the world's best hotels' websites. The hotels chosen are international five-star hotels in Hong Kong from January to February 2008. The analysis done involved moves of the text, lexical-grammatical features and hyperlinks of the homepages and visual images.

Based on the analysis of the homepages, eighteen moves were identified. Out of the eighteen moves, five moves are considered obligatory (identifying the brand, introducing the menu of the websites, establishing contact, establishing credentials and introducing accommodation). The analysis of the lexical-grammatical textures is done using Oxford WordSmith Tools 4.0 to analyse the specific words that are used predominantly. Examples of frequently used words are Hong Kong, Spa, Best, Top, Our and You. Meanwhile, typical hyperlinks found on the hotel homepages are accommodation, dining, Hong Kong information, leisure facilities, meetings and events and reservation. The visual images showed notable patterns of the representational, interpersonal and compositional metafunctions. Based on the analysis done, four communicative purposes were identified: introducing the hotel, providing information about the hotel facilities, establishing the hotel image and promoting the hotel.

On the other hand, Krairak (2012) utilizes tourism homepages in the Thailand context to explore the move structure and the linguistic features available. Using the homepages of 30 tourism websites from Thailand, Bhatia's (1993) and Askehave and Nielsen's (2005) frameworks on move analysis was used to analyse the data. Krairak (2012) also identified the prominent linguistic features in the data by using a computerised programme (Concapp Concordance Browser and Editor).

In the study, Krairak (2012) revealed that the move structure in the tourism homepages of Thailand consists of four (4) moves which are *Identifying the attraction*, *Establishing credentials*, *Introducing the offer* and *Soliciting response*. Furthermore, the communicative purpose was justified by the realisation of the move, which encompasses several steps. The analysis of the common linguistic features shows a high usage of 'you' or 'your', imperatives, the modal 'can' and adjectival pre modifiers. The moves detected in the data and the common linguistic features are said to contribute to the communicative purpose of the text, which is to persuade.

In the study done by Li (2013), a genre approach was used in looking into the advertising language in Malaysian hotel advertisements and how the advertisements were written. By analysing 20 different Malaysian hotel advertisements, Li (2013) utilized the Five-move structure proposed by Gu Xiangfen (in Li, 2013). Moreover, the communicative purpose and linguistic features were also analysed as part of the genre study.

Form the findings, Li (2013) suggested three (3) main communicative purposes of Malaysian hotel advertisements which are persuading potential buyers/customers to purchase the service or product, providing extensive information on the hotels and advertising the hotels by portraying a positive image of them. Li (2013) also suggested that while the Five-move structure was suitable in investigating the move structure of the data, Move 4: Internal Philosophy and Guidelines was not a prominent move. Furthermore, the rhetorical moves obtained from the data include *Identifying service*, *Establishing credentials*, *Introducing Service and facilities* and *Providing contact* as obligatory moves while *Background description*, *Expressing general greetings and invitation* and *Internal philosophy and guidelines* are considered optional moves. For

the linguistic features, the most common features detected from the data include the usage of 'you' and 'your', adjectives, binomial/ multinomial expressions, nominal, ellipsis and imperatives. Lastly, Li (2013) also indicated the usage of non-linguistic features in the Malaysian hotel advertisements such as pictures, logos and promotional subheadings.

2.8 Conclusion

This chapter discusses the definition and functions of advertising. It also discusses the three schools of genre, namely New Rhetorical studies, Systemic Functional Linguistics (SFL) school and English for Special Purposes (ESP) school. A detailed discussion on genre in English for Specific Purposes was given as this study approaches the present genre through ESP. Later, Swales, Bhatia and Askehave & Nielsen's genre models were taken into account as the built up for the theoretical framework of this study. The linguistic features involved in the analysis were also discussed as to why they were used in the analysis. In the final part of this chapter, an overview of the previous studies related to genre analysis in advertisements was presented.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter will discuss the methods and procedures involved in this study. The rationale of the data collected from various advertising websites from the internet will also be discussed in this chapter. This chapter is divided into several sub topics: research design, data collection, instrument, data analysis and framework.

3.2 Research Design

In order to answer the research questions, the methodology used in this study is qualitative in nature. While analysing the rhetorical strategies and move structures/links in the data involves a qualitative approach, frequency counts to obtain the prominent moves is also done. Similar to analysing the linguistic features, a qualitative approach was used to determine the types of linguistic features used in the advertisements while a frequency count was used to conclude the percentage of the respective linguistic features.

3.3 Data Collection

The data is collected from 5 different websites which provide advertising and purchase services for companies to promote the companies' products. The 5 Malaysian websites are chosen due to their popularity among internet users in Malaysia. By using Alexa Internet, Inc (2012), a website which enables the measurement of how a website is performing relative to other websites by calculating the average number of daily users and estimated number of page views over a span of three months, the top 5 advertising group buying websites in Malaysia are selected. The websites are:

- a) www.groupon.my
- b) www.everyday.com.my
- c) www.dealmates.com.my
- d) www.mydeal.com.my
- e) www.milkadeal.com

In order to further specify the present data, only advertisements produced by travel and tourism companies will be analysed, which includes both local and international vacation spots. For the purpose of this study, the researcher looked into only hotel and lodging advertisements, which is a part of the travel and tourism industry. The rationale of this choice is due to the fact that hotel and lodging companies usually promote their service on the group buying websites, with a number of other tourists' attractions, as a main form of attracting customers to their hotels. Therefore, all the advertisements obtained under travel and tourism was further scrutinized, focusing only on advertisements of hotels and lodging as the main agenda.

The proposed number of advertisements from each website is 5, which therefore gives a rich corpus of 25 advertisements (Appendix 1-25). The websites are Malaysian group buying websites, aiming Malaysians as their main audience. The reason that these websites were chosen is due to the number advertisements available on the websites, as well as the popularity of these websites among 'netizens'. The table below shows all 25 advertisements that were chosen as data:

Table 3.1: List of online advertisements used as data

Advertisement	Group-buying site	Type of deal	Location
1	Everyday.com.my	Stay in Resort Chaweng	Bo Phut, Thailand
2	Everyday.com.my	Stay in Angsana Bintan	Lagoi, Indonesia

3	Everyday.com.my	Stay in Angsana Great Barrier Reef Resort	Palm Cove, Australia
4	Everyday.com.my	Stay in Angsana Balaclava	Balaclava, Mauritius
5	Everyday.com.my	Stay in Angsana Velavaru	Maldives, Maldives
6	Groupon.my	Stay in Aonang Phu Petra Resort	Krabi, Thailand
7	Groupon.my	Stay in Kudat Golf and Marina Resort	Sabah, Malaysia
8	Groupon.my	Stay in Redang Holiday Beach Villa Resort	Terengganu, Malaysia
9	Groupon.my	Stay in Hotel Sun Route Umeda/Hotel Keihan Universal City	Osaka, Japan
10	Groupon.my	Stay in Deevana Patong Resort	Phuket, Thailand
11	Milkadeal.com	Stay in Jerejak Rainforest Resort	Pulau Pinang, Malaysia
12	Milkadeal.com	4-days trip organized by a travel agency	Guilin//Lipu/Yangshuo, China
13	Milkadeal.com	1-night dinner cruise	Bangkok, Thailand
14	Milkadeal.com	1-day guided tour	Hong Kong
15	Milkadeal.com	5-days trip organized by a travel agency	Shanghai/Jiangnan, China
16	Mydeal.com.my	4-days trip organized by a travel agency	Koh Samui, Thailand
17	Mydeal.com.my	1-day guided tour	Hong Kong
18	Mydeal.com.my	5-days trip organized by a travel agency	Ching Mai/Chiang Rai, Thailand
19	Mydeal.com.my	4-days trip organized by a travel agency	Krabi, Thailand
20	Mydeal.com.my	7-days trip organized by a travel agency	Taiwan
21	Dealmates.com.my	4-days trip organized by a travel agency	Ching Mai/Chiang Rai, Thailand
22	Dealmates.com.my	4-days trip organized by a travel agency	Bangkok/Pattaya, Thailand
23	Dealmates.com.my	4-days trip organized by a travel agency	Koh Samui, Thailand
24	Dealmates.com.my	5/6days trip organized by a travel agency	Beijing, Guilin or Shenzhen, China
25	Dealmates.com.my	5-days trip organized by a travel agency	Phuket/Krabi, Thailand

'Table 3.1, continued'

The data was collected from 1st August 2012 to 30th November 2012, an approximate period of 4 months. The period of time was chosen because of the increase in the number of travel and tourism advertisements then, thus making it possible to obtain an adequate number of data for analysis. This is due to the fact that it also coincides with the Malaysian school holidays, which is during November and December, and it is the peak season where Malaysians go for their holidays.

3.4 Framework

The frameworks adopted are Askhave and Nielsen's (2005) Two-dimensional Genre Model and Bhatia's (1993) and Cook's (2001) model of linguistic features.

3.4.1 Askehave and Nielsen's Two-dimensional Genre Model

Based on previous researches, digital advertisement-based genre analysis usually corresponds to the Two-Dimensional Genre Model as it accounts for a better explanation upon the usage of digital genres. The uniqueness of Askehave and Nielsen's model is that a thorough analysis of the peripheral information in the whole webpage could be done, rather than just the textual analysis. Thus, this framework allows the analysis of the unique aspect of web pages: navigating mode and reading mode (Finnemann, 1999).

3.4.1.1 Moves in Reading Mode

The moves in the reading mode have been discussed in detailed in the previous chapter under 2.5.2.1. Askehave and Nielsen (2005, p. 131) explains that moves obtained from the reading mode shows similarity to a traditional text. To summarize, based on their study on corporate home pages, the following nine moves are prototypical in homepages:

- i. *Attracting attention*
- ii. *Greeting*
- iii. *Identifying sender*
- iv. *Indicating content structure*
- v. *Detailing (selected) content*
- vi. *Establishing credentials*
- vii. *Establishing contact*
- viii. *Establishing a discourse community*
- ix. *Promoting an external organization*

3.4.1.2 Links in Navigating Mode

As discussed in the previous chapter under 2.5.2.2, there are two types of links in the navigating mode: generic links and specific links. While generic links are often used to introduce important areas within the homepage, specific links, namely implicit links and explicit links, are also vital as they enable readers to explore extra details of the topic being discussed. These 2 types of specific links may be different in nature but both function similarly as a way to gain more information on the subject discussed.

3.4.2 Bhatia's and Cook's Model of Linguistic Features

The linguistic feature will adapt to Bhatia's (1993) and Cook (2001) analysis of the linguistic features available in the field of genre analysis and advertisements. However, only some linguistic features will be analyzed. The linguistic features will cover the second person interpersonal pronoun 'you' and possessive adjective 'your', adjectives, binomial/multinomial expressions, imperatives, and ellipsis. These linguistic

features are used to analyse the data as they are highly associated to the language structure of advertisements.

3.5 Instrument

In order to analyze the moves, linguistic features and visual images, the analysis will be done manually. Also, an inter-rater, an expert in the field of genre analysis, will also be used to counter check the analysis of the advertisements in order to increase the validity and reliability of the assessment. Furthermore, consistency of the analysis can be obtained in the process of analysing the data.

3.6 Data Analysis

The analysis of the data is divided into 2 sections: functional units and linguistic features. The analysis of the functional units aims to answer research questions 1, 2 and 3, while analysis of the linguistic features aims to answer research question 4.

3.6.1 Analysis of Functional Units

Askehave and Nielsen (2005) concluded that homepages have two different sets of communicative purposes which are different, yet parallel to each other. Based on the idea concluded by Askehave and Nielsen (2005), the reading and navigating mode will be investigated based on the moves and links on the homepages.

To develop a reliable coding scheme, the researcher and an assistant, a graduate student in applied linguistics, would familiarize themselves with the theories stated above. Then, both researcher and the assistant would code 5 samples of the advertisements taken from the 5 group buying sites separately. The first coding is done

to illustrate the generic structure of the sample. After that, the coding would be reviewed and similarities and differences would be discussed to reach a consensus.

3.6.1.1 Analysis of Reading Mode

A qualitative method was used in the analysis of the reading mode. Different moves in the advertisements were elicited using Askehave and Nielsen's framework. Similarly, each step which renders a move was also noted. Then, the description of analysis on the communicative purpose was done based on the moves and the steps available in the advertisements. Every move and step in all the data was identified and analysed. The examples for the moves and steps were tabulated with detailed explanation given in the findings section. The number of advertisements which contain a particular move is obtained by frequency count. The percentage of a move is calculated as follows:

$$\frac{\text{Number of advertisements which contain a particular move} \times 100}{25 \text{ (Total number of advertisements)}}$$

For moves which appear for more than 50% is considered obligatory, whereas moves below 50% are considered optional. The level of prominence of the move is based on the adaptation of the Four-grade system of strength level by Howe (1995), which are most strong, quite strong, slightly strong and not strong. However, instead of using 'prominent' or not prominent', the adaptation of this Four-grade system is mainly used in this study as to determine whether a particular move is obligatory or optional, as the usage of these two terms best explains the data.

Table 3.2: Four-grade system

Level	Range of frequency (%)	Importance	Terminology used in this study
Not strong	0-24	Not prominent	Optional
Slightly strong	25-49	Not prominent	Optional
Quite strong	50-74	Prominent	Obligatory
Most strong	75-100	Prominent	Obligatory

(Howe, 1995)

Based on the table above, although the range of frequency indicates different levels, for example ‘quite strong’ at 50% to 74% and ‘most strong’ at 75% to 100%, they still share the same importance which is ‘prominent’. This is also similar to the levels of ‘not strong’ and ‘slightly strong’, which share the importance of ‘not prominent’.

Howe (1995) used the term ‘not prominent’ and ‘prominent’ to show the importance of a particular level. Similarly, this study enforces the same approach but with a different term: ‘Optional’, instead of ‘not prominent’, and ‘Obligatory’, instead of ‘prominent’. However, it should be noted that while the terms used are different, the level of importance is still based on the same requirement, which is the percentage.

3.6.1.2 Analysis of Navigating Mode

The second part of the analysis was to analyse the links, which is related to the navigating mode, on the webpage. Askehave and Nielsen (2005, p. 132) defined links as “clickable objects which enable readers to navigate from one web page to another”. Looking at the common generic and specific links, the coding system done by the

researcher and the graduate student were used in identifying the generic and specific links on the five samples analysed initially. To examine the common links in the advertisements, only links which appear in at least 50% of the advertisements was discussed. Based on the result from the discussion, the links from all the twenty-five advertisements were analysed and examined. Then, the description of analysis on the communicative purpose was done. The analysis was recorded in a table to tabulate similar links from the advertisements for both generic and specific links. An explanation on the common generic and specific links will be further discussed in the findings section. The numbers of advertisements which contain a particular link are obtained by frequency count. The percentage of the link is calculated as follows:

$$\frac{\text{Number of advertisements which contain a particular link} \times 100}{25 \text{ (Total number of advertisements)}}$$

3.6.1.3 Analysis of Linguistic Features

Identifying the five (5) prominent linguistic features (pronouns, adjectives, binomial/multinomial expressions, repetitions and imperatives) based on the study of Bhatia (1993) and Cook (2001) will be the main agenda. From the analysis of the data collected, these five (5) linguistic features were chosen as they are common linguistic features available in the advertisements. For each linguistic feature, the researcher manually examined and analysed the data. To count the number of times a particular linguistic feature appears, if a particular linguistic feature is available in a particular advertisement, it would be counted as one. This is because the length and number of words of each advertisement used as data differs from one to another and if the frequency of occurrence is used to calculate the times each linguistic feature appear, some advertisements would obtain more of the linguistic features compared to those

with less pages or number of words. Therefore, even if a particular linguistic feature is available for more than once in a particular advertisement, it would still be counted as one. The percentage of the advertisements which contain the linguistic features would be calculated as below:

Number of advertisements which contain a linguistic feature X 100

25 (Total number of advertisements)

Also, an explanation of why the features are prominent would be initiated. Frequency of occurrence of the linguistic feature would be tabulated and displayed with concrete examples.

3.7 Conclusion

This chapter discusses the research design, data collection method and analysis based on the frameworks above. Analysis of the data collected will be discussed in the following chapter.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents the findings and discussion based on the analysis of twenty-five online hotel and lodging advertisements taken from 5 group buying sites in Malaysia. The analysis looked into the communicative purpose, moves, links and linguistic features that are found in the advertisements. The relevant moves and links were manually identified based on the analytical framework of Askehave & Nielsen (2005).

4.2 Communicative purposes of the reading mode of online hotel and lodging advertisements from group buying sites

Based on the analysis of the advertisements, 4 different communicative purposes can be observed: (1) to grab the attention of the web users/ potential customers, (2) to get web users/ potential customers to purchase the product, (3) to provide valid and in depth information to the prospective customers and (4) to encourage further communication from prospective customers. From the analysis done on communicative purpose, similarities could be seen as the ones proposed by Bhatia (1993).

The aim of a promotional genre is to elicit a specific response from the readers (Bhatia, 1993). As advertisements serve to promote one's service or product, the main communicative purpose is to grab the attention of web users by capturing the attention of the prospective customers. By focusing on discounts and promotional prices, the advertisements from the group buying sites are able to achieve its goal to attract

potential customers through methods of highlighting the bargains using big, bold fonts on the title and discounts, inserting interesting visual images on the front page of the advertisements and urging immediate action by placing a countdown on the offer. For example:

1-Night Superior Room with Breakfast and Dinner for 2
 FX Resort Chaweng • Bo Phut, Thailand

Looking for a beach escape? Chaweng Beach in Koh Samui is your answer to the best beach escape plans. Get surrounded by white sand and clear waters as far as the eye can see; swimming, snorkelling and kayaking to your heart's content. Visit Koh Samui's famous Big Buddha Temple, nature lovers can opt for the Paradise Part Farm and Butterfly Garden, those who want some speed can get their fix at the local go-kart track.

Countdown box

1 night stay at FX Superior Room for 2 people is just RM151 (regularly RM432), comes with breakfast and dinner, also get welcome drinks and 2 bottles of water plus a 10% off food menu at Mellow Restaurant. The beaches are accessed through the hotel's private roads with bicycles available within resort. Includes your taxes and

Visual images

Title

escape kit

- Breakfast for two
- Thai Set Dinner for two
- Welcome drink upon arrival
- Two bottles of drinking water available in room per day
- 10% off food at Mellow Restaurant
- Airport transfer service*

RM 151
 Original Price: RM432

buy now!

65% SAVINGS

1 PURCHASED

11:06:45 REMAINING

Figure 4.1: Example from Advertisement 11

In the above example, the web advertiser clearly attracts the attention of the customers by placing an image of the accommodation at the destination, a bigger font for the headline of the deal and a box on the right side with the 'BUY NOW!' button and the after discount price. By highlighting the headline, the advertiser indicates that the whole deal can be summarized in one whole sentence as in the headline, thus identifying the product/ service. By providing relevant information such as an image of

the hotel and/or destination and highlighting the discounted price, the web advertiser indicates that these are the places which may attract the attention of the web users to further gain information on the respective online advertisement.

The second communicative purpose of the reading mode is to get web users/potential customers to purchase the product. In the online advertisements analysed, one of the obvious methods used was the usage of a box either on the left, right or middle side of the web page to pressure the web users to take action and buy the product or services. The box usually entails a description of the original price and the discounted price, a 'BUY NOW!' button to enable web users to take immediate action, the percentage of discount and the time left before the deal expires. In discussing this communicative purpose, an example below serves as to show how the communicative purpose is achieved. Elaborated examples from all 5 group buying sites are placed in Table 4.3.



Figure 4.2: Example from Advertisement 4

The third communicative purpose of the reading mode is to provide valid and in depth information regarding the offer to potential customers. From the analysis of the data, this can be seen in the information given in the advertisements regarding the deals. As such, information on the places of interest, accommodation, activities that can be done and visual images related to the deal entails the third communicative purpose. The advertisements must first provide relevant, interesting elements of the deals in order to enlighten the web users on the advantages, giving them a purpose to purchase the service, be it through the usage of words or visual images. To make the web users feel that the service is worth buying, it should entice web users with an elaborated description of the deal. For example:

Hong Kong Day & Night Combo

To make full use of daytrips, it's better to cover the three essentials of transportation, destination and activities. Take care of all three with today's deal. See some of Hong Kong's best sights, at just RM163 per person!

Get a heavenly experience when you visit Ngong Ping 360 on a guided tour, and much more. Eschew pavement-pounding with the convenient 1-day MTR Day Pass that connects you to places throughout Hong Kong, plus ride a night bus tour to see Hong Kong's sights under the stars.



Figure 4.3: Example from Advertisement 14

On the other hand, not only do the advertisements provide information on the advantages of the hotel/lodging being advertised, it also provides a transparent view of the deals by stating the fine print or conditions of the offer, giving an in depth explanation of what the web users should expect from the deal.

Highlights

- Stay in a superior garden room.
- Only 10-min walk to Patong beach.
- Surrounded by 12 acres of lush, tropical gardens.
- Swimming pools for adults and children.
- Vibrant nightlife and entertainment.
- Get 50% off on spa services.
- Combine Groupons for longer stay.
- AirAsia flies to Phuket 11 times daily, MAS flies twice daily, while Firefly flies once daily from Penang (tickets to be purchased separately).
- [Click here to see our travel guide.](#)

Fine Print

GENERAL:

- Stay period: Jun 26, 2012 – Oct 31, 2012.
- Bookings must be made between: Jun 12, 2012 – Jul 20, 2012.
- Min. 7 days prior booking required. Bookings subject to availability.
- No rescheduling allowed once bookings have been made or Groupon voucher will be forfeited.
- May buy and use many. Combine Groupons for longer stay.
- Max. 3 adults / 2 adults + 2 children aged 11 and below per room. 3rd adult subject to add-on charges.
- Rate is inclusive of applicable taxes and service charges.
- Printed Groupon voucher required at check-in.
- [See the rules that apply to all deals.](#)

Figure 4.4: Example from Advertisement 10

In order to raise the confidence of the web users, positive comments and reviews were also quoted from experts in the field and tourist who have experienced the place of attraction.

The last communicative purpose of the online hotel and lodging advertisements is to encourage further communication from prospective customers. Several methods were used in realising this communicative purpose such as providing the contact

information of the web owner on the web page, newsletter subscription and enabling respective web users to communicate via social network services. For example:

Contact information of advertiser

HOW TO BOOK (book early to avoid disappointment)
 Call 09-624 5500 / 09-624 2236 or email redholi@redangholiday.com with your:

- Name
- Contact number
- Email address
- Preferred date(s) of stay
- Groupon voucher code
- Groupon security code
- Attached Groupon

Redang Island: 3D2N Private Bungalow Stay at Redang Holiday Beach Villa Resort + 3 Snorkelling Trips + Daily Meals for 2 (RM900) / 4 (RM1,600) / 6 (RM2,100) People. From RM175 per person per night.

Customers are advised to call 09-624 5500 / 09-624 2236 or email Redang Holiday Beach Villa Resort at redholi@redangholiday.com to check on availability of preferred travel dates before purchasing this Groupon and travel tickets to Redang Island, Terengganu. All bookings must be made by Oct 8, 2012.

Losing one's mind is usually caused by stress, illness, and poor sense of direction. Today's Groupon returns senses with a 3D2N stay in a Semi-D Bungalow Garden View, inclusive of snorkelling trips and daily meals at Redang Holiday Beach Villa Resort in Redang Island, Terengganu. Choose from the following options:

- Stay for 2 people for RM900 (RM998 published rack rate) (only RM225 per person per night)

Redang Holiday Beach Villa Resort
 No. 35, Jalan Bandar
 Kuala Terengganu,
 Terengganu 20100
 Company Website

for up to 6 Tropical Bc Choose 3D Limited Gr
RM688.
 instead c RM1,464.0

RM399.00
 Chiang Ma Suriwongs Daily Buffe Airport Trai 4D3N / 5D.
RM399.
 instead c RM1,063.0

RM130.00
 Bangkok: 1 Phraya Riv Internation: Groupons
RM130.
 instead c RM166.0

Figure 4.5: Example from Advertisement 8

Thus, by providing links of these elements, it eases prospective customers to keep in touch and communicate with the advertiser.

4.3 Moves and rhetorical strategies used in the navigating mode of online hotel and lodging advertisements

This section looks into the analysis of the reading mode of the online hotel and lodging advertisements which is taken from 5 renowned group buying sites in Malaysia. The analysis of the moves and rhetorical structure of online hotel and lodging advertisements will be based on all nine moves proposed by Askehave & Nielsen (2005):

1. Attracting attention (AA)

2. Greeting (G)
3. Identifying sender (IS)
4. Indicating content structure (ICS)
5. Detailing (selected) content (DSC)
6. Establishing credentials (ECr)
7. Establishing contact (ECo)
8. Establishing a discourse community (EDC)
9. Promoting an external organization (PEO)

From the analysis of the advertisements, it is noted that other moves were evident. Therefore, the new moves are adapted to the theoretical framework of Askehave & Nielsen (2005), giving a total of 17 moves analysed. The moves involved in the discussion are:

1. Attracting attention (AA)
2. Greeting (G)
3. Identifying sender (IS)
4. Indicating content structure (ICS)
5. Detailing (selected) content (DSC)
6. Establishing credentials (ECr)
7. Establishing contact (ECo)
8. Establishing a discourse community (EDC)
9. Promoting an external organization (PEO)
10. Highlighting important information (HII)
11. Detailing description of deal (DDD)
12. Indicating terms and condition (ITC)
13. Promoting service applications (PSA)
14. Providing related information of the website via links (PRI)
15. Including choices based on background (ICB)

16. Rewarding web users (RW)

17. Creating an opportunity to feature business (COB)

The data is then tabulated in Table 4.1 to show the percentages of the existing moves structure for the reading mode of all the twenty-five online advertisements. Existing steps under each move is also included in the table. A move in each advertisement analysed is calculated based on its existence in the advertisement. Therefore, even if a particular move appears more than one time in a particular advertisement, the occurrence of the move will only be considered. In other words, the maximum time a move can appear is only 25 times, the maximum number of the online advertisements reviewed. This is because the sequence of moves is not the main agenda of the study and does not affect the communicative purpose of the genre.

In some instances, an element may function as different moves in the 25 advertisements from all five group buying sites. Therefore, a certain element in an advertisement may be analysed as two different moves. For instance, the logo on the web page reveals the move *Identifying Sender* as it indicates the identity of the web owner and provides an orientation to the web users on their whereabouts on the internet. On the other hand, it can also be considered as *Establishing Credential* move as a trustworthy image is projected towards the web users, giving a sense of genuineness towards the web advertiser. Hence, the logo on the webpage serves twofold: encompassing the IS move and also EC move.

Based on the analysis of the advertisements, the obligatory moves in online hotel and lodging advertisements from the present data are AA, IS, ICS, ECr, ECo,

EDC, PEO, HII, DDD, ITC, PSA, PRI, ICB, RW and COB, giving a total of 15 moves.

Meanwhile, only 2 moves, G and DSC are optional as none of the advertisements analysed indicate the existence of these moves.

Table 4.1: Move structure and steps in the online hotel and lodging advertisements

Move	Step	Total	Percentage (%)
1) Attracting attention		25	100
	A) Headline	25	100
	B) Pressure tactics	25	100
	C) Visual images	25	100
2) Greeting		0	0
3) Identifying sender		20	80
4) Indicating content structure		25	100
5) Detailing (selected) content		0	0
6) Establishing credentials		25	100
	A) reviews by customers/ experts	13	52
	B) background of web owner	25	100
	C) service pledge (guarantee)	15	60
7) Establishing contact		25	100
	A) Contact information of web owner/partner company	25	100
	B) Newsletter subscription	15	60
	C) Communicating on the webpage via SNSs	25	100
8) Establishing a discourse community		25	100
	A) Online registration	25	100

	B)Building a discourse community via SNSs	25	100
9) Promoting an external organization		25	100
	A)Banners	10	40
	B)Links to relevant webpage/website	25	100
	C)Other deals within the website	15	60
	1)Specific deals	15	60
	2)General categories	10	40
10) Highlighting important information		25	100
11) Detailing description of deal		25	100
12) Indicating terms and condition		25	100
13) Promoting service applications		20	80
14) Providing related information of website via links		25	100
15) Including choices based on background		25	100
	A)City option	25	100
	B)Language option	5	20
16) Rewarding web users		20	80
17) Creating an opportunity to feature business		25	100

‘Table 4.1, continued’

4.3.1 Move 1: Attracting attention (AA)

This move attempts to grasp the attention of web users when entering the advertising web page. The main criterion of this move is that it appears only on the first page of the website, without needing to scroll down further. The users may feel tempted to read more about the deal with a more significant attention grabbing element when exploring the advertisement, thus driving them to scroll down for more information.

In hotels and lodging web sites, AA plays a crucial role in gaining more views. As such, these 3 steps which are, headline, pressure tactics and visual images, appear in all 25 advertisements or 100% from the data. While pictures of the hotels are usually available in the web site images, discounts and deals are also significant. Based on the findings, the basis of AA lies upon the title/headlines of the advertisements, the main picture when opening the web sites and deals placed in a framed box. All three steps show the importance of the steps in realising the moves. An example of AA in one of the data can be seen below:

The screenshot shows a Groupon Malaysia advertisement for a Krabi resort stay. The ad is framed and contains several key elements:

- Headline:** "[Up to 72% Off] Krabi: Hillside Villa Stay for 2 at Award-Winning Aonang Phu Petra Resort + Buffet Breakfast. Choose 3D2N (RM488) / 4D3N (RM688) / 5D4N (RM868). From RM108.50 per person per night".
- Main visual image:** A photograph of a resort pool area with lounge chairs and a mountain in the background.
- Countdown box:** A box indicating the deal's availability: "This deal can be bought over the next: 1 day 23:13:59".
- Price and Savings:** "Amount: from RM488.00", "Discount 69%", "You save RM1,064.00".
- Call to Action:** "Buy Now!", "Buy it for a friend!".

Annotations on the right side of the image identify these elements: "Headline", "Main visual image", and "Countdown box".

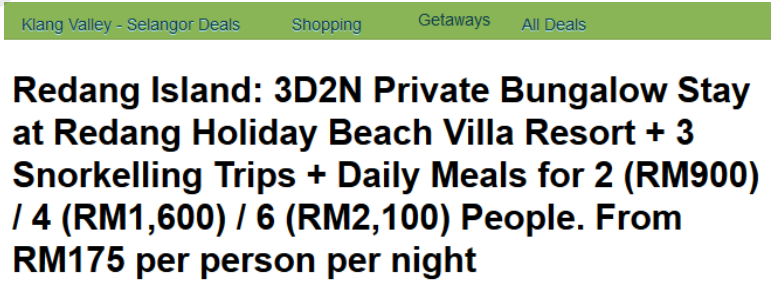
Figure 4.6: Example from Advertisement 6

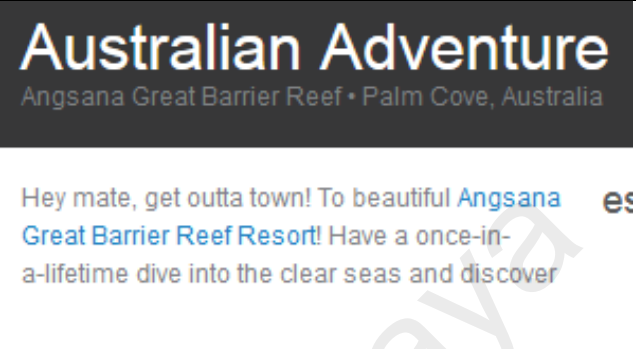
Move 1- Step A- Headline

The title/headline is regarded as the main criterion in attracting the attention of the readers to the contents available in the advertisements. This move is realised

through different ways on the headlines of the advertisements. For ‘headlines’, all 25 online advertisements use a bigger , bolded font compared to the other fonts in the respective online advertisements. Also, the frequency count shows that 100% of the online lodging and hotels advertisements adopt this move. However, the complexity of the headline may differ from one advertisement to another. As such, Groupon.my, Mydeal.com.my and Milkadeal.com entail a more detailed headline as compared to Dealmates.com.my and Everyday.com.my. As the example below, the headline of the online advertisements on Groupon.my may involve the number of days, name of resort, number of people involved in deal, price of the deal and the number of activities (with/without stating the activity). On the other hand, the headline in Dealmates.com.my can denote a brief description of the place such as the number of days or location of hotel, such as being shown in the table below.

Table 4.2: Examples of Move 1 Step A

Group buying site	Example
Groupon.my	 <p>Redang Island: 3D2N Private Bungalow Stay at Redang Holiday Beach Villa Resort + 3 Snorkelling Trips + Daily Meals for 2 (RM900) / 4 (RM1,600) / 6 (RM2,100) People. From RM175 per person per night</p>
Mydeal.com.my	<p>55% OFF 7D6N Taiwan Super Value Tour: Accommodation + 12 Meals + Full Day Guided Tours + Return Airport Transfer for only RM620 instead of RM1388! (min 2 to go)</p>
Milkadeal.com	<p>Only RM350 for 2D1N Stay in Chalet Executive for up to 4 pax at Jerejak Rainforest Resort + 4 Breakfasts (Halal) (Only RM88/person/night holiday! Worth RM563!)</p>

Dealmates.com.my	<p>4D3N In Bangkok & Pattaya</p> <p>Take some time off to enjoy 4 Days 3 Nights in Bangkok + Pattaya, where you'll visit a whole multitude of attractions such as the Chaophaya River Cruise, Wat Arun,</p>
Everyday.com.my	

'Table 4.2, continued'

Move 1- Step B- Using pressure tactics

The deal placed in the box on the web sites also places an important role in attracting the attention of viewers. 100% of the online advertisements use a separate box on either the right, left or bottom part of the first page of the advertisements. The features of the box for all 25 advertisements mostly share a similar trait: the amount saved and price of the discounted deal, the percentage of the discount saved, time left to purchase the deal and the number of people who have purchased the deal. However, the layout of the box varies from one to another. In addition, 80% of the online advertisements contain the price of the deal, written in large fonts. Also, the usage of imperative verb 'BUY NOW' can be seen in 80% of the advertisements. Furthermore, Everyday.com.my and Milkadeal.com use a different colour to indicate the price of the deal in the box.


Table 4.3: Example of Move 1 Step B

Groupon.my	Mydeal.com.my	Dealmates.com.my	Milkadeal.com	Everyday.com.my		
<div data-bbox="199 557 497 1206"> <p>Buy Now!</p> <p>Amount: from RM308.00</p> <table border="1"> <tr> <td>Discount 58%</td> <td>You save RM417.00</td> </tr> </table> <p>Buy it for a friend!</p> <p>This deal can be bought over the next: 2 days 22:35:53</p> <p>1 Bought! Deal is on!</p> <p>Recommend to friends! Facebook Twitter eMail</p> </div>	Discount 58%	You save RM417.00	<div data-bbox="555 557 831 1121"> <p>SAVE 53% RM88</p> <p>BUY NOW</p> <p>You Save RM100 Normal Price RM188</p> <p>Time Left 13 36 53</p> <p>THE DEAL IS ON!</p> <p>ALREADY 4 SOLD!</p> <p>Recommend to friends!</p> </div>	<div data-bbox="882 549 965 1155"> <p>Deal is on</p> <p>70% OFF</p> <p>239.00</p> </div>	<div data-bbox="1234 557 1541 1161"> <p>BUY NOW</p> <p>RM388</p> <p>Value RM523 Discount 26%</p> <p>6 bought</p> <p>The deal is on!</p> <p>Tipped at 8:28:16 PM with 6 bought</p> </div>	<div data-bbox="1585 564 1890 1190"> <p>RM140</p> <p>Original Price: RM232</p> <p>buy now!</p> <p>40% SAVINGS</p> <p>29 PURCHASED</p> <p>10:31:02 REMAINING</p> <p>Want it for free? Buy first, then share a special link. If three friends buy, yours is free!</p> <p>share 41 Tweet 3</p> </div>
Discount 58%	You save RM417.00					

Move 1 - Step C- Usage of visual images

‘Visual images’ are also important strategies used to realise this move. As all the advertisements comprise of more than 5 visual images per advertisement, this step would only list the main visual images from all the advertisements. Depending on the advertisements and deals involved, the point of view of which the picture is taken would differ. Pertinent to this, if the focus of the deal is on accommodation, the main visual image would be regarding the accommodation. Vice versa, if the focus is on places of interest, visual images presented would involve shots taken on the place of interest. In addition, the usage of collage as the main visual image can also be noted in some of the advertisements. Another important criterion is the usage of flash effect technique of pictures, in which the pictures changes after several seconds. 40% of the advertisements adopt this technique, mainly from Everyday.com.my and Milkadeal.com.

Table 4.4: Examples of Move 1 Step C

Group buying site	Example	Remark
Groupon.my	 The image shows a tropical beach scene from a back view. In the foreground, three people are sitting on the white sand, wearing colorful swimwear and snorkel masks. The water is clear and turquoise, meeting a blue sky with light clouds. A semi-transparent graphic overlay is present, featuring a globe icon on the left and the word 'Redang' in white text on a teal background in the center.	-the focus is on Redang Island, using the beach as the main visual image

<p>Mydeal.co m.my</p>		<p>-the focus is on touring Taiwan, using several pictures to form a collage as the main visual image</p>
<p>Dealmates.c om.my</p>		<p>-the focus of this deal is on Bangkok and Pattaya, using a place of interest as the main visual image.</p>
<p>Milkadeal.c om</p>		<p>-the main focus of the deal is on the Jerejak Rainforest Resort, using the view of the resort from outside as the main visual image. -the visual image also uses a flash technique, which changes every few seconds</p>
<p>Everyday.c om.my</p>		<p>-the focus of this deal is on Angsana Great Barrier Reef Resort, with an image of the sea taken from inside the room -the visual image also uses a flash technique, which changes every few seconds</p>

'Table 4.4, continued'

4.3.2 Move 2: Greeting (G)

While Askehave and Nielsen (2005) discover the move Greeting to be prototypical when looking into homepages, the analysis of the advertisements from all the group buying sites suggest that this move does not appear in the data. This is probably because the advertisements analysed are not homepages by nature, but web pages by nature. Therefore, the notion of using the move Greeting might not be as important as it is on homepages.

4.3.3 Move 3: Identifying Sender (IS)

This move functions as an image creating or branding the service of the web owner, usually projected by the usage of a logo. On the other hand, it also “enables the web users to orientate themselves and keep track of their whereabouts on the Net” and gives an idea of whose webpage it belongs to (Askehave & Nielsen, 2005). In order to realise this move, the existence of the logo of the web owner is identified from the advertisements.

From the analysis of the data, 20 out of 25 or 80% of the advertisements used a logo on the webpage, associated closely to the web owner. Only advertisements from Everyday.com.my did not include any logo.

On the other hand, depending on the group-buying sites, the logo is placed either on the top and/or at the bottom of the page. Advertisements from Groupon.my and Milkadeal.com place the logos on the top of the page, whereas advertisements from Dealmates.com.my position them at the bottom of the page. Mydeal.com.my.com

places its logo on both the top and bottom of the page. The logos on all the 20 advertisements were placed on the left hand side of the webpage. In the table below, examples of the position of the logos in the respective group buying sites are given:

Table 4.5: Examples of Move 3

Group buying site	Example of the logo position
Groupon.my	 <p>The screenshot shows the Groupon Malaysia website. The logo 'GROUPON Malaysia' is circled in black and has a white callout box with the word 'Logo' pointing to it. The website features a green header with navigation links like 'Klang Valley - Selangor Deals', 'Shopping', 'Getaways', and 'All Deals'. A main promotional banner for a villa stay is visible, along with various deal categories on the right side.</p>
Mydeal.com.my	 <p>The screenshot shows the MyDEAL.com.my website. The logo 'MyDEAL.com.my' is circled in black in the top left corner and has a white callout box with the word 'Logo' pointing to it. The website has a blue header with a 'Choose your City' dropdown menu and a 'GET NEWSLETTER' input field. A prominent banner for 'MyDEALivery' with the phone number '2691 5868' is displayed. Below this, there are category filters for 'TRAVEL (11)', 'ACTIVITIES (0)', 'PRODUCTS (31)', 'DINING (7)', and 'WELLNESS (10)'. A deal for '42% OFF 4D3N Samui Eco Adventure Tour: Samui Mountain' is featured. At the bottom, the logo is repeated in the footer area, also circled in black and labeled 'Logo'. The footer contains a 'COMPANY' section with links for 'Universal TBC', 'Privacy Policy', and 'Jobs', and a 'MORE' section with links for 'How it works', 'Refer Friends, Get RM10', 'Press', 'FAQ', 'Affiliates', 'Suggest a business', and 'Corporate purchase'.</p>

<p>Dealmates. com.my</p>	
<p>Milkadeal.c om</p>	

‘Table 4.5, continued’

4.3.4 Move 4: Indicating Content Structure (ICS)

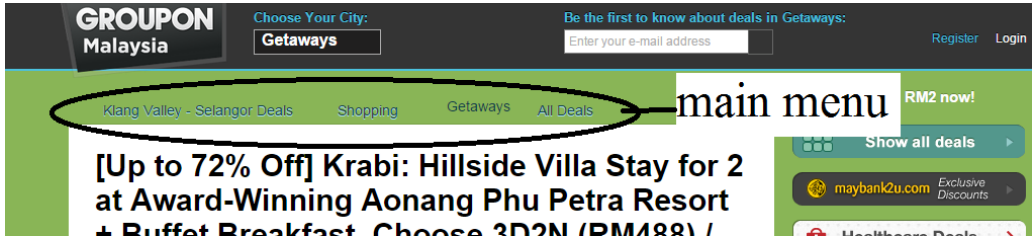
This move is usually realised by the usage of a main menu. According to Askehave & Nielsen (2005), it is considered the fundamental of a homepage which provides an overview of the website’s content as the main menu would enable the web users to have a clearer picture of the main topics available on the website.

In all 25 advertisements analysed, the move ICS can be seen through the usage of the main menu, which gives a percentage of 100%. However, the main menu of the advertisements differs from each other, depending on different group-buying sites. The main menu for advertisements on Mydeal.com.my focuses on the categories of deals

available such as travel, dining and wellness whereas the main menu on the advertisements of Dealmates.com.my covers today's and past deals, Dealmates.com.my blog and dining. Also, a 'change city' button is also available for web users who choose to view deals according to city choice. Advertisements from Milkadeal.com, on the other hand, cover a home link, past deals, how the webpage works and how to buy things on the webpage. The unique feature on Milkadeal.com's main menu is 'language choice', enabling web users to choose between Malay and English. On the other hand, advertisements from Everyday.com.my has a main menu which indicates today's deal, available categories such as travels and shopping, how the webpage works and choices of the cities available for the deals. Lastly, the main menus for advertisements from Groupon.my have links to deals available in the specifically chosen region/state, all deals available on the webpage and several categories such as shopping and travels.

Another difference can also be seen in terms of the positioning of the main menu. While advertisements from Groupon.my, Mydeal.com.my, Milkadeal.com and Dealmates.com.my places the main menu on the top part of the webpage, advertisements from Everyday.com.my places them on the left side of the webpage.

Table 4.6: Examples of Move 4

Group buying site	Example of the main menu
Groupon.my	 <p>The screenshot shows the Groupon Malaysia website header. At the top left is the 'GROUPON Malaysia' logo. To its right is a 'Choose Your City:' dropdown menu currently set to 'Getaways'. Further right is a promotional banner: 'Be the first to know about deals in Getaways:' with an input field for an email address and 'Register' and 'Login' links. Below this is a green navigation bar containing links for 'Klang Valley - Selangor Deals', 'Shopping', 'Getaways', and 'All Deals'. A black oval highlights this navigation bar, with a line pointing to the text 'main menu' written to the right of the oval. Below the navigation bar is a large promotional deal: '[Up to 72% Off] Krabi: Hillside Villa Stay for 2 at Award-Winning Aonang Phu Petra Resort + Buffet Breakfast Choose 3D/2N (RM488) /'. To the right of the main deal are smaller promotional boxes for 'Show all deals', 'maybank2u.com Exclusive Discounts', and 'Healthcare Deals'.</p>

<p>Mydeal.co m.my.com. my</p>	
<p>Dealmates. com.my</p>	
<p>Milkadeal.c om</p>	
<p>Everyday.c om.my</p>	

'Table 4.6, continued'

4.3.5 Move 5: Detailing (selected) Content (DSC)

In the analysis of the advertisements, the move DSC is not evident as though the main menus exist. While this move provides detailed information of the topics in the main menu in the form of small summaries for homepages (Askehave and Nielsen, 2005), the main menu in the advertisement data in this study do not do so.

4.3.6 Move 6: Establishing Credentials (ECr)

According to Askehave & Nielsen (2005), this move is used to give the web owner an image of trustworthiness. This includes the usage of elements which can be used to project the web owner's image to raise the web users' confidence towards them. Examples of the steps taken to enhance EC includes reviews by customers or experts in the field of tourism, giving an overview of the background of the web owner and company, and guarantee of service through service pledge.

In order to promote the websites and give a positive image of the web owner, this move is essential in all the advertisements analysed. As such, all 25 advertisements or 100% of it indicates the importance of the move.

Move 6 - Step A: review by customers or experts in the field.

A number of 13 advertisements or 52% of all the advertisements from Everyday.com.my, Groupon.my and Milkadeal.com provide web users an insight into the experience from customers who have experienced the deal and experts in the field of. In relation to this, advertisements from Everyday.com.my and Groupon.my post reviews done by customers who have experienced the deal, whereas advertisements from Milkadeal.com include reviews done by experts, through web pages associated to

travel and tourism such as Tripadvisor (<http://www.tripadvisor.com>) and Lonely Planet (www.lonelyplanet.com).

Table 4.7: Examples of Move 6 Step A

Group buying site	Examples	Remark
Groupon.my	<p>“Totally worth it! I mean, the place IS simple but it covers the basic needs. Stayed mostly in the water throughout the trip and I love the fact that the resort is right at the end of the island and it really really feels like you have your own private beach.”- Apr 19, 2012 – gaboobie.</p> <p>“Room was equipped with basic necessities and was more than comfortable for our stay. Toilet was clean. The best part about the resort is the people. They're super friendly and accomodating.” – Jun 27, 2011 – tyraisha.</p>	<p>Review by customer</p> <p>Review by customer</p>
Milkadeal.com	<p>“The Bund - Beautiful panoramic view of the harbor and skyscrapers. Still has its 20s-30s ambience.” – tripadvisor</p> <p>“You can jump between all of these worlds – wining and hobnobbing at a chic club, eating at a streetside market, getting plucked and pummelled into something more beautiful, or sweating profusely on a long unplanned march. Bangkok is an urban connoisseur’s dream come true.” – Lonely Planet</p>	<p>Review by expert</p> <p>Review by expert</p>
Everyday.com.my	<p>“Good hotel only 10 min walk to the beach. Nice rooftop swimming pool. The employees were very friendly. Did everyting we asked en helping us to find</p>	<p>Review by customer</p>

	<p>some places on the island. Also in for a nice chat if they had time. They make you feel like home!” – Pascal</p> <p>“It was our first trip to Maldives after reading so much great reviews. This place looks exactly like what you see on photos. Beautiful, crystal clear waters.”- G.Kei</p>	Review by customer
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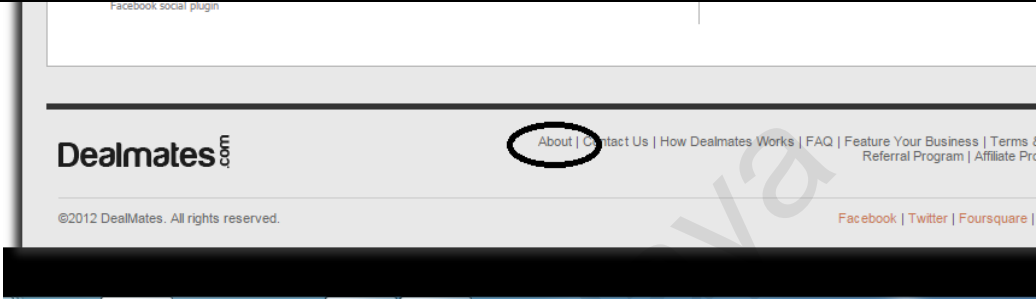
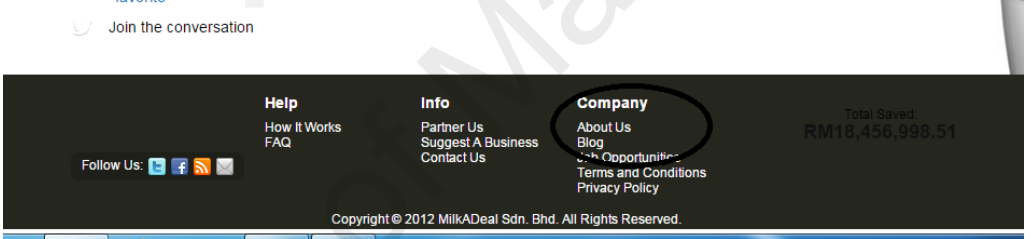
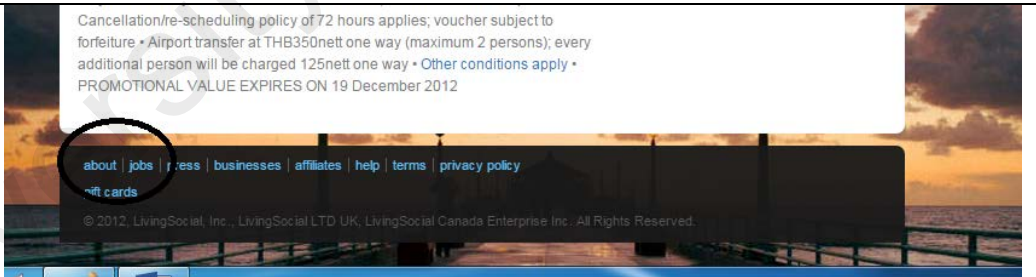
‘Table 4.7, continued’

Move 6 - Step B: Background of the web owner

The background of the web owner can be seen in all 25 advertisements or 100% of it. However, this step is not realised upfront in the advertisements, but rather embedded in the links available on them. This can be seen through the usage of ‘about’ or ‘press’ links which gives the web user the opportunity in looking into the background of the web owner and deciding whether the web page is genuine and trustworthy. The position of this link is always placed at the bottom part of the web page in all the advertisements analysed.

Table 4.8: Example of Move 6 Step B

Group buying site	Example of the links
Groupon.my	

<p>Mydeal.co m.my.com. my</p>	 <p>MyDEAL.com.my © 2010-2011 MYDEAL.com.my. All Rights Reserved.</p> <p>COMPANY About Team Contact Us Universal TBC Privacy Policy Jobs</p> <p>MORE How it works Refer Friends, Get RM10 Press FAQ Affiliates Suggest a business Corporate purchase</p> <p>MYDEAL.com.my provides access to exclusive daily offers at the best places to eat, exercise, shop, travel and relax. Each day, new offers are featured from one of our well-edited selection of local and international businesses.</p>
<p>Dealmates. com.my</p>	 <p>Facebook social plugin</p> <p>Dealmates.com ©2012 DealMates. All rights reserved.</p> <p>About Contact Us How Dealmates Works FAQ Feature Your Business Terms & Referral Program Affiliate Pr</p> <p>Facebook Twitter Foursquare </p>
<p>Milkadeal.c om</p>	 <p>Join the conversation</p> <p>Follow Us: t f s v</p> <p>Help How It Works FAQ</p> <p>Info Partner Us Suggest A Business Contact Us</p> <p>Company About Us Blog Opportunities Terms and Conditions Privacy Policy</p> <p>Total Saved: RM18,456,998.51</p> <p>Copyright © 2012 MilkADeal Sdn. Bhd. All Rights Reserved.</p>
<p>Everyday.c om.my</p>	 <p>Cancellation/re-scheduling policy of 72 hours applies; voucher subject to forfeiture • Airport transfer at THB350nett one way (maximum 2 persons); every additional person will be charged 125nett one way • Other conditions apply • PROMOTIONAL VALUE EXPIRES ON 19 December 2012</p> <p>about jobs ress businesses affiliates help terms privacy policy</p> <p>ift cards</p> <p>© 2012, LivingSocial, Inc., LivingSocial LTD UK, LivingSocial Canada Enterprise Inc. All Rights Reserved.</p>


‘Table 4.8, continued’

Move 6 - Step C: Service pledge (guarantee)

The service pledge to guarantee the service provided can be seen in the advertisements from Everyday.com.my, Groupon.my and Mydeal.com.my, which makes up of a total of 15 advertisements (60%). Although the realisation of the service pledge may differ from one advertisement to another, the motive of it stays the same:

giving an indication that the service provided can be trusted. Advertisements from Mydeal.com.my and Groupon.my places their service pledge on the right side of the page with Mydeal.com.my placing it at the bottom part and Groupon.my placing it in the middle section. The similar aspect of the service pledge is the usage of the words stating the importance of the customers beneath a picture of two hands holding each other. On the other hand, advertisements from Everyday.com.my place the service pledge mid section, bottom part of the page with words stating a 30-day money back guarantee.

Table 4.9: Examples of Move 6 Step C

Group buying site	Example	Realization
Groupon.my		<p>-an image of two fingers crossing</p> <p>-service pledge</p> <p>- guaranteeing service</p> <p>-contact details</p>


<p>Mydeal.com.my.com. my</p>	 <p>MyDEAL Service Pledge</p> <p>We value your satisfaction. If you have any queries on your purchased DEALs, please contact us.</p> <p>Main Customer Support Line : +60 32 691 5316 (Monday to Friday 9 am - 6 pm)</p> <p>Customer Support Email : crm@MyDEAL.com.my</p>	<p>-an image of two fingers crossing</p> <p>-service pledge</p> <p>-contact details</p>
<p>Everyday.com.my</p>	<p>30 day money-back guarantee Can't find the dates you want? Dog ate your passport? No worries. You have 30 days post-purchase to return your voucher, no questions asked.</p>	<p>- guaranteeing service</p>

Table 4.9, continued'

4.3.7 Move 7: Establishing Contact (ECo)

The reader is able to contact the sender by applying this move (Askehave & Nielsen, 2005). Web users may keep in touch with the web owner through means of calling through phone, emailing, subscribing to newsletters or even through social network sites such as Facebook or Twitter. This is also considered an important move by the web owner as it enables them to promote their services as well as providing support to the web users.

It is also noticed that ECo is used in all 25 advertisements (100%), suggesting the importance of enabling a medium of communication between the web users and the web owner/advertisers. As such, the steps taken to realise this move are providing

contact information of the web owner (100%), enabling the web users to register online (100%), enabling web users to subscribe to newsletters from the web owner (40%) and communicating via social network sites (100%). A few examples of ECo can be seen below in one of the advertisements analysed as data:



Figure 4.7: Example from Advertisement 14

Move 7 - Step A: contact information of web owner/advertiser

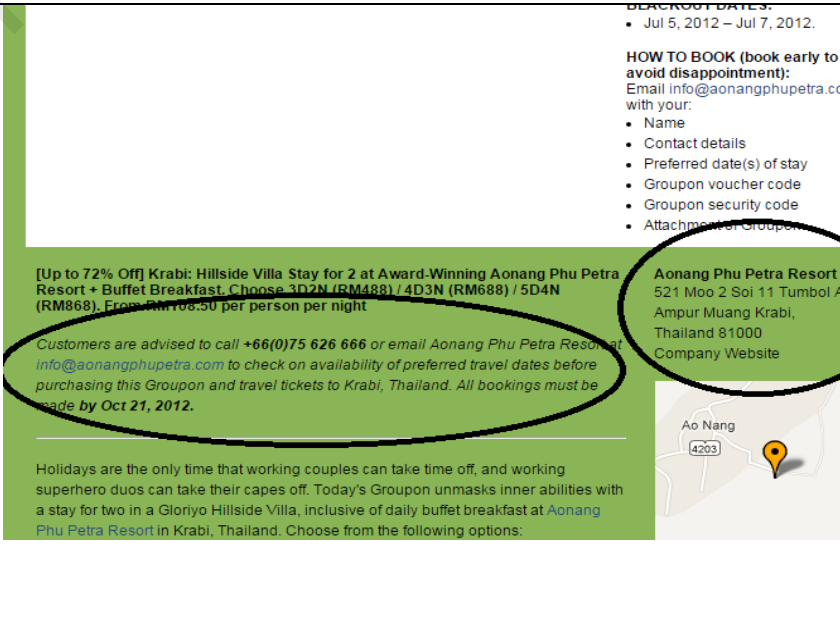
This step is considered as of utmost importance as it appears in all 25 advertisements. The contact information can generally be divided into two categories: of the web owner or advertiser of the respective deal.

The step is realised in several ways by the web owner, depending on different group buying sites. Advertisements from Groupon.my and Mydeal.com.my proposes a two way indication of this step which is by placing the contact information or telephone number and email address on the right side of the web page and also providing links at the bottom part of the web page to contact the web owner. On the other hand,

Everyday.com.my, Milkadeal.com and Dealmates.com.my provide only links ('help' or 'contact us') to enable web users to contact the web owner at the bottom part of the web page.

On the other hand, contact information of the deal from the respective advertisers can also be seen in 20 advertisements (80%) from Groupon.my, Dealmates.com.my, Mydeal.com.my and Milkadeal.com. Given that external companies use the service of the group buying sites to promote their deals, the web owners are required to include the contact information of the external companies to promote them and their products/services. Also, this enables web users to directly contact the external companies regarding the deals given to get a full understanding to it. The means used to establish contact are telephone numbers, Facebook page on the respective external companies, and emails.

Table 4.10: Examples from Move 7 Step A

Group buying site	Examples of information of partner company
Groupon.my	 <p>BACKOUT DATES:</p> <ul style="list-style-type: none"> • Jul 5, 2012 – Jul 7, 2012. <p>HOW TO BOOK (book early to avoid disappointment): Email info@aonangphupetra.com with your:</p> <ul style="list-style-type: none"> • Name • Contact details • Preferred date(s) of stay • Groupon voucher code • Groupon security code • Attachment for Groupon <p>[Up to 72% Off] Krabi: Hillside Villa Stay for 2 at Award-Winning Aonang Phu Petra Resort + Buffet Breakfast. Choose 3D2N (RM488) / 4D3N (RM688) / 5D4N (RM868). From RM108.50 per person per night</p> <p>Aonang Phu Petra Resort 521 Moo 2 Soi 11 Tumbol Ampur Muang Krabi, Thailand 81000 Company Website</p> <p>Customers are advised to call +66(0)75 626 666 or email Aonang Phu Petra Resort at info@aonangphupetra.com to check on availability of preferred travel dates before purchasing this Groupon and travel tickets to Krabi, Thailand. All bookings must be made by Oct 21, 2012.</p> <p>Holidays are the only time that working couples can take time off, and working superhero duos can take their capes off. Today's Groupon unmasks inner abilities with a stay for two in a Gloriyo Hillside Villa, inclusive of daily buffet breakfast at Aonang Phu Petra Resort in Krabi, Thailand. Choose from the following options:</p>

Mydeal.com.my.com.

my



Witness the majestic temples of ancient civilisation and so much more...

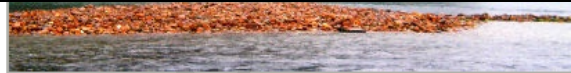
Partner

Easyway Holidays Sdn Bhd
Jalan PSK 10
Taman Bukit Serdang
43300 Sri Kembangan
Selangor

Tel: 012-3318 743 / 012-3318 743
Fax: 03-8071 5740
Email: enquiry@eazytravels.com / cust_service@eazytravels.com
Website: www.eazytravels.com

Opening Hours:
Sat (11am - 3pm)
Closed Mon - Fri, Sun & Public Holidays

Milkadeal.com



Tipped at 12:37:07 PM
with 5 bought

Share this deal: [Email](#) [Tweet](#) [Send](#) [Like](#) 160 4

What You'll Get

- **4D3N Hotel Accommodation**
- **Tourist Guide Services**
- **Meals as stated in the tour itinerary (non-halal)**
- **Air-conditioned tourist bus**

Highlights

- Jing Jiang Wang Ling
- Elephant Trunk Hill
- Fu Bo Hill
- The Fighting Hill
- Moon Hill
- West Street
- Rong Lake Scenic Area
- Jiuqu Bridge

Getting There


HwaJing Travel & Tours Sdn Bhd
Block N-26, 2nd Floor,
Warisan Cityview Jalan
3/93A, Batu 2 1/2, Off Jajar
Cheras,
Kuala Lumpur 56100
MY

Phone: +603 9200 2929
[website](#)

Redeem this deal at:

Block N-26, 2nd Floor,
Warisan Cityview, Jalan
3/93A, Batu 2 1/2, Off Jajar
Cheras,
Kuala Lumpur 56100
MY

Latitude: 3.127955
Longitude: 101.721398
[Map It!](#)

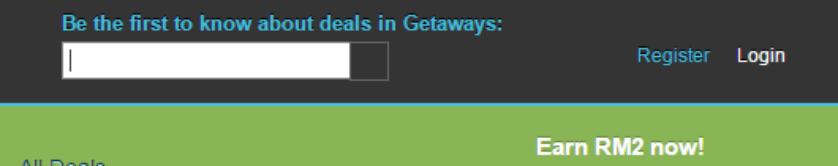
Dealmates.com.my	<p>RM 588.00 RM899.00 35% Off 1 more needed to get the deal 2d 1</p>  <p>A must visit, the Beijing Summer Park</p>	<ul style="list-style-type: none"> • Blackout date applies: • September 30th till 7th October 2012 • December 24th, 25th & 31st 2012 • (*Also not available on Local Conferences, Go Controls & International Fairs*) • The management reserves the right to withdraw offered on this voucher due to unavoidable reasons • See Universal Fine Print
		<p>The Company</p> <p>Lohas Travel & Media Company Website M2C-11, Jalan Pandan Indah, Pandan Indah, , 55100 Kuala Lumpur, Kuala Lumpur 03-4292 3222 See Map</p>


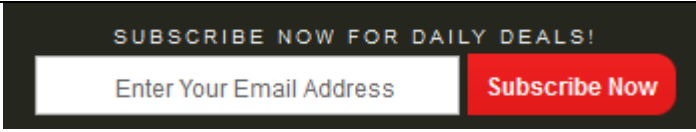
‘Table 4.10, continued’

Move 7 - Step B: newsletter subscription

Using this step to realize the move ECo, web owners are able to send newsletters to respective web users who are interested to know about more deals from them. However, only 15 advertisements from Groupon.my, Milkadeal.com and Mydeal.com.my (60%) enable web users to subscribe to the newsletters. All the advertisements from Milkadeal.com and Mydeal.com.my place the newsletter subscription at the top right of the web page, which includes a box to fill in the email address of the web users and a button to acknowledge the consent to be sent the newsletters.

Table 4.11: Examples of Move 7 Step B

Group buying site	Example
Groupon.my	

Mydeal.com.my	 <p>GET NEWSLETTER <input type="text"/></p>
Milkadeal.com	 <p>SUBSCRIBE NOW FOR DAILY DEALS! <input type="text" value="Enter Your Email Address"/> <input type="button" value="Subscribe Now"/></p>

‘Table 4.11, continued’

Move 7 – Step C: communicating on the webpage via SNSs

From the analysis of the advertisements from the group buying sites, only 20 advertisements (80%) from Groupon.my, Milkadeal.com, Mydeal.com.my and Dealmates.com.my enable the web users to establish a contact with the web owner through SNSs. This is realised through the usage of Facebook and/or Twitter which enables the users to contact the web owner. Advertisements from Dealmates.com.my include a section of Facebook comments on the bottom part of the web page, allowing web users to post comments and questions regarding the deal to the web owner. This not only permits the web owner to discuss the deal on the page, but also enabling others to read the respective conversation between them. On the other hand, Groupon.my, Mydeal.com.my and Milkadeal.com permit web users to communicate through Facebook and/or Twitter by providing a link to the SNSs.

Table 4.12: Examples of Move 7 Step C

Group buying site	Example	Remark
<p>Groupon.my.my</p>	 <p>The image shows a Facebook social plugin for 'Groupon Malaysia'. At the top, it says 'Groupon Malaysia on Facebook'. Below that is the Facebook logo and the name 'Groupon Malaysia' with a 'Like' button. It states '153,132 people like Groupon Malaysia.' and displays a grid of six user avatars with names: Sarah, Jasmine, Nor Shazwa, Raja, Wan, and Geethanjali. At the bottom, it says 'Follow Groupon Malaysia on Twitter'.</p>	<p>-Implicit link by moving cursor to the Facebook box</p> <p>-Implicit link by moving cursor to 'Follow Groupon.my.my Malaysia on Twitter'</p>
<p>Milkadeal.com</p>	 <p>The image shows a Facebook social plugin for 'MilkADeal'. At the top, it says 'Leave us your contact now!' followed by 'MilkADeal on Facebook' and a 'Like' button. It states '29,361 people like MilkADeal.' and displays a grid of six user avatars with names: Sep, ilmam, Annie, and two others. At the bottom, it says 'Facebook social plugin'.</p>	<p>-Implicit link by moving cursor to the Facebook box</p>

		<p>-Implicit link to Twitter</p>
<p>Dealmates.com.m</p> <p>y</p>	<p>Discuss this Deal</p> <p>Add a comment...</p> <p><input checked="" type="checkbox"/> Post to Facebook Posting as Safarizan Safian (Not you?) Comment</p> <p>Haic Eoh I had my flight n hotel book on 22nd til 25th Oct 2012 with Airasia. Can join the trip ?? What the price?? Reply · Like · Follow Post · June 6 at 2:17pm</p> <p>Junene Choo Seriously with elephant camp??? Reply · Like · June 6 at 5:41pm</p> <p>Gisa Soung Is the price include flight ticket?when the date? Reply · Like · Follow Post · June 6 at 11:13am</p> <p>Lohas Travel & Media hi, the price is not included flight ticket and the travel period valid from 1st July 2012 to 31st October 2012. Reply · Like · June 8 at 1:31pm</p>	<p>-Facebook box placed on the bottom part of the advertisements</p>

<p>Mydeal.com.my</p>		<p>-Implicit link by moving cursor to the Facebook box</p>
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‘Table 4.12, continued’

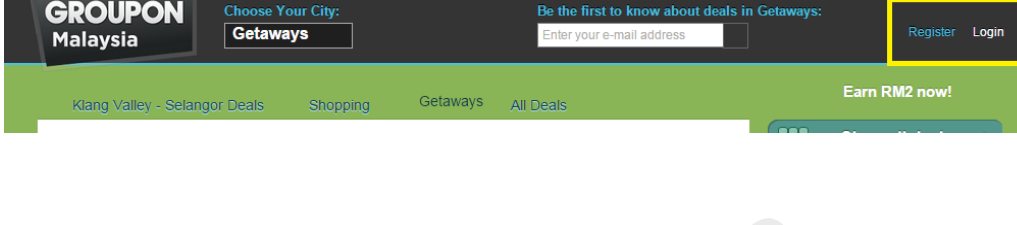
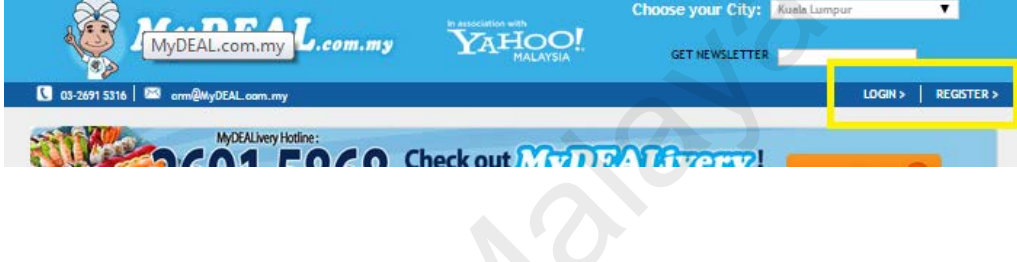
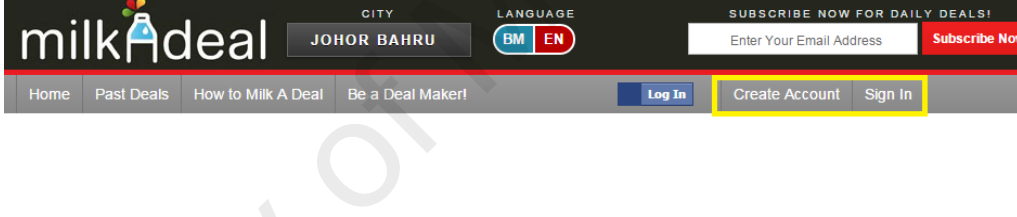

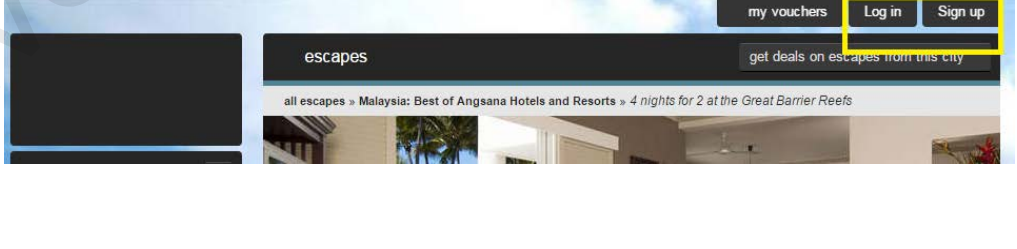
4.3.8 Move 8: Establishing a Discourse Community (EDC)

This move aims to establish a base for frequent and loyal users to build a community within the website. Askehave & Nielsen (2005) suggest that EDC is often realised by a login facility, permitting the users and owner of the web to establish communities on the group buying sites. The move EDC is realised using two steps: online registration and building a discourse community via SNSs.

Move 8 - Step A: online registration

Being the main element in establishing a discourse community, 100% of the data (25 advertisements) enable the web user to directly register online to the web page by placing a ‘login/ sign up’ link on the top of the advertisements for web users to use. The links are placed next to each other and is always on the right side, beside the menu bar.

Table 4.13: Examples of Move 8 Step A

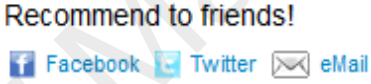


Group buying site	Example
Groupon.my .my	
Mydeal.com .my	
Milkadeal.c om	
Dealmates.c om.my	
Everyday.co m.my	

Move 8 - Step B: Building a discourse community via SNSs

Based on the analysis of the online hotel and lodging advertisement, building a discourse community via SNSs plays an important role in realising the move EDC. The frequency count shows that all 25 advertisements (100%) from the data contain this

step. Usually, the step enables the web users to share the deals with their friends by recommending the deals to them, thus widening the discourse community within the network. In addition, all 25 advertisements contain an iconic icon of Facebook, Twitter, blog or email which enables the web user to directly access the SNSs from the advertisements to share the deals on their SNSs accounts. The placements of the iconic icons are in the first page of the advertisements, which show the significance of the step taken by the web owner as a way to promote their services.

Table 4.14: Examples of Move 8 Step B

Group buying site	Example
Groupon.my.my	
Everyday.com.my	
Milkadeal.com	

4.3.9 Move 9: Promoting an External Organization (PEO)

According to Askehave & Nielsen (2005), this move is used to promote another company, product or services. It is suggested that the manner in which this move is realized is usually in a form of a banner, an advertising strategy which is embedded into a web page. In the analysis of the data collected, there were two methods used to realise this move: usage of banners and usage of links to relevant external web pages/websites.

Move 9 - Step A: Banners

Askehave and Nielsen (2005) mention that banners are clickable and function as to bring the web users to another external web page. In the analysis of the advertisements, there are 10 (40%) group buying sites which adopted clickable banners as a way to promote external organisation. Groupon.my uses this method to promote Maybank2u, a banking service which enables web users to do their money transitions online. On the other hand, Mydeals.com.my also promotes MyDEALivery, a service which helps deliver items bought from the Mydeals.com.my to the respective customers. The similarities within these clickable banners are that they are placed on the first page of the group buying sites, indicating the web owners' intention to highlight the importance of the services advertised in the banners.

Table 4.15: Examples of Move 9 Step A1

Group buying site	Example
Groupon.my	 <p>The screenshot shows the Groupon.my homepage. At the top, there is a search bar for 'Enter your e-mail address' and links for 'Register' and 'Login'. Below this, there are navigation tabs for 'Getaways' and 'All Deals'. A large banner advertises a 'Hillside Villa Stay for 2 nights at Phu Petra Resort' for RM488 or RM868. To the right, there is a sidebar with 'Earn RM2 now!' and a 'Show all deals' button. A 'maybank2u.com Exclusive Discounts' banner is circled in black. Other banners include 'Healthcare Deals', 'My DAD, My CHAMPION', and 'GROUPON GETAWAYS BEST TRAVEL DEALS'.</p>
Mydeals.com.my	 <p>The screenshot shows the Mydeals.com.my homepage. At the top, there is a 'Choose your City:' dropdown menu set to 'Kuala Lumpur'. Below this, there is a 'GET NEWSLETTER' form and links for 'LOGIN' and 'REGISTER'. A large banner advertises 'MyDEALivery Hotline: 2691 5868' with the text 'Check out MyDEALivery! Get Great Food in Just 1 Click' and a 'VIEW NOW' button. The banner also includes the text 'Monday to Friday, 11am - 9pm'.</p>

While banners are usually clickable, there are also banners within the data that are not clickable, but also function as a way to promote other companies and services. Only 5 out of the 25 data collected (20%), all from Mydeals.com.my, uses banners which are not clickable to promote online organisations, newspapers and television channels which advertise Mydeals.com.my's services in them. For example, the organisations involved are Yahoo Malaysia, Astro Awani, MyMetro, Nanyang Siang Pau and Sinar. While these banners are usually placed at the bottom part of the web pages, a logo of Yahoo Malaysia can be seen at the top part on the Mydeals.com.my group buying sites.

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Table 4.16: Examples of Move 9 Step A2

Group buying site	Example	Remark
Mydeals.com.my		Non clickable banners which are placed at the bottom part of the group buying sites
Mydeals.com.my		A logo of Yahoo Malaysia which is placed at the top part of the group buying sites

Move 9 - Step B: links to relevant external web page/ web site.

This step looks into external web page/ web site links which are relevant to the web users. Based on the analysis done, the number of advertisements containing links to relevant websites is 25 (100%). The importance of these links permits web users to view more information on partner websites, accommodation web pages or Facebook pages associated to the deals. Furthermore, the links enable the web owner to create an opportunity for the web users to look into places to visit through other hotel and lodging web pages. There are two methods of placing the links: implicitly in the text or explicitly within the advertisement, both of which the links would be of different colour compared to the rest of the text (usually in blue).

The type of links on each advertisement may vary. In a sense, this may be due to the fact that group buying sites may propose different methods in advertising their products such as using a partner company to promote their deals or directly promoting a hotel or accommodation. If the former is concerned, the links given would be directed to the partner's site. Vice versa, if the hotel or accommodation is directly promoting their service, the links given would be directed to their accommodation web page or Facebook page. Furthermore, web owners might also include links to travel sites which offer trusted advice from real travellers and a wide variety of comments on the proposed destination.

Table 4.17: Examples of Move 9 Step B

Group buying site	Example	Remark
Groupon.my	Call to enquire or refer to rates at (http://gr.pn/RedangHoliday).	Explicit link to accommodation site
	View, inclusive of snorkelling trips and daily meals at <u>Redang Holiday</u>	Implicit link to

	<p><u>Beach Villa Resort</u> in Redang Island, Terengganu</p> <p>Check out more things to do and places to visit around Redang Island at <u>Virtual Tourist</u> and <u>WikiTravel</u>.</p>	<p>accommodation site</p> <p>Implicit link to travel sites</p>
Mydeal.com.my	<p>Z'impaco Travel & Tours Sdn Bhd</p> <p>Lot L2-10A, Level 2</p> <p>The Weld</p> <p>No 76 Jalan Raja Chulan</p> <p>50200 Kuala Lumpur</p> <p>Tel: 03-2161 7117</p> <p>Email: zimpaco@tm.net.my</p> <p>Website: http://zimpaco.com.my/</p>	<p>Explicit link to partner company</p>
Dealmates.com.my	<p>Lohas Travel & Media</p> <p><u>Company Website</u></p> <p>M2C-11, Jalan Pandan Indah, Pandan Indah, , 55100 Kuala Lumpur, Kuala Lumpur 03-4292 3222</p>	<p>Explicit link to partner company</p>
Milkadeal.com	<p>EXPLURA DOT MY SDN BHD</p> <p>Kuala Lumpur 50470 MY Phone: +603 2201 2255 <u>website</u></p>	<p>Explicit link to partner company</p>
Everyday.com.my	<p>Hey mate, get outta town! To beautiful Angsana Great Barrier Reef Resort!</p>	<p>Implicit link to accommodation site</p>

'Table 4.17, continued'

Move 9- Step C: Other deals within the website

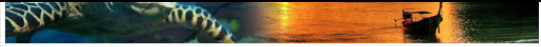



While each particular group buying website is specifically focused on a specific deal, there are also advertisements of other deals within the website, either on the right of the left side of the web page. This step is realised by the promotion of other deals available on the group buying site through the usage of advertisements which includes short summaries and pictures or a general categorisation of the deals promoted. While scrolling and reading the main information on the particular deal given on the websites, web users may also be tempted to click on the other deals shown on the side of the websites.

In order to realise this step, 2 different sub steps can be noted. The numbers of advertisements which realise this step are 20 out of 25 (80%). According to the analysis of the advertisements, some of the advertisements, namely from Mydeals.com.my, Groupon.my, MilkaDeal.com and Everyday.com.my, either promote only one sub step or both sub steps together.

Move 9- Step C- Sub Step 1: Specific deals

In the hotel and lodging websites, 15 out of 25 advertisements (60%) include promotions of other deals available on the particular group buying site. The group buying sites which adopt this sub step are MilkaDeal.com, Groupon.my and Mydeal.com.my. Also, it can be noted that the method of introducing other deals within the websites are similar, which involves a short summary of the deal and placing a picture of the item. While MilkaDeal.com places the other promotions on the left hand side of the page, Groupon.my and Mydeal.com.my place theirs on the right hand side. Links to the other deals are also placed within the specific advertisements so that web users can directly explore the advertised deals.

Table 4.18: Examples of Move 9 Step C Sub step 1

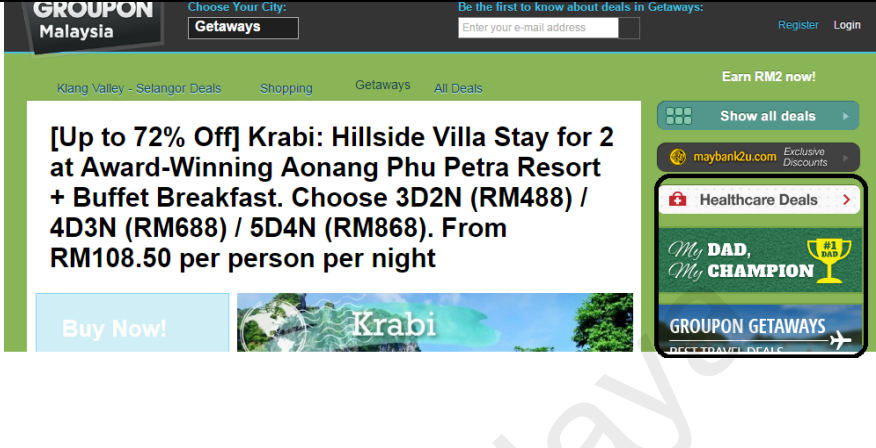
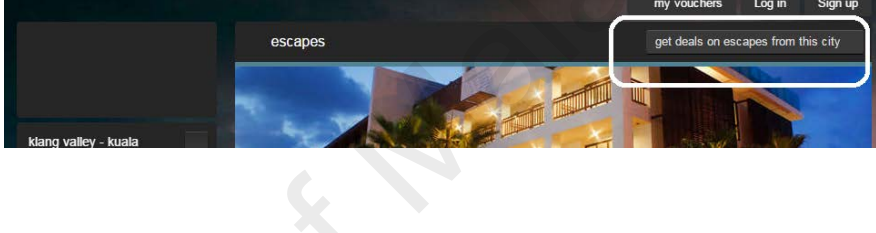
Group buying site	Example	
Mydeals.com.my	 <p>Highlights</p> <ul style="list-style-type: none"> 42% OFF 4D3N Samui Eco Adventure Tour Only RM849 instead of RM1459 (min 2 to go) Package includes: <ul style="list-style-type: none"> Full Day Eco Adventure Tour (Elephant camp, elephant show, 4x4 jeep to Namuang Waterfall, Tar Nim Waterfall, Koh Tan Island) Round-trip economy air ticket & 2-way airport transfers by sharing vehicle Hotel accommodation at Koh Samui 3 star hotel Complimentary daily hotel breakfast & 1 lunch (lunch box) Check in luggage Meals onboard Tour itinerary: <ul style="list-style-type: none"> <u>Day 1</u> <ul style="list-style-type: none"> Upon arrival at Samui Airport, transfer to the hotel and check in. Free to leisure. <u>Day 2</u> <p>Conditions</p> <ul style="list-style-type: none"> Unlimited number of e-Vouchers can be purchased but limited to only 1 redemption per person throughout the redemption period e-Vouchers are transferable e-Vouchers are non-refundable and non-exchangeable for other services or other promotions No replacement will be given for expired e-Vouchers Booking period: IMMEDIATELY until 30 June 2012 Travel period without surcharge: 10 June 2012 - 31 October 2012 Travel period with surcharge: Minimum surcharge RM200 on School Holidays, Public Holidays and peak season Single Traveller: RM186 (booking based on min 2 to go) Package excludes: <ul style="list-style-type: none"> Airport taxes RM380 per person (subject to change) Travel Insurance 	<p>More Deals</p>  <p>67% OFF Authentic Italian Dining Cash Voucher worth RM15 @ Marco's Pizza (Kelana Jaya) for only RM5 instead of RM15!</p>  <p>Back by Popular Demand! Well Again Exclusive Annual Health Screening: Blood + Urine + Machine Test Health Screening Package (Health Record & ...)</p>
Groupon.com.my	<p>This deal can be bought over the next 1 day 19:42:54</p> <p>9 Bought! Deal is on!</p> <p>Recommend to friends! Facebook Twitter eMail</p> <p>Highlights</p> <ul style="list-style-type: none"> Award-winning resort in Krabi, Thailand. Panoramic mountain view and secluded location for tranquil and peaceful atmosphere. 57sqm villa with hill view. Swimming pool, massage services and Wi-Fi. Valid till Oct 31, 2012. Combine Groupons for extended stay. AirAsia flies to Krabi 1x daily. Click here to see our travel guide. <p>Fine Print</p> <p>GENERAL:</p> <ul style="list-style-type: none"> Stay period: Jun 11, 2012 – Oct 31, 2012. Bookings must be made between: Jun 9, 2012 – Oct 21, 2012. Min. 10 days prior booking required. Bookings subject to availability. Amendments must be made at least 14 days prior to confirmed booking date. No cancellations allowed upon confirmation of booking. May buy and use many. Combine Groupons for longer stay. Max. 3 adults OR 2 adults and 1 child aged 12 and below per room. 3rd guest of all ages subject to additional charges. Hotel breakfast available upon request. Rate is inclusive of applicable taxes and service charges. 	<p>More Deals</p> <p>RM350.00 instead of RM540.00 Bangkok: Award-winning Siam Niramit Stage Show + Buffet Dinner. For 2 / 4 / 6 People. Limited Groupons</p> <p>RM65.00 instead of RM116.00: Bali: Beginners Surfing Lesson at Kuta Beach from Odysseys Surf School for 1 / 2 / 4 People</p>
Milkadeal.com	<p>188 bought</p> <p>RM135 for 12,000mAh External Battery Charger with Dual USB Output 44% OFF! 35 bought</p> <p>RM35.90 for Handy Stitch Handheld Sewing Machine + FREE Delivery Nationwide 60% OFF! 49 bought</p> <p>RM24 for 2 pcs of Japan Quality Anti-UV Multipurpose Scarf 67% OFF! 134 bought</p> <p>RM65 for Universal 4-Port USB Travel Adapter 56% OFF! 104 bought</p> <p>Only RM350 for 2D1N Stay in Chalet Executive for up to 4 pax at Jerejak Rainforest Resort + 4 Breakfasts (Halal) (Only RM88/person/night holiday! Worth RM563!)</p> <p>Limited to 50 Vouchers!</p>  <p>Value RM563 Discount 38% RM 350 5 bought The deal is on! Tipped at 11:51:09 AM with 1 bought</p> <p>Getting There EXPLURA DOT MY SDN BHD Kuala Lumpur 50470 MY</p>	<p>Share this deal: Email Tweet Send Like 2.7K</p> <p>What You'll Get</p> <p>Package includes 1 night stay for 4 pax and</p>

The arrangement or choices of the other deals promoted on the web page might differ according to different group buying sites. For example, advertisements on Mydeal.com.my and Milkadeal.com do not have a specific theme related when advertising the other deals on their respective pages. The other deals being advertised might include different categories within the group buying sites such as food, activities, services or accommodations. However, Groupon.my takes a different approach as it includes only one different deal from a different category and other deals which are related to hotel and lodging advertisements, the same category as the main advertisement.

Move 9 - Step C – Sub Step 2: General categories

In promoting other deals in the advertisements, it can be noted that 10 out of 25 (40%) advertisements, namely from Groupon.my and Everyday.com.my, include the option of exploring other deals on the particular group buying site through general categories. For advertisements from Groupon.my, not only do they include specific type of promotions, but they also include general categories within the website such as healthcare deals, getaway deals or items that can be bought for fathers. Advertisements from Everyday.com.my include a button which links web users to deals associated to the advertisement being advertised. For example, if the location of the hotel and lodging advertisement is in Thailand, a button on the top part of the web page will invite web users to seek for other hotel and lodging deals in Thailand as well.

Table 4.19: Examples of Move 9 Step C Sub step 2

Group buying site	Example
Groupon.com.my	
Everyday.com.my	

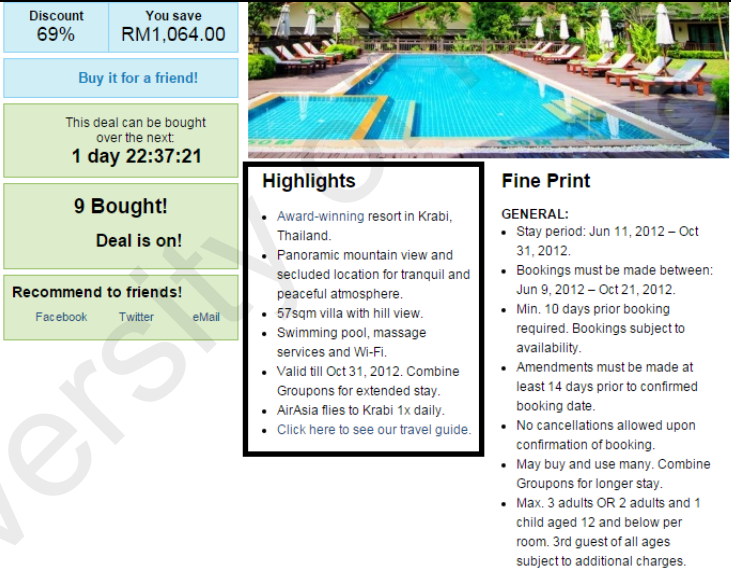
4.3.10 Move 10: Highlighting Important Information (HII)

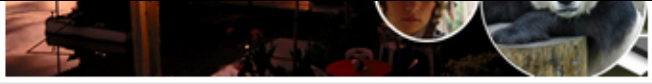

Based on the analysis of the data, this new move enables the web users to skim and scan the text the fastest way possible. Several methods are used in realising this step, such as using simple and short sentences in a form of bullet points or short paragraphs of not more than 2 sentences. Knowing that readers nowadays would rather find an easy and fast way to gain information due to time constrain, the highlights of the deals involve only appropriate and important aspects of the deal to entice the reader, grabbing their attention with only a summary of the whole expected experience the deal may offer.


From the data collected, 25 advertisements (100%) realise this move. The importance of the highlights can be seen as they are always placed on either the first or

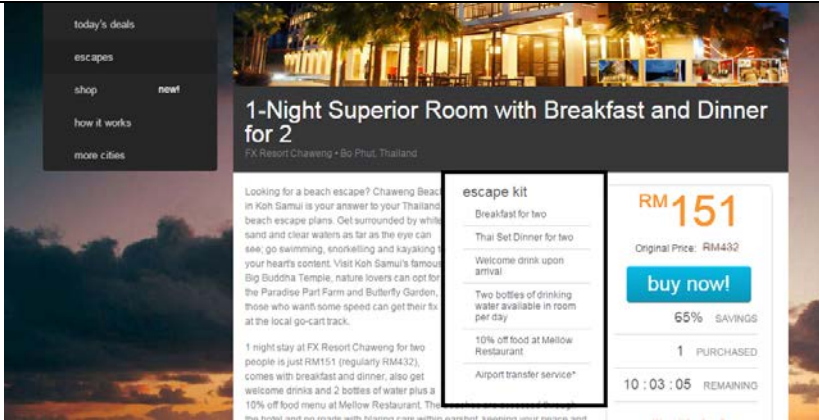
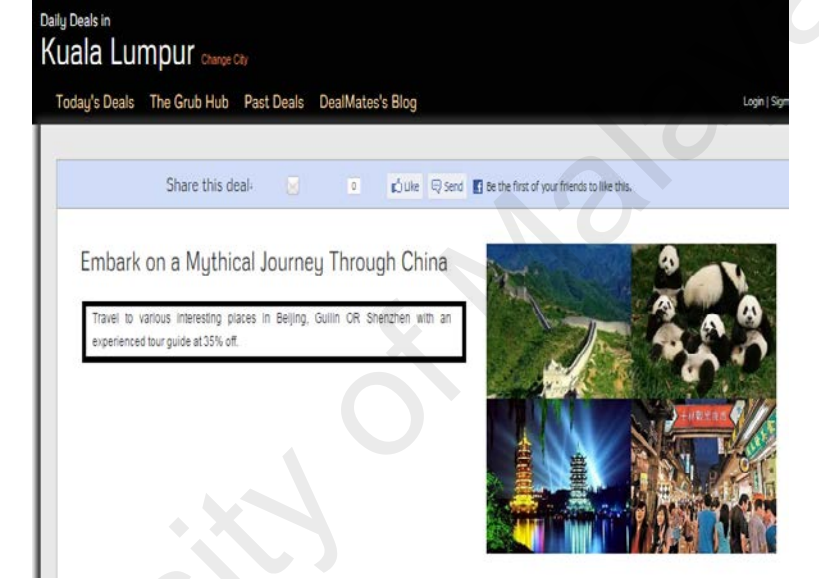
second page of the website. Advertisements from Dealmates.com.my use a short paragraph (between 1 to 2 sentences) to entice its web users whereas advertisements from Groupon.my, Mydeal.com.my, Everyday.com.my and Milkadeal.com employ bullet form method to highlight their deals.

Table 4.20: Example of the highlight in the advertisements

Group buying site	Examples of the highlight on the webpage	Remark
Groupon.my	 <p>Discount 69%</p> <p>You save RM1,064.00</p> <p>Buy it for a friend!</p> <p>This deal can be bought over the next: 1 day 22:37:21</p> <p>9 Bought! Deal is on!</p> <p>Recommend to friends! Facebook Twitter eMail</p> <p>Highlights</p> <ul style="list-style-type: none"> • Award-winning resort in Krabi, Thailand. • Panoramic mountain view and secluded location for tranquil and peaceful atmosphere. • 57sqm villa with hill view. • Swimming pool, massage services and Wi-Fi. • Valid till Oct 31, 2012. Combine Groupons for extended stay. • AirAsia flies to Krabi 1x daily. • Click here to see our travel guide. <p>Fine Print</p> <p>GENERAL:</p> <ul style="list-style-type: none"> • Stay period: Jun 11, 2012 – Oct 31, 2012. • Bookings must be made between: Jun 9, 2012 – Oct 21, 2012. • Min. 10 days prior booking required. Bookings subject to availability. • Amendments must be made at least 14 days prior to confirmed booking date. • No cancellations allowed upon confirmation of booking. • May buy and use many. Combine Groupons for longer stay. • Max. 3 adults OR 2 adults and 1 child aged 12 and below per room. 3rd guest of all ages subject to additional charges. 	-Bullet form

<p>Mydeal.co m.my</p>	 <div style="display: flex; justify-content: space-between;"> <div data-bbox="510 241 845 1048" style="border: 2px solid black; padding: 5px;"> <p>Highlights</p> <ul style="list-style-type: none"> Up to 54% OFF 5D4N Chiang Mai & Chiang Rai Tour with Accommodation at 3-star Hotel Only RM275 per pax instead of RM599 (min 2 to go) DEAL package includes: <ul style="list-style-type: none"> 4N accommodation at 3-star hotel, choose one: <ul style="list-style-type: none"> Buaraya HOTEL FX Hotel Royal Panerai Daily breakfast & full-board meals included <ul style="list-style-type: none"> 4x breakfasts 2x lunches 1x Thai Laksa lunch 2x dinners 1x Khantoke dinner with Lanna style performance 3x full day sightseeing tour, includes: <ul style="list-style-type: none"> Driver guide service Mandarin/English speaking guide Seat in car - SIC Return airport transfer (seat in car - SIC) Itinerary: <ul style="list-style-type: none"> Day 1: KUL - CNX <ul style="list-style-type: none"> Meals: Laksa lunch & Khantoke Dinner Sites to visit: Doi Suthep Temple Day 2: CNX <ul style="list-style-type: none"> Meals: Breakfast, lunch & dinner Sites to visit: <ul style="list-style-type: none"> Monkey Show Orchid & butterfly farm San Kham Phang Village (home industries) </div> <div data-bbox="853 257 1149 1052"> <p>Conditions</p> <p>Unlimited numbers of e-Vouchers can be purchased and redeemed throughout the redemption period</p> <p>e-Vouchers are transferable</p> <p>e-Vouchers are non refundable and non exchangeable for cash, other packages or other promotions</p> <p>Package is only valid for Malaysian passport holders</p> <p>Package is not valid for travel on Eve of Thailand's Public Holidays, Thailand's Public Holiday and public holiday (surcharges apply)</p> <p>Package excludes:</p> <ul style="list-style-type: none"> Return flight tickets Compulsory guide & driver tipping at RM40 per pax Compulsory agent collection fees (ACF) at RM30 per pax Optional tours: <ul style="list-style-type: none"> Add-on RM55 per pax for Mix Hill - Long Neck & 4 Culture Tribes Add-on RM40 per pax for Royal Floral Garden Optional travel insurance of RM32 per pax (inclusive of handling fees) Child fare: <ul style="list-style-type: none"> With bed - RM215 per pax No bed - RM165 per pax Any applicable airport taxes and service charges, fuel surcharges Personal expenses like laundry, telephone bill etc <p>Estimated cost for deal: RM377</p> <p>No replacements or extensions will be given for expired e-Vouchers</p> </div> </div> <div data-bbox="1197 336 1276 481" style="text-align: center;">  <p>67% OFF Voucher (Kelana J RM15!)</p> </div>	<p>-Bullet form</p>
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<p>Milkadeal.com</p>	 <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div data-bbox="534 1232 1021 1736" style="border: 1px solid black; padding: 5px;"> <p>Share this deal: Email Tweet Send Like 160 4</p> <p>What You'll Get</p> <ul style="list-style-type: none"> 4D3N Hotel Accommodation Tourist Guide Services Meals as stated in the tour itinerary (non-halal) Air-conditioned tourist bus <p>Highlights</p> <ul style="list-style-type: none"> Jing Jiang Wang Ling Elephant Trunk Hill Fu Bo Hill The Fighting Hill Moon Hill West Street Rong Lake Scenic Area Jiuqu Bridge South Gate Gold & Silver Tower </div> <div data-bbox="1037 1108 1220 1220" style="background-color: #e0f0e0; padding: 5px;"> <p>The deal is on!</p> <p>Tipped at 12:37:07 PM with 5 bought</p> </div> <div data-bbox="1037 1232 1220 1713" style="background-color: #e0f0e0; padding: 5px;"> <p>Getting There</p> <p>HwaJing Travel & Tours Sdn Bhd Block N-26, 2nd Floor, Warisan Cityview Jalan 3/93A, Batu 2 1/2, Off Jalan Cheras, Kuala Lumpur 56100 MY</p> <p>Phone: +603 9200 2929 website</p> <p>Redeem this deal at:</p> <p>Block N-26, 2nd Floor, Warisan Cityview, Jalan 3/93A, Batu 2 1/2, Off Jalan Cheras, Kuala Lumpur 56100 MY</p> <p>Latitude: 3.127955 Longitude: 101.721398 Map It!</p> </div> </div>	<p>-Bullet form</p>
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<p>Everyday. com.my</p>		<p>-Bullet form</p>
<p>Dealmates .com.my</p>		<p>- Paragraph form</p>

‘Table 4.20, continued’

The main points in the highlights are generally the same, which are places of interest the proposed deal may offer in a form of itinerary or short summary, activities available around the area, information regarding transportation or general details regarding accommodation. Only advertisements from Mydeal.com.my include the original and discounted price of the tourism destination.

Table 4.21: Examples of Move 10


<i>Realization</i>	<i>Example of highlight</i>	<i>Group buying site</i>
Places of interest/ activities	Take some time off to enjoy 4 Days 3 Nights in Bangkok + Pattaya, where you'll visit a whole multitude of attractions such as the Chaophaya River Cruise, Wat Arun, Safari and Marine Theme Park, as well as shopping paradise at Chatuchak Market, Platinum Mall, MBK, Pratunam Market and many more.	Dealmates.com.my
	Tours & Visits (<i>in a form of itinerary</i>) <ul style="list-style-type: none"> • CKS Memorial Hall • Chiufen • Xueshan Tunnel • Wufongchi Waterfall • Suahua Scenic Road 	Mydeal.com.my
	Includes 3 snorkelling trips	Groupon.my
Information on transportation	AirAsia flies to Kuala Terengganu 3x daily, Firefly flies 8x daily, MAS flies 3x daily, and Berjaya Air flies to Redang once daily (tickets to be purchased separately).	Groupon.my
	Return airport transfer in Taiwan	Mydeal.com.my
	Flight departs from LCCT	Milkadeal.com
Details on accomodation	Semi-D bungalow with garden view stay in Pulau Redang, Terengganu.	Groupon.my
	Hotel: 3 star - Song San Hotel or similar (<i>in a form of itinerary</i>)	Mydeal.com.my
	3-star hotel accommodation at Suzhou, Wuxi, Shanghai and Hangzhou	Milkadeal.com
Price of deal	Only RM620 instead of RM1388 (min 2 to go)	Mydeal.com.my



4.3.11 Move 11: Detailing Description of the Deal (DDD)



Another new move based on the analysis, this move is essentially important in appraising the services given by giving a more thorough description of the deal. While words and sentences offer a range of elaborations and descriptive ideas, visuals are used to 'paint a thousand words'. Thus, the combination of ideas through words and visuals is essentially important in giving the web users a more elaborated idea of the deal/place of interest. The detailed elaboration and visuals are usually placed below the highlight of the deal. The idea is to provide interested, potential buyers more information about the place of interest/accommodation after reading the highlighted version of the description. Hence, this group of people would opt to get extra information by scrolling down further into the web page.



Based on the analysis of the data, all 25 advertisements (100%) propose this move. The realization of this step generally involves creating a need for potential buyers to buy the deal, the characteristics and advantages of the place of interest which uses positive adjectives in attracting the web users, places of interest around the proposed accommodation and a description of the accommodation involving room amenities or facilities provided within the accommodation. However, the realisation of the move may differ from one advertisement to another.

Table 4.22: Examples of Move 11



<i>Realization</i>	<i>Examples of visual/ descriptions</i>	<i>Advertisement number</i>	
Creating a need	To travel is to learn, and plenty can be discovered as you venture through the melting pot of culture and character, that is Taiwan.	20	
	If you're tired of going to the same malls and looking at the same old brands of clothing, then perhaps it's time for a change in scenery!	22	
	Losing one's mind is usually caused by stress, illness, and poor sense of direction. Today's Groupon returns senses with a 3D2N stay in a Semi-D Bungalow Garden	8	
	A beautiful tropical island set amidst virgin jungle, Pulau Jerejak is every nature lover's dream come true!	11	
	Mauritius is that mystical resort island that everyone's been talking about. Well, not that mysterious. It is however a dream vacation for most tired city dwellers longing for an exotic holiday.... It is an oasis of relaxation and privacy designed ideally for couples and honeymooners	4	
Characteristics and advantage		Explore and experience the full potential of Taiwan – both its rich history and rapid modernisation.	20

		<p>If the fast paced life in a concrete jungle is already giving you a headache, then we recommend a much-needed break over at the land of smiles, deliciously spicy food and heavenly beaches</p>	<p>23</p>
		<p>Island resorts nestle between sandy shores and warring waters of blue and green, as lazy limbs tangle in beach blankets beneath warm sunlight.</p>	<p>8</p>

		<p>Picturesque, pretty, postcard perfect Guilin is never grotesque nor moresque but certainly beautiful and pleasant, relaxing and not an afterthought.</p>	<p>12</p>
<p>Places of interest</p>		<p>In the afternoon, visit the Nong Nooch Village to watch the local performance, such as traditional dances, Thai Boxing and elephant show</p>	<p>22</p>
	<p>Visit Palm Cove, a relaxed yet sophisticated village lined with award winning restaurants, internationally renowned day spas, fashion boutiques, jewellery and art galleries. Palm Cove is Cairns' most prominent beach</p>		<p>3</p>

		<p>Nearby places of interest</p> <ul style="list-style-type: none"> • Beaches • Sea fishing day trip • Fish farms • Banggi island and other marine protected islands and parks • Tip of Borneo 	<p>7</p>
<p>Describing accommodation</p>		<p>Stay in comfortable and conveniently located hotels of your choice with these selections: Bangkok: Miramar, Diamond City, Ratchada City or anything hotel similar in ranking</p>	<p>22</p>

Univer

	<p>Superior Garden room</p> <ul style="list-style-type: none"> • 27.2 sqm room • Twin or king-sized bed • Private bathroom with hot and cold shower • Private garden view balcony • Air-conditioning with individual control • toiletries • luggage rack • International direct dial telephone • Wi-Fi 	<p>10</p>
	<p>Facilities : Disabled Facilities, Restaurant, Gymnasium, Sauna, Massage, Laundry/Valet Service, Meeting Facilities, Business Center</p>	<p>11</p>

‘Table 4.22, continued’

4.3.12 Move 12: Indicating Terms and Conditions (ITC)

This move entails the fine print or the conditions of the deals, which affect the deal itself, rather than the universal terms and conditions of using the web site. Generally, the fine print enable web users to go through the conditions before buying the deal, indicating that the web owner is transparent towards the web users. Based on the analysis done, all 25 advertisements (100%) include the fine print or conditions of the deal. The placement of the fine print differs from one to another. The placement of the fine print for advertisements from Groupon.my, Mydeal.com.my and Dealmates.com.my is below the main visual image, next to the highlights. Being placed on the top area of the advertisements, it proves that the web owners of these group buying sites view the fine print as important information before getting the web users to purchase the deal, which also shows the transparency of the process. An example can be seen in Figure 4.8, taken from Groupon.my:

Groupon Malaysia Choose Your City: **Getaways** Be the first to know about deals in Getaways: Enter your e-mail address Register Login

Klang Valley - Selangor Deals Shopping Getaways All Deals Earn RM2 now!

[Up to 72% Off] Krabi: Hillside Villa Stay for 2 at Award-Winning Aonang Phu Petra Resort + Buffet Breakfast. Choose 3D2N (RM488) / 4D3N (RM688) / 5D4N (RM868). From RM108.50 per person per night

Buy Now!

Amount: from RM488.00


Discount 69%	You save RM1,064.00
-----------------	------------------------

Buy it for a friend!

This deal can be bought over the next:
1 day 23:06:15

9 Bought!
Deal is on!

Recommend to friends!
Facebook Twitter



Highlights

- Award-winning resort in Krabi, Thailand.
- Panoramic mountain view and secluded location for tranquil and peaceful atmosphere.
- 57sqm villa with hill view.
- Age services
- Combine stay, or daily.
- Click here to see our travel guide.

Fine Print

GENERAL:

- Stay period: Jun 11, 2012 – Oct 31, 2012.
- Bookings must be made between: Jun 9, 2012 – Oct 21, 2012.
- Min. 10 days prior booking required. Bookings subject to availability. Amendments must be made at least 14 days prior to confirmed booking date.
- No cancellations allowed upon confirmation of booking.
- May buy and use many. Combine

Fine Print/Condition

Show all deals
maybank2u.com Exclusive Discounts
Healthcare Deals
My DAD, My CHAMPION
GROUPON GETAWAYS BEST TRAVEL DEALS
Shopping: RM499.00 instead of RM899.00: Nationwide: 9" Android 4.0 Tablet PC. Choose 1 / 2 Units. Free Nationwide Delivery
More Deals: RM350.00 instead of RM540.00: Bangkok: Award-winning Siam Niramit Stage Show + Buffet Dinner. For 2 / 4 / 6 People. Limited Groupons

Figure 4.8: Example from Advertisement 6

As in the example above, the fine print is placed directly under the main visual image on the website, indicating the importance of the conditions to readers. On the other hand, advertisements from Milkadeal.com places the fine print under the 'highlight' section and advertisements from Everyday.com.my places it on the bottom part of the advertisements, as exemplified below:

MON BEACH
Koh Samui
เทศบาลนคร
เกาะสมุย
4169
TALING NGAM
Google
Map data ©2015 Google Terms of Use

3/55 Moo 2
Koh Samui, Surat Thani
Bo Phut, 84140
077-422 202 | [get directions](#)

30 day money-back guarantee
Can't find the dates you want? Dog ate your passport? No worries. You have 30 days post-purchase to return your voucher, no questions asked.

the fine print
Voucher valid from 19th June 2012 - 19th December 2012 • Surcharge of THB300 per night applicable between 1st - 31st August 2012 • Children under 12 years old stay for free; breakfast at THB125; maximum of 1 child per room • Cancellation/re-scheduling policy of 72 hours applies; voucher subject to forfeiture • Airport transfer at THB350nett one way (maximum 2 persons); every additional person will be charged 125nett one way • [Other conditions apply](#) • PROMOTIONAL VALUE EXPIRES ON 19 December 2012

Fine print/conditions

[about](#) | [jobs](#) | [press](#) | [businesses](#) | [affiliates](#) | [help](#) | [terms](#) | [privacy policy](#)

Figure 4.9: Example from Advertisement 6

Generally, advertisements from Groupon.my, Mydeal.com.my, Dealmates.com.my and Milkadeal.com share similar condition: conditions of using the e-voucher, what is included in the package, buying and travel period, booking conditions, redemption process and contact number for more information. On the other hand, Everyday.com.my includes only the travel period and booking conditions of the deal, providing a link to see other conditions which are applied.

4.3.13 Move 13: Promoting Service Applications (PSA)


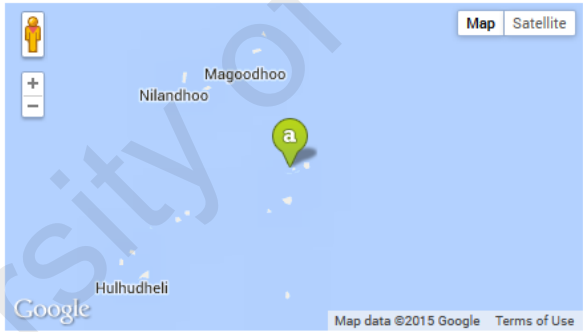
This move entails links to service application such as Google map and mobile apps. These service applications are usually made available from a business web site for web users. In other words, it supports the business websites in providing other types of

services to web users of which benefits in gaining easier access to support the web users' needs. In the analysis of the 25 advertisements from the group buying sites, two main service applications can be noted, which are the Google map application and mobile applications. Google map application enables the web users to not only find the geological location of the place of interest or accommodation, but also helps web users to route their journey from one point to another. On the other hand, mobile applications enable web users to access the group buying sites from the smart phone, giving them an advantage to access the application anytime, anywhere.

From the data collected, 20 advertisements (80%) from Groupon.my, Dealmates.com.my, Everyday.com.my and Milkadeal.com opt to include service applications of either Google maps or mobile applications. However, only advertisements from Groupon.my included both service applications. Advertisements from Dealmates.com.my, Everyday.com.my and Milkadeal.com include links to Google map as their service application. Furthermore, 10 advertisements from Groupon.my and Everyday.com.my include an image of a map from Google map application, placed in the mid section of the advertisements.

Table 4.23: Examples of Move 13

Group buying site	Example	Type of service application
Groupon.my		Mobile application

		<p>Google map application (image of map)</p>
Dealmates.com.my	<p>Lohas Travel & Media Company Website M2C-11, Jalan Pandan Indah, Pandan Indah, , 55100 Kuala Lumpur, Kuala Lumpur 03-4292 3222 See Map</p>	<p>Google map application (link)</p>
Everyday.com.my	<p>Velavaru Island, South Nilandhe Atollilandhe Atoll Maldives, 20050 +960 676 7115 get directions</p> 	<p>Google map application (link)</p> <p>Google map application (image of map)</p>
Milkadeal.com	<p>Block A, Unit A-04, Megan Avenue 2, No. 12, Jalan Yap Kwan Seng, Kuala Lumpur 50450 MY</p> <p>Latitude: 3.162991 Longitude: 101.711898 Map It!</p>	<p>Google map application (link)</p>

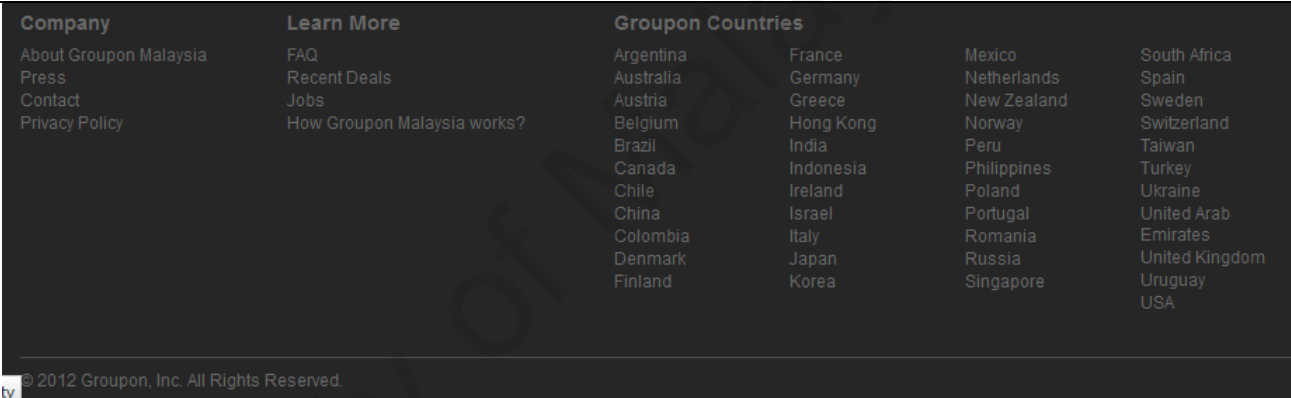
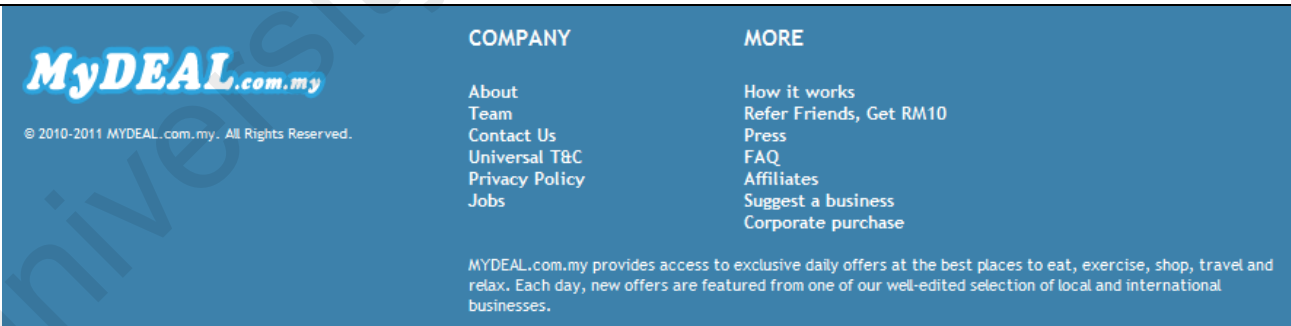
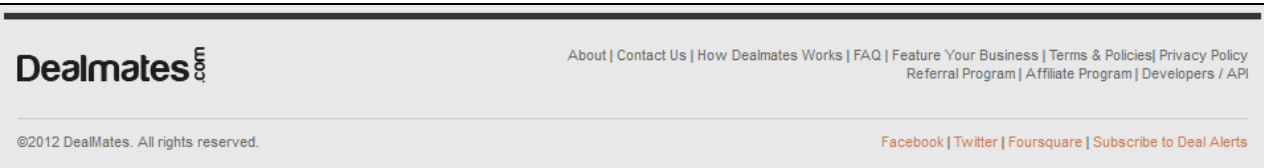
‘Table 4.23, continued’


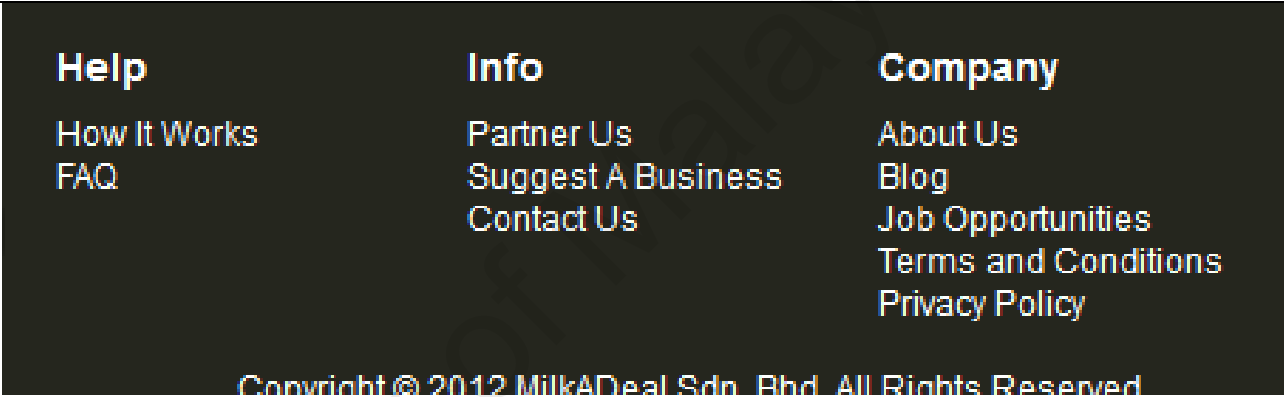
4.3.14 Move 14: Providing Related Information of the Website via Links (PRI)

In the analysis of the advertisements, all 25 advertisements (100%) include links which are related to the information regarding the company. These links enable the web users to search for extra information on the web owner by diverting them to another webpage, which is related to the web owner. The positioning of the links in all the advertisements is always on the last, bottom section of the advertisement. As such, this enables the web users to go through the deals in the advertisements first before getting to the links on related information on the web owner.

The links to related information on the web owner differs from one to another. However, there are similar links which connects all the advertisements which are 'about us', 'suggest a business', 'FAQ', 'terms and conditions' and 'private policy'.

Table 4.24: Examples of Move 14

Group buying site	Example
Groupon.my	 <p>The screenshot shows a dark grey footer for Groupon.my. It is organized into three columns: 'Company', 'Learn More', and 'Groupon Countries'. The 'Company' column lists links for 'About Groupon Malaysia', 'Press', 'Contact', and 'Privacy Policy'. The 'Learn More' column lists 'FAQ', 'Recent Deals', 'Jobs', and 'How Groupon Malaysia works?'. The 'Groupon Countries' column lists 20 countries: Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Colombia, Denmark, Finland, France, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Mexico, Netherlands, New Zealand, Norway, Peru, Philippines, Poland, Portugal, Romania, Russia, and Singapore. At the bottom left, it says '© 2012 Groupon, Inc. All Rights Reserved.' and at the bottom right, 'USA'.</p>
Mydeal.com.my	 <p>The screenshot shows a blue footer for Mydeal.com.my. On the left is the 'MyDEAL.com.my' logo and '© 2010-2011 MYDEAL.com.my. All Rights Reserved.'. In the center, under the heading 'COMPANY', are links for 'About', 'Team', 'Contact Us', 'Universal T&C', 'Privacy Policy', and 'Jobs'. On the right, under the heading 'MORE', are links for 'How it works', 'Refer Friends, Get RM10', 'Press', 'FAQ', 'Affiliates', 'Suggest a business', and 'Corporate purchase'. At the bottom, a paragraph states: 'MYDEAL.com.my provides access to exclusive daily offers at the best places to eat, exercise, shop, travel and relax. Each day, new offers are featured from one of our well-edited selection of local and international businesses.'</p>
Dealmates.com.my	 <p>The screenshot shows a light grey footer for Dealmates.com.my. On the left is the 'Dealmates' logo. On the right, a horizontal line of links includes 'About Contact Us How Dealmates Works FAQ Feature Your Business Terms & Policies Privacy Policy Referral Program Affiliate Program Developers / API'. At the bottom left, it says '©2012 DealMates. All rights reserved.' and at the bottom right, 'Facebook Twitter Foursquare Subscribe to Deal Alerts'.</p>

Everyday.com.my	 <p>about jobs press businesses affiliates help terms privacy policy gift cards © 2012, LivingSocial, Inc., LivingSocial LTD UK, LivingSocial Canada Enterprise Inc. All Rights Reserved.</p>									
Milkadeal.com	 <table border="0"> <tr> <td>Help</td> <td>Info</td> <td>Company</td> </tr> <tr> <td>How It Works FAQ</td> <td>Partner Us Suggest A Business Contact Us</td> <td>About Us Blog Job Opportunities Terms and Conditions Privacy Policy</td> </tr> <tr> <td colspan="3">Copyright © 2012 MilkADeal Sdn. Bhd. All Rights Reserved</td> </tr> </table>	Help	Info	Company	How It Works FAQ	Partner Us Suggest A Business Contact Us	About Us Blog Job Opportunities Terms and Conditions Privacy Policy	Copyright © 2012 MilkADeal Sdn. Bhd. All Rights Reserved		
Help	Info	Company								
How It Works FAQ	Partner Us Suggest A Business Contact Us	About Us Blog Job Opportunities Terms and Conditions Privacy Policy								
Copyright © 2012 MilkADeal Sdn. Bhd. All Rights Reserved										

‘Table 4.24, continued’

4.3.15 Move 15: Including Choices based on Background (ICB)

This move is another move which does not exist in Askehave and Nielsen's (2005) framework. The purpose of this move is to enable the web users to navigate and understand information in the advertisements better by enabling them to choose either their language options or their city options. By having the options, the web users would not only be able to comprehend the advertisement easier, but at the same time, focus on deals that are available within their travelling distance.

Move 15- Step A: City choice

Based on the analysis of the data, all 25 advertisements (100%) include the option of city choice. To show the importance of this move, all the clickable links related to the city options are placed in the first page of all the advertisements, either at the top part or the main menu of the advertisements. Also, advertisements from Groupon.com.my include another city option button on the right side of the web pages. The number of type of city choice differs from one another, depending on the type of group buying site. For example, the city option for MilkaDeal and Everyday is limited (Johor Bahru, Pulau Pinang and Kuala Lumpur) compared to the city options for Groupon, Mydeals and Dealmates which includes Johor Bahru, Pulau Pinang, Kuala Lumpur, Melaka, Kuantan, Kuching, Klang, Selangor and/or Singapore.

Table 4.25: Examples of Move 15 Step A

Group buying site	Example
Mydeals.com.my	 <p>The screenshot shows the header of the MyDEAL.com.my website. It features the MyDEAL logo, a 'Choose your City:' dropdown menu with 'Kuala Lumpur' selected, and a 'GET NEWSLETTER' input field. The footer contains contact information: '03-2691 5316' and 'crm@MyDEAL.com.my', along with 'LOGIN >' and 'REGISTER >' links.</p>

<p>Groupon.com. my</p>	
<p>Everyday.com. my</p>	
<p>Dealmates.co m.my</p>	
<p>Milkadeal.com</p>	

'Table 4.25, continued'

Move 15- Step B:Language option

For the language option, only 5 advertisements (20%), namely from MilkaDeal, enable web users to choose either to surf the web sites in Bahasa Melayu or English. This is probably an indicator that majority of the web users would have no problems comprehending the contents of the advertisements in English, thus making the language option not a necessity to be developed by web owners. The example can be seen in the figure below:

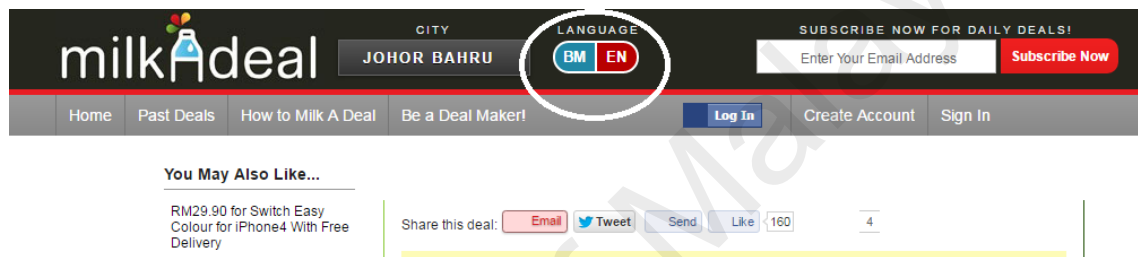


Figure 4.10: Example from Advertisement 12

The city option and language option buttons are also realised by using links. Therefore, web users need to move their cursor to the link to initiate the choices given. As such, one needs to either click on the link given or just place the cursor on the link to extend the choice given to the users.

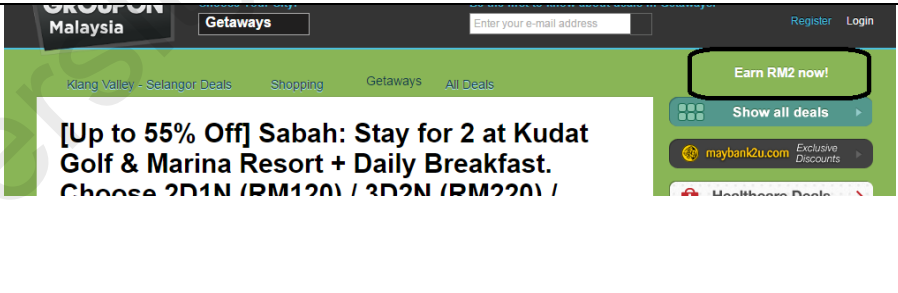
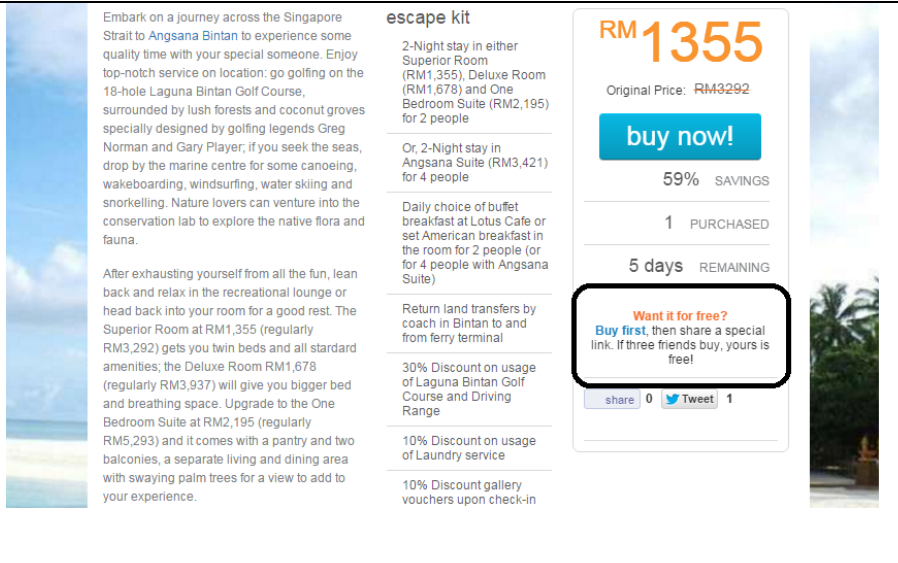
4.3.16 Move 16: Rewarding web users (RW)

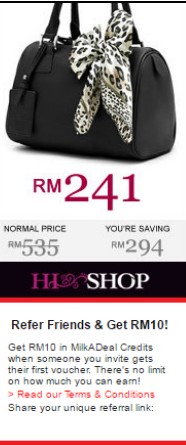
This move enables web owners to get more web users to introduce and encourage people to surf and explore the deals available on the group buying sites. It is basically done by providing incentives to web users by giving them an online voucher that can be used on the particular group buying site (Mydeal.com.my, Groupon.my and Milkadeal.com) or giving them a free deal if they can get friends to purchase the deals (Everyday.com.my). The web users would simply have to invite more friends by

sharing the link of the group buying sites and getting their friends to spend on any item on the website.

In the analysis of the data, 20 out of 25 advertisements (80%) use this move in order to get more people to visit the websites. The placement of the link associated to the deal differs from one group buying site to another. However, it can be noted that advertisements from Everyday.com.my, Groupon.my and Milkadeal.com use a specific space within the website to encourage web users to get their friends to join and purchase deals on the group buying sites. On the other hand, advertisements from Mydeal.com.my only use a link under the 'More' section at the bottom part of the webpage. The examples of the reward links are provided in the table below:

Table 4.26: Examples of Move 16

Group buying site	Example
Groupon.my	
Everyday.com.my	

<p>Milkadeal.com</p>	 <p>Your exciting holiday begins with a pleasant flight to Guilin, the most scenic city in China. Upon arrival, meet with the local tour guide and transfer for lunch. After lunch, proceed to Jing Jiang Wang Ling, the ancient Jing ----- King's Tomb. After that, proceed to hotel for check in.</p> <p>Day 2: Guilin - Yangshuo (Breakfast / Lunch / Dinner)</p> <p>Check out from hotel and head towards Zhujiang Pier for Li River Cruise. Enjoy the view of Elephant Trunk Hill, The Fighting Hill and picturesque mountains, peaceful green fields, farms and villages with water buffaloes and cows on both sides of the river bank. After lunch, transfer to Lipu and visit to the Multi-Storey Karsts Peaks. Enroute visit to the Moon Hill - with a hollow moon shaped cave on the top of the hill. Disembark at Yangshuo, a thousand year old town, reputed to have one of the most beautiful scenery in China. Upon arrival, visit the West Street with a unique mixture of cultures. Here, you may have a pot of tea at the sidewalk cafe or do souvenir shopping.</p> <p>Day 3: Yangshuo - Guilin</p> <p>Transfer back to Guilin. After lunch, visit the Rong Lake Scenic Area and Jiuqu Bridge (located within the city centre of Guilin). Enjoy a scenic stroll to the Ancient South Gate, Sun-Moon Hill (Gold & Silver Tower), Banyan Tree and Rong San Lake. After dinner, transfer to the Zhenyang walking street.</p>
<p>Mydeal.com.my</p>	 <p>We value your satisfaction. If you have any queries on your purchased DEALs, please contact us.</p> <p>Main Customer Support Line : +60 32 691 5316 (Monday to Friday 9 am - 6 pm)</p> <p>Customer Support Email : crm@MyDEAL.com.my</p> <p>MyDEAL.com.my</p> <p>© 2010-2011 MYDEAL.com.my. All Rights Reserved.</p> <p>COMPANY</p> <ul style="list-style-type: none"> About Team Contact Us Universal TBC Privacy Policy Jobs <p>MORE</p> <ul style="list-style-type: none"> Refer Friends, Get RM10 FAQ Affiliates Suggest a business Corporate purchase <p>MYDEAL.com.my provides access to exclusive daily offers at the best places to eat, exercise, shop, travel and relax. Each day, new offers are featured from one of our well-edited selection of local and international businesses.</p>

‘Table 4.26, continued’


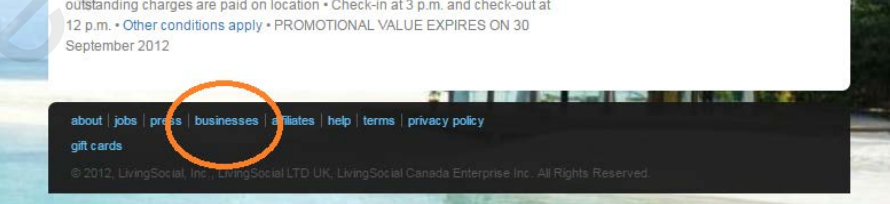
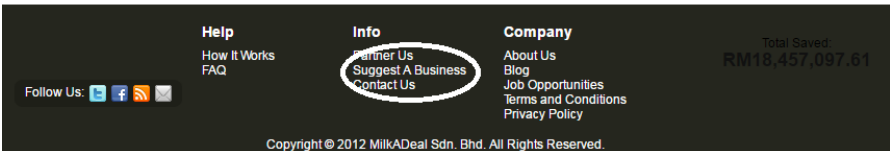
4.3.17 Move 17: Creating an Opportunity to feature one’s Business (COB)

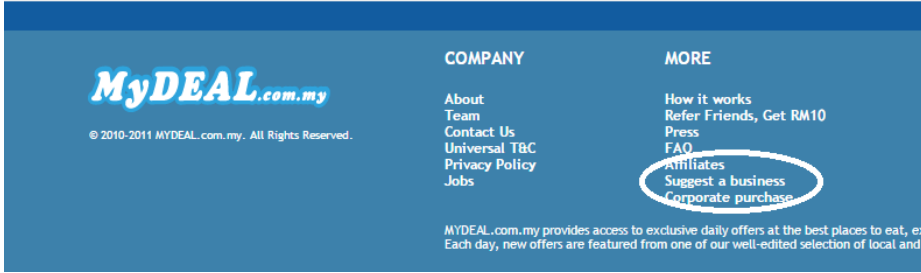
This move provides an opportunity for people to promote their products or services on the group buying sites. There are 2 ways of how this move works: people with business can directly contact the web owner or web users can recommend or suggest a business to the web owner and get the web owner to contact the business owner.

In the analysis of the advertisements, all 25 (100%) advertisements provide links to suggest other people’s businesses or to feature one’s own business. The method of

actualizing this move for the 5 advertisements from Groupon.my is different compared to the other 20 advertisements from the other group buying sites. While Groupon.my creates a particular space/section on the right hand side of the webpage to make it clear to web users, Mydeal.com.my, Milkadeal.com, Dealmates.com.my and Everyday.com.my only provide links at the bottom part of each website, as exemplified in the examples given in the table below:

Table 4.27: Examples of Move 17

Group buying site	Example
Groupon.my	 <p>Groupon Malaysia Customer Support Whatever the query, we'll take care of it. +603-79490888 (Mon - Sun: 8am to 12am) support@groupon.my Check out our FAQ tool Know a business you want featured on Groupon? Suggest them to us!</p> <p>Interested to feature your business on Groupon Malaysia? Giving your business the boost it needs - grow from insiders' tip to talk of the town! Tell us about your business Ever wished the restaurant you frequently visit to be featured? Suggest a business Or, write to us at: business@groupon.my</p> <p>Groupon Malaysia on Facebook</p>
Everyday.com.my	 <p>outstanding charges are paid on location • Check-in at 3 p.m. and check-out at 12 p.m. • Other conditions apply • PROMOTIONAL VALUE EXPIRES ON 30 September 2012</p> <p>about jobs press businesses affiliates help terms privacy policy gift cards</p> <p>© 2012, LivingSocial, Inc., LivingSocial LTD UK, LivingSocial Canada Enterprise Inc. All Rights Reserved.</p>
Milkadeal.com	 <p>Help How It Works FAQ</p> <p>Info Partner Us Suggest A Business Contact Us</p> <p>Company About Us Blog Job Opportunities Terms and Conditions Privacy Policy</p> <p>Follow Us: t f r g+</p> <p>Total Saved: RM18,457,097.61</p> <p>Copyright © 2012 MilkADeal Sdn. Bhd. All Rights Reserved.</p>

<p>Mydeal.com.m y</p>	 <p>The screenshot shows the footer of MyDEAL.com.my. It features the MyDEAL.com.my logo on the left. In the center, under the heading 'COMPANY', are links for 'About', 'Team', 'Contact Us', 'Universal TBC', 'Privacy Policy', and 'Jobs'. On the right, under the heading 'MORE', are links for 'How it works', 'Refer Friends, Get RM10', 'Press', 'FAQ', 'Affiliates', 'Suggest a business', and 'Corporate purchase'. The 'Suggest a business' link is circled in red. Below the navigation links, there is a short paragraph of text: 'MYDEAL.com.my provides access to exclusive daily offers at the best places to eat, ex... Each day, new offers are featured from one of our well-edited selection of local and...'</p>
<p>Dealmates.co m.my</p>	 <p>The screenshot shows the footer of DealMates.com. It features the DealMates.com logo on the left. In the center, there are several small links: 'About Contact Us How DealMates Works FAQ Feature Your Business Terms & Policies Privacy Policy Referral Program Affiliate Program Developers / API'. The 'Feature Your Business' link is circled in red. At the bottom, there is a copyright notice: '©2012 DealMates. All rights reserved.' and social media links: 'Facebook Twitter Foursquare Subscribe to Deal Alerts'.</p>

‘Table 4.27, continued’

4.4 Communicative purposes of the navigating mode of online hotel and lodging advertisements from group buying sites

As suggested by Finnemann (1999) in his discussion on hypertexts, the links available on web pages give readers the opportunity to move around the World Wide Web by transporting them to different web pages or websites related to what is being read. This shows that the navigating mode is not one dimensional in traditional sense, but enables reader to gain access to different facets of the reading components whenever necessary. Thus, the analysis of the data provides a unique element in understanding the importance of the hypertexts in online advertisements or other materials/web pages available online.

In looking into the analysis of the data collected, as suggested by Askehave & Nielsen (2005), the communicative purpose of the navigating mode is to provide access to different areas on the website. This is because the links available on the page acts as a

gateway in either searching for more information regarding the website or other relevant information in a more general term. As such, the links provide readers with the sense of adventure on getting their own information detailed the way they want it to be as they may choose to regulate their reading according to how they see relevant.

4.5 Links and rhetorical strategies used in the navigating mode of online hotel and lodging advertisements

In analysing the navigating mode, the appearance of the generic link is more frequent compared to the specific links. Parallel to Askehave & Nielsen's (2005) view that generic links appears more than specific links, this is obviously the case in the analysis of the data as there were 19 generic links with appearance above 50% while only 4 specific links could be noted above 50%. On the other hand, in the realization of the links, both implicit and explicit realisation could be noted as the cursor hits a gateway in the web page. This can be seen in both the generic and specific links. However, the realisation of the rhetorical strategies for each type of group buying sites may differ as the authors of different sites may choose to use different technological properties. For example, the web owner of Groupon.my chooses to use an implicit link in realising the 'see website' link, but the web owners of Dealmates.com.my, Milkadeal.com and Mydeal.com.my chose explicit link to realise the same link.

4.5.1 Generic links

While Askehave & Nielsen (2005) suggest that generic links are usually found at the top section of the webpage due to their nature of providing a general overview, the analysis of the online hotel and lodging web pages shows that the generic links can be found on the top of the page, at the bottom of the page, at the right side of the page

or at the left side of the page. This is due to the fact that the main menu in the advertisements analysed is placed not only at the top part of the webpage, but also positioned at the bottom, right and also left part of the page. On the next page are examples of general links on the top and left part of the web page:

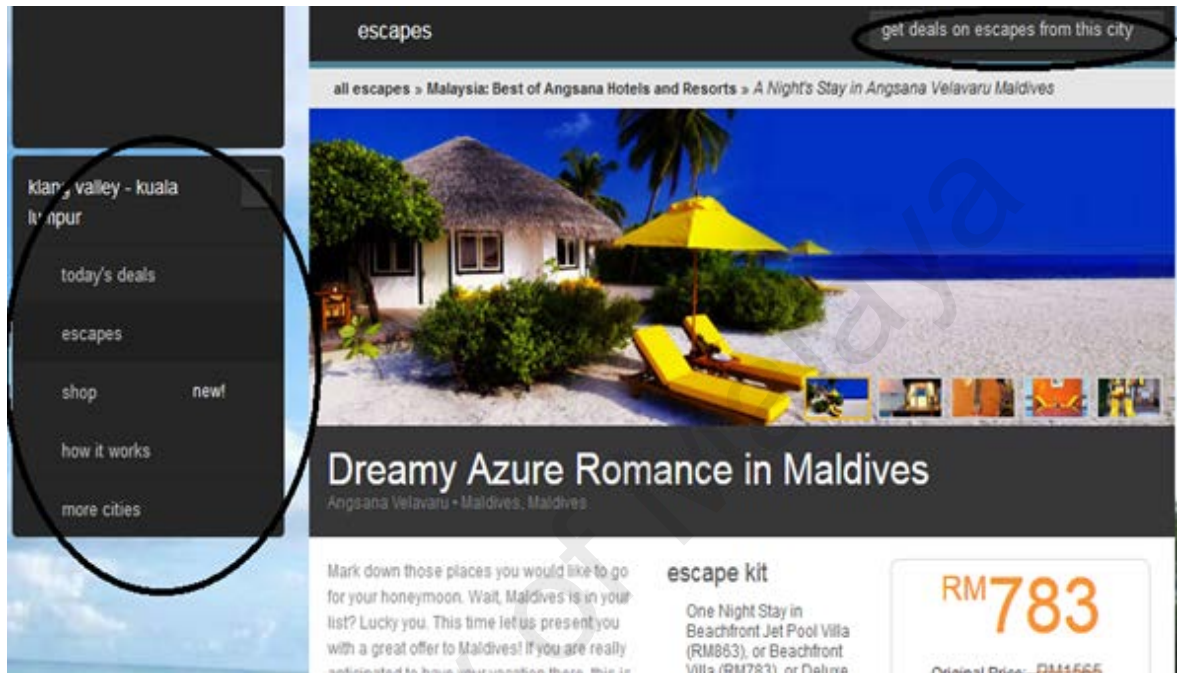


Figure 4.11: Examples of generic links in Advertisement 5

In analysing the different generic links available in the data, only generic links with appearance of more than 50% are discussed. The frequency of occurrence is tabulated as below:

Table 4.28: Frequency of occurrence for generic link

	Generic Links	Frequency of occurrence out of 25 advertisements	Percentage (%)
1	Log in	25	100
2	Sign up	25	100
3	Choose city	25	100

4	Share deal on Facebook/ Twitter/ Email	25	100
5	About	25	100
6	Privacy policy	25	100
7	FAQ	25	100
8	How deal works	25	100
9	Buy now!	20	80
10	Home	20	80
11	Business	20	80
12	Job	20	80
13	Terms and Conditions	20	80
14	Contact us	20	80
15	Travels	15	60
16	Products	15	60
17	Recent deal	15	60
18	Press	15	60
19	Affiliates	15	60

‘Table 4.28, continued’

In analysing the generic links available in the data, both implicit and explicit links could be noted. However, more implicit link could be seen compared to the explicit link. This could be related to the fact that most of the generic links are available from the menu bar provided in either the upper part (‘Log in’, ‘Sign up’, ‘Choose city’, ‘Home’, and ‘Travels’) or bottom part (‘About’, ‘FAQ’, ‘Privacy policy’, ‘Business’, ‘Job’, ‘Terms and Conditions’, ‘Contact Us’, ‘Press’ and ‘Affiliates’) of the webpage, thus indicating that the web owners rely on the schemata of web users in understanding

that the main menu and its elements function as gateways to another webpage along the website. Below is an example of a menu bar on the bottom part on Mydeal.com.my:

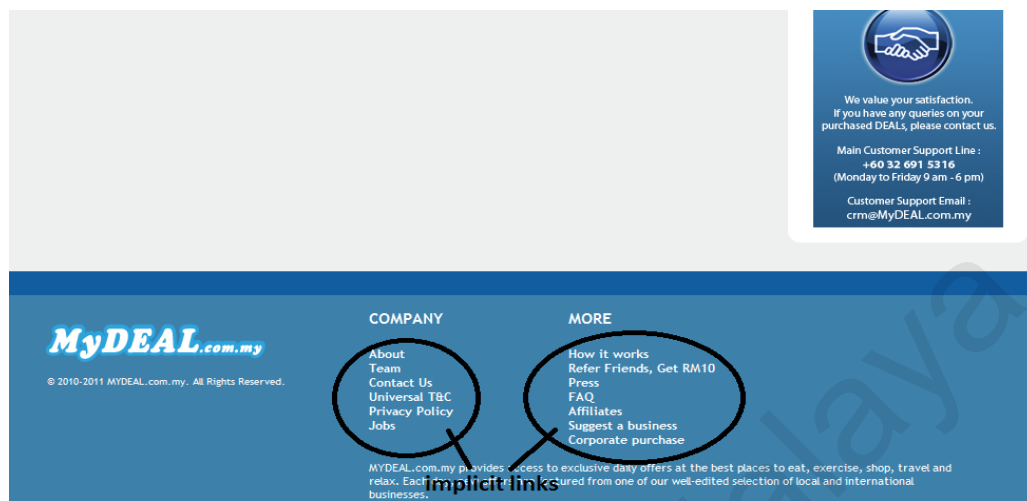
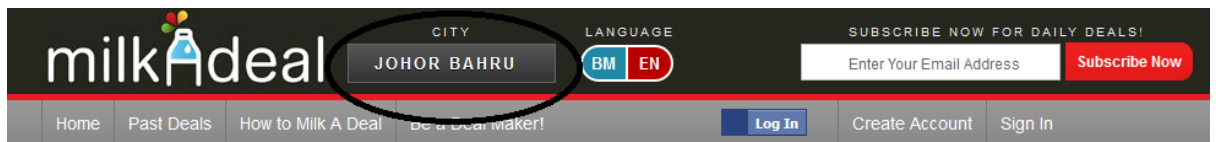


Figure 4.12: Example from Advertisement 16

Implicit links often changes property as soon as the cursor is placed directly on them to show that the links can function to bring the readers to a different web page in the website. In the example above, once the cursor touches the gateway, the links would be underlined, which indicate that the word itself acts as a gateway to another place. Another transformation which indicates that an icon or word can be a gateway also takes place in the analysis of the data. As in the example below, the gateway reveals a sub menu once the cursor is placed right above it.



You May Also Like...

RM29.90 for Switch Easy Colour for iPhone4 With Free

Share this deal:



You May Also Like...

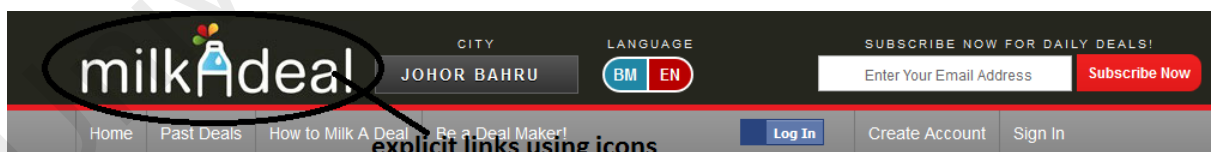
RM29.90 for Switch Easy Colour for iPhone4 With Free

Share this deal:



Figure 4.13: Examples from Advertisement 11

While the realisation of the explicit links might not be as frequent as the implicit links, there are some which are prevalent to the discussion on generic links. In realising the ‘BUY NOW’ function, a box is used as an explicit link to highlight the word as a gateway to another web page within the website. The usage of links to share deals with friends on SNSs such as Facebook or Twitter, or ‘home’ links usually use explicit links, with strategies such as iconic icons or symbolic icons, to indicate that the icon functions as a gateway. This can be seen in the example below:



You May Also Like...

RM29.90 for Switch Easy Colour for iPhone4 With Free

Share this deal:



Figure 4.14: Example from Advertisement 11

Although it can be noted that all the advertisements use the explicit link realisation to showcase the gateway as links to share deals with friends on SNSs such as Facebook or Twitter, or ‘home’ links, interestingly, Groupon.my uses both implicit and explicit

links realisation in different sections in its advertisements. In the implicit link realisation, Groupon.my chooses to use words, rather than icons as below:

This deal can be bought over the next:
1 day 21:09:33

9 Bought!
Deal is on!

Recommend to friends!
Facebook Twitter eMail

Highlights

- Award-winning resort in Krabi, Thailand.
- Panoramic mountain view and secluded location for tranquil and peaceful atmosphere.
- 57sqm villa with hill view.
- Swimming pool, massage services and Wi-Fi.
- Valid till Oct 31, 2012. Combine Groupon's for extended stay.
- AirAsia flies to Krabi 1x daily.
- [Click here to see our travel guide.](#)

Fine Print

GENERAL:

- Stay period: Jun 11, 2012 – Oct 31, 2012.
- Bookings must be made between: Jun 9, 2012 – Oct 21, 2012.
- Min. 10 days prior booking required. Bookings subject to availability.
- Amendments must be made at least 14 days prior to confirmed booking date.
- No cancellations allowed upon

implicit realisation

Figure 4.15: Example from Advertisement 9

4.5.2 Specific links

On the other hand, specific links function as “appetizer or preview of what to come” (Askehave & Nielsen, 2005, p.32). Thus, the primary function of specific links is not to give an overview of the website, but to attract or tempt readers in reading more relevant information in the text itself. In the data collected, the specific links available on the online advertisements are usually place in the texts as to provide a relevancy between the links provided and the sequence of events as is being discussed in the text. For example, such as the one given below, while discussing on the terms and conditions for a respective online advertisement, more explanations would be given if the links provided in the text below were to be explored.

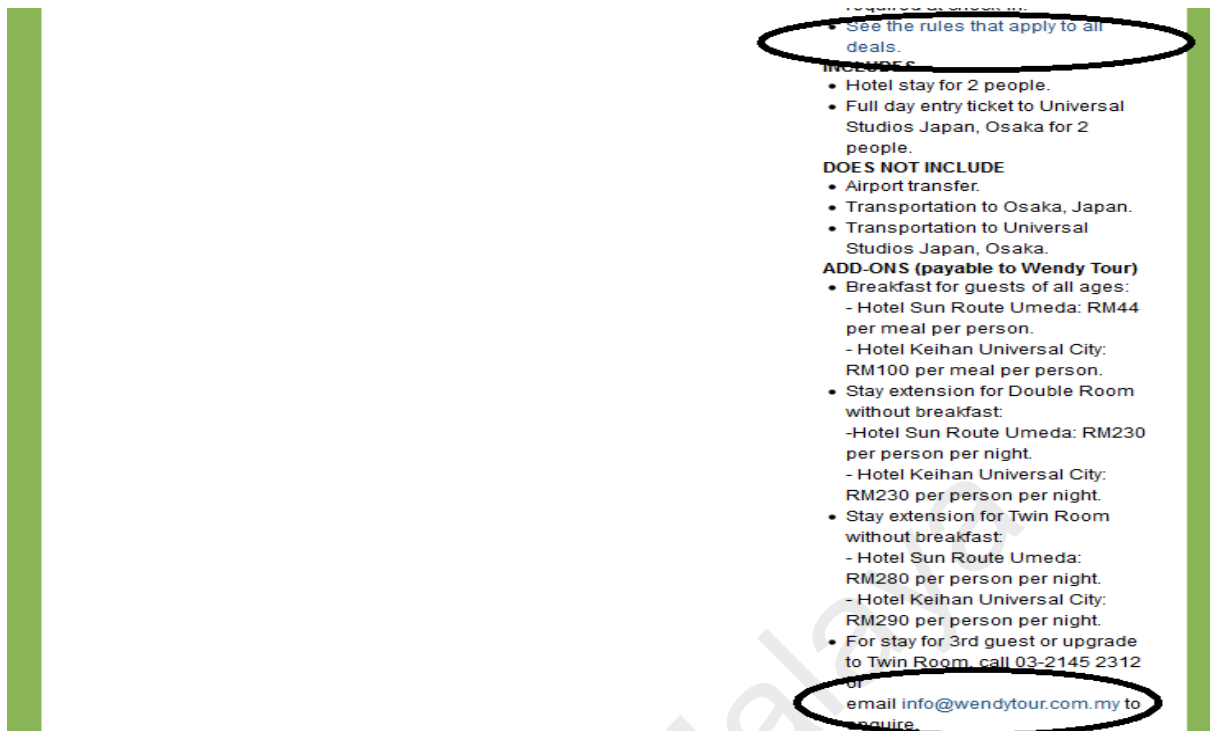


Figure 4.16: Examples of specific links in Advertisement 9

Similar to the discussion on generic links, in analysing the different specific links available in the data, only specific links with appearance of more than 50% of the data is discussed. The frequency of occurrence is tabulated as below:

Table 4.29: Frequency of occurrence for specific links

	Specific Links	Frequency of occurrence	Percentage (%)
1	See rules that apply	20	80
2	See website	20	80
3	See map	15	60
4	Email	15	60

When analysing the rhetorical strategies used, it is clear that the usage of explicit links for specific links in most of the data analysed can be noted, as opposed to the analysis for generic links. The realisation of the explicit link usually involves colour shifts in the text, underlining the text or both combined. The reason that explicit links are usually the case in specific links is probably because the links are placed in the texts in the online advertisements. While the ordinary texts use a similar colour, usually black, the explicit link would be of another colour such as blue or red, thus, making it easier for web users to see and click on. If implicit links were to be used, it would not be obvious to the web users or readers that a specific gateway is placed in the text and this will make it difficult for the web owner to highlight the importance of the links provided. This can be seen in the example below:

- The Golden Triangle - intersection between Mekong River and Kong River which is the gate of the borders in Thailand, Burma and Laos
- Mae Sai - northernmost town in Thailand - many shops selling an assortment of Myanmar shores and souvenirs
- Dinner
- Transfer back to Chiangmai

Day 04: Airport transfer out (Breakfast)

- Breakfast at hotel
- Free at own Leisure until transfer to The Chiangmai Airport

Note: Travel insurance is not included. Requires a charge of RM27

- This certificate cannot be used in conjunction with other offers and promotions
- This certificate is NOT exchangeable, refundable or redeemable for cash
- Accommodation is in Star Inn
- The management of LOHAS Travel & Media reserves the right to withdraw the privileges offered in this certificate due to reasons it may deem fit
- LOHAS Travel & Media reserves the right to change the terms & conditions without prior notice
- See **Universal Fine Print**

The Company
 Lohas Travel & Media
 Company Website
 19C-11, Jalan Pandan Indah, Pandan Indah,
 55100 Kuala Lumpur, Kuala Lumpur
 03-753-3222

See Map

**explicit link
(colour shift in text)**

Figure 4.17: Example from Advertisement 21

The only link that uses implicit link is 'See website' for online hotel and lodging advertisements from Groupon.my. Only when the cursor hits 'See website' does the shape of the cursor change to a pointed-hand icon and the link is underlined.

4.6 Analysis of linguistic features in the advertisements

In the advertisements collected, the analysis shows that the linguistic features based on studies done by Bhatia (1993) on sales promotion letter and Cook (2001) on advertisements are applicable. Depending on the types of the linguistic features being investigated, the realization depends on the location of which is intended by the advertiser or web owner. This means that different linguistic features may appear in different aspects in the advertisements.

Generally, the language used in describing the advertisement is positive and emphasizes on the uniqueness of the service when it comes to the description of the places of interest or the unique facet available for travellers or web users in a manner which enables them to imagine the scenery. This is similar to the idea expressed by Crystal (2001) that language used in advertisements as of ‘laudatory, positive and unique’ in nature. An example of this can be seen below:

*“If you’re tired of riding motorcycles and luxurious car, how about riding on an elephant for a change? In Northern Thailand, where Chiang Mai and Chiang Rai, the **largest and most culturally significant** city in northern Thailand are located, **you** can enjoy the **famous** elephant rides and a whole lot of other fun attractions as well.”*

(Example from Advertisement 21)

In the excerpt above, the usage of adjectives such as ‘famous’ or ‘most culturally significant’ are used to showcase the uniqueness of the place of interest, thus giving the web users a vivid description of how interesting the place can be. Furthermore, the

usage of the interpersonal pronoun 'you' is to establish a relationship between the web owner and web users and drawing the readers closer to the advertiser.

However, another aspect of language can also be seen in the 'fine print', 'highlight', 'conditions' or 'tour itineraries', whereby a more direct approach was used as to provide the web users a sense of genuineness before purchasing the service of product. Not only is the language used short, direct sentences, but they are also projected in a bullet or number form. An example of this can be seen below:

Highlights

- 28% OFF Hong Kong Day & Night 3 in 1 Combo: Ngong Ping 360-degree Guided Tour + MTR One Day Pass + Big Bus Night Tour + FREE Ngong Ping 360 Dessert Redemption Coupon & Big Bus Reward Booklet
- Only RM163 instead of RM226
- Enjoy 3 hours of Ngong Ping 360 Guided Tour:
 - Standard Cabin
 - Tai O Fishing Village
 - Ngong Ping Piazza
 - Po Lin Monastery
 - Giant Buddha
 - Ngong Ping Village
 - Wisdom Path
- 4 tour timing selection for Ngong Ping Tour:
 - Assembly Time - 11:30 (Ticket redemption time - 10:45)
 - Assembly Time - 12:30 (Ticket redemption time - 11:45)
 - Assembly Time - 14:00 (Ticket redemption time - 13:15)

Conditions

- Unlimited number of e-Vouchers can be purchased and redeemed throughout the redemption period
- e-Vouchers are transferable
- e-Vouchers are non refundable and non exchangeable for other services or other promotions
- No replacements / extensions will be given for expired e-Vouchers
- Booking period: Now until 30th June 2012
- Travel period: Now until 31st December 2012
- Package includes:
 - Ngong Ping Guide Tour
 - MTR One Day Pass
 - Big Bus Night Tour
 - Free Ngong Ping 360 Dessert Redemption Coupon + Big Bus Reward Booklet
- Package excludes:
 - Personal expenses such as laundry services, telephone bill, etc

Figure 4.18: Example from Advertisement 17

In the example above, the usage of ellipsis can be seen through the omission of noun phrases such as 'Only RM163 instead of RM226' or 'Enjoy 3 hours of Ngong Ping...'. As Teo (2008, p.97) suggests, only those who are in the discourse community are able to know what is being missed out. The reason behind this is to ensure that the web users understand the conditions of what they are purchasing beforehand. The

description of the places of interest uses a more carefree, expressive approach in giving a positive picture to what is to be expected at the vocational spot, compared to a transparent and straight-forward approach, which is seen in entailing the conditions and fine print of the deals available.

Based on the data collected, it can be said that different usage of linguistic features in the online hotel and lodging advertisements are used to realise different moves in the advertisements. The linguistic features discussed are the second person interpersonal pronoun 'you' or possessive adjective 'your', adjectives, binomial/multinomial expressions, ellipsis and imperatives as they are found to be of high occurrence in the data. The frequency of occurrence collected is shown in the table below:

Table 4.30: Frequency of linguistic features

	Linguistic feature	Number of advertisements	Number of advertisements with linguistic features	Percentage of advertisements with linguistic features
1	Second person Pronoun 'you' or 'your'	25	18	72%
2	Adjectives	25	25	100%
3	Binomial/multinomial	25	25	100%
4	Ellipsis	25	15	60%
5	Imperatives	25	25	100%

4.6.1 Second person interpersonal pronoun ‘you’ or possessive adjective ‘your’

According to Cook (2001, pp.157-163), the usage of pronouns is fundamental in advertising. The pronoun ‘you’ acts to create an illusion that the reader/web user is actually conversing with the web owner/advertiser, although the persons are unknown to each other. By using the second person interpersonal pronoun ‘you’ or possessive adjective ‘your’, it proves that the web owners use language as a way to relate to the web users in a closer manner.

Out of the 25 online advertisements that were collected, 18 online advertisements used interpersonal pronoun ‘you’ and possessive adjective ‘your’, which gives a percentage of 72% in all the data analysed. Furthermore, in the data collected, the usage of the second person interpersonal pronoun ‘you’ or possessive adjective ‘your’ can be noted in the table below:

Table 4.31: Examples of the second person ‘you’ or ‘your’

Linguistic Feature	Examples (Advertisement number)
Interpersonal Pronoun ‘you’ or Possessive adjective ‘your’	<ol style="list-style-type: none"> 1. Mark down those places you would like to go for your honeymoon (Advertisement 5) 2. Get back at superiors with today’s Groupon.my: you get a stay for two in a Superior Garden room...(Advertisement 10) 3. If your answer starts with an S and ends with -hanghai, you get the grand prize (Advertisement 15) 4. Looking for a beach escape? Chaweng Beach in Koh Samui is your answer to your Thailand beach escape plans (Advertisement 1) 5. An action packed vacation, explore Elephant camp, where you will be hoisted up onto the back of one of these highly

	intelligent elephants to trek into the rainforest and coconut plantation (Advertisement 16)
	6. Get surrounded by white sand and clear waters as far as the eye can see; go swimming, snorkelling and kayaking to <i>your</i> heart's content (Advertisement 1)

'Table 4.31, continued'

4.6.2 Adjectives

In projecting more adjectives, the web owners use positive and unique descriptive words to describe the deal in a manner which enables the web users to imagine the scenery. As such, this proves Bhatia's (1993) point that copywriters try to find as many syntactic slots as possible to give the product or service a positive and constructive image. Since the main objective of the online advertisements is to showcase the uniqueness of the places of interest, it is necessary to implement the adjectives to give readers a more vivid image of the tourist attractions.

The usage of adjectives can be noted in all 25 online advertorials, giving a percentage of 100% and proving that adjectives is a main linguistic element used in online advertisements analysed. Also, this linguistic feature is used to enforce the ES move as the customers/experts review the deals and in describing the deals and places of interest.

Table 4.32: Examples of adjectives

Linguistic Feature	Examples (Advertisement number)
Adjectives	1. A <i>beautiful</i> tropical island set amidst virgin jungle, Pulau Jerejak is every <i>nature lover's</i> dream come true! (Advertisement 11)

	<p>2. Listen to <i>distinct</i> hints of the Osaka dialect in local conversations while <i>true-blue Japanese</i> culture aficionados discover the origins of Osaka's district names, <i>provincial cuisines</i> and renewed love of <i>rising</i> suns (Advertisement 9)</p> <p>3. Look no further, Dealmates.com.my brings the <i>tired</i> city boy and girl a <i>luxurious</i> 5D4N Phuket + Krabi trip to the <i>beautiful</i> Thailand (Advertisement 25)</p> <p>4. Sway to the <i>rustling</i> leaves of coconut trees, let <i>fine</i> grains of sand tickle the toes and escape to the <i>lush</i> island paradise of Koh Samui for a 4D3N Samui Eco Adventure Tour for only RM849 instead of RM1459! (Advertisement 16)</p> <p>5. It is however a <i>dream</i> vacation for <i>most tired</i> city dwellers longing for an <i>exotic</i> holiday (Advertisement 4)</p> <p>6. Get a <i>heavenly</i> experience when you visit Ngong Ping 360 on a guided tour, and much more (Advertisement 14)</p>
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'Table 4.32, continued'

4.6.3 Binomial/multinomial expressions

Usually associated with legislative text, the appearance of binomial/multinomial expressions also help to make the description precise and all-inclusive (Bhatia, 1993). As such, in online advertising, the more concise the advertisement is, the easier it is for readers to read and comprehend as the usage of binomial/multinomial expressions also enable web owners to give more meaningful sentences with fewer words. This is because the usage of binomial/multinomial in the syntax of advertising language helps to reduce words and make it more concise.

The usage of binomial/multinomial expressions can be seen in ES move when describing the places of interest. This linguistic feature can be noted in all 25 online advertisements, thus giving a percentage of 100% in the online advertisements being analysed.

Table 4.33: Examples of binomial/multinomial expressions

Linguistic Feature	Examples
Binomial/ multinomial	<ol style="list-style-type: none"> <li data-bbox="667 669 1441 775">1. We've got the perfect getaway planned for you in the <i>land of smiles, spicy food, shopping, shopping and shopping!</i> (Advertisement 22) <li data-bbox="667 846 1441 952">2. Get surrounded by <i>white</i> sand and <i>clear</i> waters as far as they can see; <i>go swimming, snorkelling and kayaking</i> to your heart's content (Advertisement 1) <li data-bbox="667 1023 1441 1167">3. <i>Picturesque, pretty, postcard perfect</i> Guilin is never grotesque nor moresque but certainly <i>beautiful and pleasant, relaxing and not an afterthought</i> (Advertisement 12) <li data-bbox="667 1238 1441 1494">4. Have a once-in-a-lifetime drive into the clear seas and <i>discover</i> the wide array of biodiversity you never knew existed, <i>get</i> an adrenaline rush as you go white-water rafting down a gushing river, <i>spot</i> exotic bird species on a trek through the Daintree rainforest, <i>get</i> a bird's eye view of the rainforest as you take the cable car across the forest canopy (Advertisement 3) <li data-bbox="667 1565 1441 1742">5. <i>Sway</i> to the rustling leaves of coconut trees, <i>let</i> fine grains of sand tickle the toes and <i>escape</i> to the lush island paradise of Koh Samui for a 4D3N Samui Eco Adventure Tour for only RM849 instead of RM1459! (Advertisement 16) <li data-bbox="667 1814 1441 1957">6. If the fast paced life in a concrete jungle is already giving you a headache, then we recommend a much-needed break over at the <i>land of smiles, deliciously spicy food and heavenly beaches</i> (Advertisement 23)

4.6.4 Ellipsis

The usage of ellipsis involves the deletion of a part of a sentence or any part which have been mentioned in the initial part of the text. By doing this, it reduces the amount of words being used and time used to read the advertisements as it provides readers a shorter text to complete. Sentences using ellipsis may sound incomplete, but it provides readers with the ability to add words and make meaning of what is being written.

Ellipsis can be seen in 15 out of the 25 advertisements being analysed, indicating that this linguistic feature is less used compared to the other four linguistic features being analysed. Usually, ellipsis is used in the realization of the headline in AA, highlighting important information and the terms and conditions. Table 4.34 shows some example of ellipsis that were used in the data.

Table 4.34: Examples of ellipsis

Linguistic Feature	Examples
Ellipsis	<ol style="list-style-type: none">1. Ø Valid for Malaysians only (Advertisement 21)2. Ø Swimming pools for adults and children (Advertisement 10)3. Ø Combine Groupons for extended stay (Advertisement 6)4. Ø May buy and use many (Advertisement 7)5. Ø May purchase and redeem multiple certificates, including as gifts (Advertisement 25)6. Ø Only RM849 instead of RM1459 (min 2 to go) (Advertisement 16)

4.6.5 Imperatives

Imperative verbs function to give command or order. While sentences using imperatives are usually short in nature, it has a forceful and encouraging demand which makes people attracted upon taking action. In the online advertisements analysed, examples of the use of language in persuading and commanding web users to take action can be seen through the usage of the imperative 'BUY NOW!' or in the elaborations of the deal/place of interest.

In the online advertisements analysed, all 25 of the advertisements or 100% of the data seen uses imperatives as a linguistic feature. Furthermore, it is used to realise the AA move, as a part of pressure tactic, the EDC move in getting web users to register online by getting web users to subscribe or log in and highlighting important information and terms and conditions. From the usage of imperatives in the online advertisements, the main reason is to get the readers/web users to take action upon reading the advertisements as it is the main purpose of promotion genre. Some examples of imperatives found in the data are illustrated in Table 4.35.

Table 4.35: Examples of imperatives

Linguistic Feature	Examples
Imperatives	<ol style="list-style-type: none">1. Travel to various interesting places in Beijing, Guilin OR Shenzhen with an experienced tour guide at 35% off (Advertisement 24)2. Email booking@eazytravels.com with the following details (Advertisement 18)3. Escape the rush and engage in plush cool air with HwaJing Travel & Tours' 4D3N Ground Arrangements for only RM99 (Advertisement 12)4. See the rules that apply to all deals (Advertisement

	15) 5. Collect your voucher at PYO HQ Office at Megan Avenue II (Advertisement 14) 6. Get your voucher in your account ie "My Vouchers" on Milkadeal.com (Advertisement 13)
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4.7 Conclusion

The analysis of the data provides an understanding to the communicative purpose, moves or links and rhetorical structure of the reading and navigating mode available in the online advertisements. Not only that, the linguistic features analysed showed how they play a role in the realisation of the moves structure. The subsequent chapter will focus on the summary of the findings, discussion of the study, implications of the study and recommendations for future research.

CHAPTER 5

CONCLUSION

5.1 Introduction

This chapter aims to give an overall summary of this study to answer the research questions which have been drawn in chapter one. This chapter will also look into the significance of the study, limitations of the study and suggestions for future research associated to online advertisements.

5.2 Summary of the study

While most of the studies on advertisements in Malaysia focused on printed advertisements as the main source of data, the application of online advertisements as the main data for this study is unique in a sense that the data enables the researcher to see from two different perspectives: the traditional reading mode and the web-associated navigating mode. This unique feature of online advertisements was further analyzed and discussed by using Askehave and Nielsen's (2005) framework on digital genre, which appropriately suits the idea of online texts as the framework enables an analysis of the peripheral information in the of the website. Furthermore, this framework functions not only as an outline to how the online advertisements work to promote and persuade readers to take action, but also shows that the online advertisements enable readers to choose their own path of reading to suit their own needs and curiosity.

In the findings of this study, Askehave and Nielsen's (2005) framework for the reading mode in the analysis of the online hotel and lodging advertisements is applicable only for seven (7) out of the nine (9) moves proposed, which are *Attracting*

attention, Identifying sender, Indicating content structure, Establishing credentials, Establishing contact, Establishing a discourse community and Promoting an external organization, all of which appear more than 50%. Therefore, these 7 moves are considered obligatory moves. On the other hand, *Greeting* and *Detailing (selected) Content* were not noted in the analysis and therefore are considered optional moves. From the analysis of the data, another 8 new moves were discovered and added to the 9 initial moves suggested by Askehave and Nielsen (2005). The 8 moves are *Highlighting important information, Detailing description of the deal, Indicating terms and condition, Promoting service applications, Providing related information of the website via links, Including choices based on background, Rewarding web users* and *Creating an opportunity to feature business*. These 8 new moves are also obligatory as all the moves appear for more than 50% in the advertisements. Thus, there are 15 obligatory moves and 2 optional moves from the analysis of the advertisements. Furthermore, the navigating mode shows that generic links were more prevalent than specific links and that both explicit and implicit methods could be found for both generic and specific links.

In searching for the common linguistic features available in the online advertisements, it indicates that linguistic features play an important role in realizing certain moves as a part of the rhetorical strategies. Furthermore, all the five (5) linguistic features analyzed showed a percentage of more than 60%, indicating that linguistic features play an important role in getting the message across.

5.3 The research questions

The answers to the research questions in chapter one will be reiterated and answered below:

- 1) What is the communicative purpose of the online hotel and lodging advertisement?

According to Askehave and Nielsen (2005), their model which was used to analyse websites focuses on two aspects: reading mode and navigating mode. As suggested by Askehave and Nielsen, in the analysis of the online hotel and lodging advertisements taken from Malaysian group buying sites, the communicative purpose can be seen through two perspectives which are reading mode and navigating mode. From the reading mode, four different communicative purpose can be observed: (1) to grab the attention of the web users/ potential customers, (2) to get web users/potential customers to purchase the product, (3) to provide valid and in depth information to the prospective customers and (4) to encourage further communication from prospective customers. The four communicative purposes are similar to the ones proposed by Bhatia (1993) in his study on promotional genre. On the other hand, the navigating mode only possesses one communicative purpose which is to provide access to different areas on the website, as suggested by Askehave and Nielsen (2005).

- 2) What is the rhetorical structure and moves of the online hotel and lodging advertisements?

Based on the analysis done on the data, there are obligatory 15 moves were obligatory moves which are *Attracting attention*, *Identifying sender*, *Indicating content structure*, *Establishing credentials*, *Establishing contact*,

Establishing a discourse community, Promoting an external organization, Highlighting important information, Detailing description of the deal, Indicating terms and condition, Promoting service applications, Providing related information of the website via links, Including choices based on background, Rewarding web users and Creating an opportunity to feature business. Another 2 moves, *Greeting* and *Detailing (selected) content*, are considered optional as both moves were not evident in the advertisements analysed. In the move *Attracting attention*, the use of a bigger and bolder font for the headlines in the advertisements, the main picture when opening the web sites and deals placed in a framed box realises this move. For the move *Identifying sender*, the group buying sites would place a respective logo to indicate that the web site belongs to the respective owner. While all the online advertisements use a main menu to realise the *Indicating content structure move*, the position of the main menu and type of links available on the main menu differs depending on the group buying site. Furthermore, in the move *Establishing credentials*, reviews by customers or experts in the field of tourism, usage of logo of the web owner, giving an overview of the background of the web owner and company, numerous visual images of the place of interest or hotels and guarantee of service through service pledge were used to realise this move. In the *Establishing contact* move, the strategies used to realise this move are providing contact information of the web owner, enabling the web users to register online, enabling web users to subscribe to newsletters from the web owner and communicating via social network sites. *Establishing a discourse community move* was realised by creating an online registration button and communicating via SNSs. For the *Promoting an external organization move*, the strategy used was by

promoting a banner to advertise other companies. Secondly, this move also involves links which lead to relevant external web pages. Thirdly, other deals on the group buying sites are also promoted by advertising them on the right side or left side of the webpage. *Highlighting important information move* enable readers to scan and skim by using simple and short sentences in a form of bullet points or short paragraphs of not more than 2 sentences. Moreover, *Detailing description of the deal move* is done by providing detailed explanation of the advertisement. The 2 important aspects used to realise this move are by combining sentences and visuals to help readers visualize what is being offered in the most attractive manner. *Indicating terms and conditions move* is realised by providing readers an elaborate detail of the terms and conditions related to the advertised deal. Next, the usage of Google map and mobile apps, such as iPhone apps, realise *Promoting service application. Providing related information of the website via links* is another move which is realised by links which are usually place at the bottom part of the page. It enables readers to search for extra information of the group buying site in general. Another new move that was noted was *Including choices based on background move*. This move is realised by helping readers choose which advertisement they would like to have a look at based on the location by adding a 'city choice' button or choosing which language they prefer to use by adding a 'language option' button. The *Rewarding users move* was basically realised by providing incentives for users to invite more friends to visit the group buying site and purchase the available deals. Lastly, *Creating an opportunity to feature one's business* move was realised by either creating a particular space on the

right hand side of the advertisements or by using links at the bottom part of the web pages.

- 3) What are the common generic and specific links found in the online hotel and lodging advertisements?

In the analysis of the common generic and specific links, only those with an appearance of above 50% were taken into consideration. From the analysis of the 25 advertisements, nineteen (19) generic links with an appearance above 50% were noted while only four (4) specific links could be noted above 50%. The nineteen (19) generic links are *Log in, Sign up, Choose city, Share deal on Facebook/Twitter/Email, About, Privacy policy, FAQ, How deal works, Buy now, Home, Business, Job, Terms and conditions, Contact us, Travels, Products, Recent deals, Press* and *Affiliates*. On the other hand, the four (4) specific links are *See rules that apply, See website, See map* and *Email*.

- 4) What are the prominent linguistic features in the online advertisements of hotel and lodging on the group buying sites?

The common linguistic features available on the online hotel and lodging advertisements are second person interpersonal pronoun 'you' and possessive adjective 'your' (72%), adjectives (100%), binomial/ multinomial expressions (100%), ellipsis (60%) and imperatives (100%).

5.4 Significance of study

The analysis of the reading mode, navigating mode and linguistic features in this study can be a valuable contribution in the field of advertising. From the business point

of view, a more effective online advertising structure can be identified as the results of this study would give an overview of the moves and links often used to create successful group buying sites. As such, this would result in the increased ability of stakeholders in meeting the needs of potential customers or targeted audiences.

Looking from the academic perspective, researchers can look into the distinct features of online advertisements and relate it to the way language is used. Academic researchers can also initiate other studies in this area by utilising the results gained. In the field of English as a Second Language (ESL) and English for Specific Purposes, educators may use this study as teaching aids in the process of teaching and learning about genre analysis, specifically in advertising. Utilising the results from this study enables students to learn about digital genre and how the existence of reading and navigating modes are parallel to each other. As few studies focused on digital genre compared to printed text, this study would be a good informative tool for classroom discussions.

This study can also be an inspiration for further studies in the field of genre analysis, especially when it comes to analysing digital genres. With limitless access to different types of online materials, the framework used in this study can be applied to other sources of data obtained online. With the ever-changing dynamics of online materials, more studies in this field would result in a wider pool of data and results, enabling the process of comparison.

5.5 Limitations of study

While this study looks into online hotel and lodging advertisements as a source of data, namely group buying sites, the limited numbers of these group buying sites at

the point the data was collected reduces the chances of using more than 5 different group buying sites as a source of data. While there were more than 20 online group buying sites available, less than 10 included online hotel and lodging deals as part of their product or service advertisements.

Another limitation of this study is that the online advertisements used in this study could no longer be accessed online after a certain period of time. This is due to the fact that the ever-changing nature of the internet promotes quick adaptation by the group buying sites, thus newer structure and methods would be used to replace the outdated advertisements. Therefore, the advertisements used in this study are no longer available online and could only be accessed in the appendix.

5.6 Suggestions for Future Research

The quick change in the nature of online group buying sites can be an interesting aspect that future researchers might want to look into. For future analysis of group buying sites, future research can be done by comparing the genre of similar group buying sites from time to time. This is because different aspects of the web pages done on one respective group buying sites might be different after a certain period of time, as online materials are ever moving forward at a rapid rate. In saying this, there might be additions or subtractions of any elements of the group buying sites, depending on the respective web owners to give their websites a new vibe, making it more user friendly and attracting more readers. In relation to this, if one is to compare a group buying site, for example Groupon.my, within a period of three years, different rhetorical or move structures might be observed from year to year.

Another suggestion for future studies in online advertisements would be utilizing the visual images as a source for analysis. As visual images play an important role to attract readers and give them a better sensory understanding of the place of interest, analyzing the visual images in the advertisements would give a clearer picture of how they help connect readers to the advertisements. Furthermore, online advertisements, such as the group buying sites which were analyzed in this study, utilize visual images to give readers a sense of genuineness upon what to expect when purchasing the deals and ultimately promote the uniqueness of the place of interest through sight. For example, the usage of Kress and van Leeuwen's (1996) visual grammar framework would be appropriate in analyzing the composition, representation and interaction aspect of the visual images. By using all these three aspects proposed by Kress and van Leeuwen (1996), the layout of the online advertisements and the visual image itself would be further explored.

5.7 Conclusion

In conclusion, the research questions that were stated in the introduction of this study have been answered successfully. Furthermore, while Askehave and Nielsen's (2005) framework is suitable to analyse the peripheral information in the advertisements, 8 more moves under the reading mode were discovered. The usage of implicit links and explicit links also suggest that the navigating mode is an essential part in providing extensive access to web pages associated to the group buying sites, which furthermore indicates the relevance of using the Askehave and Nielsen's framework. While limitations of the study could be noted, future research on online advertisement would be essential as the nature of online materials is ever-changing and this would be a huge advantage for stakeholders in attracting the targeted audiences.

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