A GENRE-BASED ANALYSIS OF PRINT ADVERTISEMENTS FOR HOSPITALITY AND TOURISM

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DISSERTATION SUBMITTED IN FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTERS IN ENGLISH AS A SECOND LANGUAGE

FACULTY OF LANGUAGES AND LINGUISTICS UNIVERSITY OF MALAYA KUALA LUMPUR

JUNE 2003
PERAKUAN TENTANG HASIL KERJA AKADEMIK

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For

Amir

Anis Adriana

Adam

Patience and perseverance pay off...
ABSTRAK


iklan ini, yang penyelidik labelkan sebagai ‘Additional Information’. Ia juga menunjukkan penggunaan bahasa yang mudah serta bahasa kiasan. Adalah diharapkan kajian ini akan memberi faedah kepada mereka yang terlibat di dalam pemasaran pelancongan dan guru ESP yang mengajar Bahasa Inggeris untuk Pengiklanan.
ABSTRACT

Malaysia sees tourism as an important source of income for economic growth. Tourism activities, which include advertising, are given a lot of attention as a means to attract tourists to the numerous places of interest in the country. In advertising, the linguistic aspect must not be ignored as it is a means of getting the message across to the public. On this note, research on advertisements with a focus on language is needed so that there are some basic guidelines in writing the advertising message.

This research is a genre-based analysis of twenty hospitality and tourism print advertisements selected from Malaysia Airlines System’s (MAS) in-flight magazine, Going Places, from January to December 2001, using a modified random approach. Using a move-structure first introduced by Kathpalia (1992) as a basis, it attempts to identify and suggest a move-structure specific to advertisements of hospitality and tourism. The analysis includes a study on semantic and linguistic realizations in this particular type of advertisements. The findings of this research suggest that there is a 5 or 6-move structure in the advertisements for hospitality and tourism sampled from Going Places. Out of the nine moves listed in Kathpalia’s framework, only five are present in the corpus in this research and they are: Headline, Targeting the Market, Appraising the Place, Endorsements/Testimonials and Urging Action. This research reveals a new move in the corpus, which the researcher labels as Additional Information. It also reveals the use of simple, direct language as well as figurative language in the sample advertisements. It is hoped that this
research will benefit those concerned in tourism marketing as well as the ESP teacher teaching English for Advertising.
ACKNOWLEDGEMENT

It was a long journey completing this dissertation. Many challenges crossed my path. I am sincerely grateful to many individuals who had been there to help me through all predicaments. But I am most thankful to the Almighty for the strength and patience He has given me, not to mention the gifts of a loving and caring family and good and sincere friends.

I would next like to express a heartfelt gratitude to my supervisor, Mr. Daniel Chow Ung T’Chiang, who has helped shape my work and for bearing with my shortcomings. He was never short on ideas and was always very generous with his invaluable assistance and time.

I must also acknowledge my debt to En. Zulkifli Yaacob, who was my Head of Department at UKM, for his inspiring ideas and encouragement. He was indeed a very helpful and understanding boss who always asked about my progress in completing the dissertation. I am also indebted to my MAS staff-friends, Kak Ros and Fieza, for helping me get some issues of Going Places.

I am most grateful to my colleagues whose friendship means a lot to me. A bunch of thanks goes to Kak Amie who helped me with the business bit and for ‘keeping me company’ in the evenings when I was doing Chapter 2. To Kak Nina, words can’t really express my gratitude for her sisterly advice and for her encouragement and useful tips. The same goes to Kak Izan, who also always showed her concern. To my close friends – Saripah, Zakiah, Normilah,
Intan and Rozida – thank you so much for always being there for me. I wouldn’t exchange their friendship for anything! Special thanks also goes to Yong Kiang, Siew Chin, Etna, Rena, Khazriyati, Ravi and AJ for their kind assistance and encouragement.

Finally, many thanks go to my family for their unending and unconditional love. Thanks, Mak and Abah, Ina and Aida, for minding my kids while I was working on my research. To Abg. Mil, Kak Linda, Abg. Ilal and Fozia, thanks for the support and encouragement. Special thanks to Ayah Teh, Mak Teh and Angah for their words of wisdom and encouragement. Last but certainly not least, thanks to my husband, Nan, for his support, and the joys of my life – Amir, Adriana and Adam – whose cheerfulness, laughter and fun have kept me going.
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