

**A GENRE ANALYSIS OF ONLINE FOOD AND  
RESTAURANT ADVERTISEMENTS ON *GROUPON***

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RESTAURANT ADVERTISEMENTS ON *GROUPON***

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# A GENRE ANALYSIS OF ONLINE FOOD AND RESTAURANT ADVERTISEMENTS ON *GROUPON*

## ABSTRACT

*Groupon* is a deal-based website that offers discounted gift certificates which can be used at local or national companies. The deals offered cover a wide range of products and services from leisure, entertainment, food and beverages, health, beauty, travel to education. This is a genre analysis study of online food and restaurant advertisements which appear on the *Groupon* website. This study attempts to investigate how information is structured on the *Groupon* in terms of its rhetorical structure and linguistic features to attract potential customers to purchase the deal. The study also investigates the most common linguistic features found in the online food and restaurant advertisements in order to serve the informative and persuasive communicative purposes. The nine-move structure for advertisements introduced by Kathpalia (1992) and Bhatia (2004) is adopted as a framework for analysing the data in this study. Twenty *Groupon* deals of food and restaurant are collected. The moves found in each *Groupon* deal are identified and the frequency of occurrence of each move is recorded. Adapting Kathpalia's (1992) and Bhatia's (2004) framework, seven moves were identified as most obligatory from the data collected which are *Headlines*, *Targeting the Market*, *Detailing the Product*, *Establishing Credentials*, *Offering Incentives*, *Using Pressure Tactics* and *Soliciting Response*. All of these moves appear 100% for their frequency counts in the analysis of the data. In addition, two new moves are also established to be the most obligatory moves in this study; *Locating the Product or Service Provider* and *Providing Related Information via Links* whereas the *Celebrity or Typical User Endorsement* is the least. It is noted that the visuals also play a significant role in realising the moves specifically to help readers visualise what is being offered in the online food and restaurant advertisements in the most attractive manner. The most

common linguistic features are identified in the samples in realising the moves in the online advertisements. They are the second person interpersonal pronoun 'you' and possessive adjective 'your', adjectives, binomial or multinomial expressions, repetitions, ellipsis and imperatives. It is hoped that this study would provide insights into the way the advertisers utilise their knowledge to accomplish their advertisements as well as to reach their intended audience, and to recommend a structure that may effectively attract potential consumers, which can also provide pedagogical implications for teachers of English Specific Purposes in a practical ESP class. The results of this study may facilitate the advertisers to produce a more effective online advertising. Thus, this would help the advertisers and the writers to decide what information should be used in publishing the successful online advertisements and creating an effective *Groupon* website.

# A GENRE ANALYSIS OF ONLINE FOOD AND RESTAURANT ADVERTISEMENTS ON *GROUPON*

## ABSTRAK

*Groupon* adalah sebuah laman sesawang berasaskan urusanniaga yang menawarkan sijil hadiah diskaun yang boleh digunakan di syarikat-syarikat tempatan dan antarabangsa. Tawaran ini merangkumi pelbagai aspek produk dan perkhidmatan seperti hiburan, makanan dan minuman, kesihatan, kecantikan, pelancongan dan pendidikan. Kajian ini merupakan kajian menganalisa genre iklan makanan dan restoran dalam talian yang terdapat di laman web *Groupon*. Kajian ini bertujuan untuk mengkaji bagaimana maklumat iklan tersebut ditulis di *Groupon* dari segi struktur retorik dan ciri-ciri linguistik untuk menarik pelanggan yang berpotensi untuk membeli tawaran itu. Kajian ini juga mengkaji ciri-ciri linguistik yang paling banyak ditemui di dalam iklan makanan dan restoran dalam talian dengan bertujuan mendapatkan maklumat dan meyakinkan komunikasi. Struktur sembilan langkah diperkenalkan oleh Kathpalia (1992) dan Bhatia (2004) digunapakai sebagai rangka kerja untuk menganalisis data dalam kajian ini. Dua puluh tawaran *Groupon* makanan dan restoran dikumpulkan. Setiap 'move' di dalam *Groupon* dikenal pasti dan kekerapan berlakunya setiap 'move' direkodkan. Menyesuaikan Kathpalia (1992) dan rangka kerja Bhatia (2004), tujuh 'move' yang paling wajib telah dikenal pasti daripada data yang dikumpul adalah *Headlines*, *Targeting the Market*, *Detailing the Product*, *Establishing Credentials*, *Offering Incentives*, *Using Pressure Tactics* dan *Soliciting Response*. Semua 'move' ini muncul 100% untuk kekerapan kiraaan dalam analisis data. Di samping itu, dua 'move' baru juga dilaksanakan dan menjadi 'move' yang paling wajib dalam kajian ini adalah *Locating the Product or Service Provider* dan *Providing Related Information via Links* manakala *Celebrity or Typical User Endorsement* adalah 'move' yang paling sedikit digunakan. Hasil kajian menunjukkan visual juga memainkan peranan penting dalam

merialisasikan ‘move’ terutamanya untuk membantu pembaca membayangkan apa yang sedang ditawarkan di dalam iklan makanan dan restoran dalam talian dengan cara yang paling menarik. Ciri-ciri linguistik am telah dikenal pasti di dalam sampel-sampel untuk merialisasikan ‘move’ iklan dalam talian. Terdapat kata ganti diri kedua ‘you’ dan kata adjektif ‘your’, kata adjektif, ungkapan binomial/multinomial, pengulangan, ellipsis dan imperatif. Kajian ini diharapkan akan memberikan gambaran tentang cara pengiklan menggunakan pengetahuan mereka untuk mencapai matlamat iklan mereka serta untuk mendapatkan pembeli yang dimaksudkan, dan mencadangkan struktur yang mungkin berkesan untuk menarik pengguna yang berpotensi, yang juga boleh menyediakan implikasi pedagogi untuk guru *ESP* dalam kelas praktikal. Hasil kajian ini memudahkan pengiklan dan penulis untuk menghasilkan pengiklanan dalam talian dengan lebih berkesan. Oleh itu, ini akan membantu pengiklan untuk menentukan maklumat yang perlu digunakan dalam penerbitan iklan dalam talian yang berjaya serta mewujudkan laman sesawang *Groupon* yang berkesan.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

The aim of this study is to analyse online food and restaurant advertisements from *Groupon* deals using a genre analysis approach. The researcher analysed the rhetorical structure of *Groupon* deals using move analysis. It describes the main component moves and rhetorical strategies used by writers to articulate the communicative purpose of the genre and the language employed in the online advertisements. In the first chapter, the background of the study and a description of the *Groupon* website, which is the source of data for this study, are described. This chapter also covers the objectives of the study, where the research questions are drawn, and finally the significance and limitations of the study.

### 1.2 Background of the Study

It was said that “The Internet revolution has driven a transformation of how people experience information, media and advertising” (Wang, Li, et al., 2010). Today web advertising has become a vigorous component of the modern Internet, which has remarkably outpaced some of the traditional advertising media such as radio and magazine. Web pages and advertising sites are recognised as a ‘user-friendly’ tool by companies to showcase their products. The online advertising market has produced billion of dollars in revenue due to the expanding rate of consumers using the Internet. Overwhelmingly, the Interactive Advertising Bureau (IAB) has reported a 42.8 billion dollars of Internet advertising revenue in 2013, an increase of 17% over the 36.57 billion dollars for the total revenue in 2012 ("Internet advertising revenues," 2013).

Online advertising is influenced by the persuasiveness of its content and one of the latest models of online advertising is the emergence of social or group buying sites. Boehret (2010) sees group buying sites work by presenting a deal with the local companies involved, offering better discounts to customers and promising a higher number of customers to the respective business. Deal sites have become popular among people in Malaysia since they can purchase any product or service around the country easily. According to Arif (2011), the trend of online shopping via online-coupon business has risen among Malaysians as it provides a great deal of offers, hence leading customers to purchase the coupon while relishing the offers.

*Groupon* is a deal-of-the-day website that features discounted gift certificates usable at local or national companies. According to Alexa Rankings, *Groupon* is the most visited deal site and its worldwide popularity spread the craze in Malaysia. *Groupon* therefore provides all businesses with more control over the appearance and structure of their promotions. More than 95% of the businesses that have built deals through the online platform have been new to *Groupon*, which has helped the companies expand the selection and geographic reach of our marketplace (Business Wire, 2010).

According to Jia & Wu (2011), *Groupon* covers a wide range of products and services including beauties, automotive, health, travelling and so on. Recently, it has been developing more on food and entertainment that offer great bargains to potential customers.

### **1.2.1 The Role of Food and Restaurants Advertisements on *Groupon* Website**

According to Michela & Cotento (1986), food advertisements have evolved greatly over the past few decades to adapt individual food preferences which depends upon a complex system of different influences, including personal upbringing, cultural factors, media exposure, lifestyle, convenience, cost, etc.

Food and restaurant online advertisements offer various types of cuisine with a reasonable price where discounted deals are put in place for a reason to get the attention of a potential customer. Also, the style of the restaurant is portrayed to the potential customer whether it is a classy upper class restaurant, something fast and easy, family oriented, and etc. Advertising has exposed a significant role in one's food choices and purchasing behaviours (Andrews et al., 2000).

According to Ecommerceinfo.com (2014), food & beverage was ranked as the third for local favourites largely due to deal sites selling restaurant vouchers. Although food and beverage are much smaller deals offered (compared to products and other categories), they have generated the most coupons sold among the categories.

Today, another social-media trend for the new food culture has shifted to restaurant-going from an occasional leisure-time activity to the centre-stage feature of our daily lives. According to a digital survey that was conducted in the United States regarding how restaurant-goers choose restaurants, 52% of the respondents reported dining out between 2 and 4 times per week (Angelsmith News Blog, 2012). For many young people, especially for those living in metropolitan areas, dining out has become a trend that relies on restaurant offers and reviews to tell them about the latest hot spots.

### 1.3 Statement of the Problem

“Do you want to get RM50 worth of ala carte Korean Buffet for only RM20 today and a voucher of more than 30% discount for car washing tomorrow? Maybe you would like to ask where it is and how to enjoy.” – This is on *Groupon*, a group buying service company. Advertising has been publicised as a vital role in one’s choices and purchasing activities which was traditionally from various newspapers and magazines. As suggested by Cheong (2013), there are two different categories of advertising which are print and electronic media. Print advertising can be seen often through flyers, brochures, posters, newspapers and magazines while electronic advertising can be found on the Internet, television and radio. These days, however, online advertising has increased its presence worldwide as a trendy tool to reach consumers as well as business customers in promoting products and services, mostly because of its unique features that is not only promoting, but also allowing customers to read and share experiences from others. According to Dholakia (2010), *Groupon* could be seen as a way of social promotion that encourage groups of people to buy products together and share their experience with each other. Parekh (2011) also describes that *Groupon* made use of the power of word-of-mouth marketing by the aid of its large number subscribers. Regularly, *Groupon* website generates one deal one day in terms of coupons or discounts for various kinds of products and services offered by local merchants. According to Dholakia (2010), the *Groupon* deal can be activated only when a certain minimum number of customers choose to make the purchase of the products or services.

Although online group buying is still a contemporary and new topic, some notable studies involving Internet advertisements have been found. For instance, a study on hotel and lodging advertisements from Malaysian group buying websites has been done by Safarizan (2016), a study on multimodal move analysis of Internet group buying deals was conducted by Lam (2013), and also a study on tourism homepages and web-mediated advertisements was done by Cheong (2013).

Therefore, the Internet group buying website is seen as a fascinating study to be carried out since *Groupon* provides the service of advertising various products. In this study, the researcher focuses on genre analysis of online food and restaurant advertisements from *Groupon* website as well as analysing the linguistic features and images available on *Groupon*. The reason why online food and restaurant advertisements were chosen is because of the ability of food in capturing most prospective consumers to spend for any occasion since it is a repeat-purchase item. Moreover, consumers' views are varied and can change quickly. In addition, following an online survey that the researcher had carried out, 30.65% of Malaysians often dine out for at least once a week, mainly for family occasions or meeting friends. As mentioned by Ecommercemilo.com (2014), food and beverage had collected the most online restaurant vouchers sold among a variety of categories offered on *Groupon* website.

## 1.4 Objectives of the Study

The main purpose of this study is to investigate how information is structured on *Groupon* website in terms of its rhetorical structure and linguistic features using a genre analysis approach. It attempts to discover the main component moves, rhetorical strategies and language features used by the advertisers to articulate the communicative purposes and to persuade the potential buyers to purchase the *Groupon* deal. Since *Groupon* is recognised as the most popular deal-of-the-day website according to the Alexa rankings, this study will be valuable to the discourse community as well as the stakeholders especially in the advertising field. It helps the advertisers and writers in creating more effective online advertisements in order to meet the needs of the online potential customers. Implementing an effective organisation structure with the appropriate linguistics choices and visual features in the online advertisements will contribute to the popularity of such online genres of food and restaurant advertisements.

Many online food and restaurant advertisements have inserted a number of vibrant pictures especially in representing the panorama of the restaurant and the cuisine they offer. The pictures on the other hand are commonly seen without any fonts and words which make the images available to also be taken into account since it implies a significant role in engaging the buyers of the *Groupon* website. Therefore, the visuals will be analysed as a move.

The following specific objectives are:

1. To identify the moves found in online food and restaurant advertisements on *Groupon* website.
2. To examine the linguistic features, specifically focusing on the second person interpersonal pronoun and possessive adjective, adjectives, binomial/ multinomial expressions, repetitions, ellipsis and imperatives found in online food and

restaurant advertisements.

### **1.5 Research questions**

In order to achieve the objectives of the study, the present study attempts to answer the following research questions:

1. What are the communicative purposes of online food and restaurant advertisements?
2. What is the rhetorical structure of online food and restaurant advertisements?
  - i. Which moves are the most obligatory in online food and restaurant advertisements and which moves are the least?
  - ii. How do the visuals realise the moves in online food and restaurant advertisements?
3. What are the linguistic features of online food and restaurant advertisements in realising the moves?

### **1.6 Significance of the study**

The *Groupon* website is seen as the most popular website particularly in purchasing a deal-of-the-day by most people in Malaysia. In order to achieve its purpose, this study will be significant to the discourse community or stakeholders exclusively to the advertisers and writers as they are responsible in writing and publishing the advertisements with the purpose of attracting their potential buyers. Moreover, it will be beneficial for the stakeholders in the field of advertising, especially in online advertising

to produce effective online advertisements in order to meet the desires of the targeted audience or the prospective customers. Thus, a possibility of higher increased sales would emerge by creating the online advertisements which correspond to the customers' interest and requirements.

As this study focuses on the rhetorical moves structure, it can provide a standard guideline to anyone who is interested in advertising products or services on the Internet. Overall acceptability of the moves in the advertisement allows it to be a guideline especially for new and young writers or advertisers. In addition, the analysis on the linguistic features and visuals which are employed in the *Groupon* website will enable the writers to comprehend the advertisers' intentions thus providing a better insight into creating effective online advertisements. Also, this study can be seen as a platform for further studies in the field of genre analysis, specifically in analysing the moves as well as the linguistic features using online advertisements from group buying websites. According to Safarizan (2016), by looking into other data available online, the frameworks used for his study can be applied and compared to the results of this study.

Besides, this study will benefit Language for Specific Purposes (LSP) students to learn more about move structures as well as understanding the language in order to achieve the communicative purposes of persuasive and promotional genres. This hopefully will be more advantageous to those who are new in the advertising field.



## 1.7 Research Gap

Internet group buying has become a worldwide phenomenon gaining unprecedented popularity in merely a handful of years (Lam, 2013). Despite its fast-earned remarkable success, there are only a few studies done on group buying websites. Group buying is also known as a group purchase which offers buyers the opportunity to purchase products and services at low prices if a minimum number of buyers has been achieved within a specific period. According to Wei et al. (2011), the very small number of academic outputs available is mostly business oriented. Thus far, few discourse related studies have concentrated on Internet group buying deals especially towards analysing food and restaurant online advertisements.

Many researchers have studied advertisements in the field of genre analysis with most of their data collection gathered from either magazines or newspapers. The topics of the research were about beauty products, hotels, tourism, cars and property. However, not much research has been conducted on advertisements for food and restaurant through the online or printed media. Therefore, the researcher has decided to analyse online food and restaurant advertisements from *Groupon* website since online advertising plays a huge role in marketing products or services.

## 1.8 Scope of the study

This study analyses *Groupon* deals specifically on food and restaurant advertisements taken from the *Groupon* website. It focuses on various types of cuisine sold at restaurants located in Malaysia primarily in the Klang Valley area.

As there are different types of restaurants in Malaysia, from the type of restaurant (i.e. from a casual dining restaurant to a fine dining restaurant) is not a variable factor in the

data collection in this study since *Groupon* often offers the best deal each day that is worth RM50. Based on the online survey conducted by the researcher with past deal-buyers, 56.45% of the respondents have spent less than RM50 on the food and restaurant offers while dining out. Therefore, the data selection criteria is the value of the *Groupon* deal to be purchased which is below RM50 per deal, as this amount is affordable by most people when purchasing the *Groupon* deal. Also, the selected *Groupon* deal includes both text and images.

### **1.9 Limitations of the study**

There are many categories of deals for purchase found on the *Groupon* website which offers numerous services and products to a variety of potential customers. However, this study is essentially focused on food and restaurant advertisements because they offer a small amount of *Groupon* vouchers which are reasonably priced and popular among consumers. They can also be easily redeemed by any potential buyer or target audience. Besides, the deals are only offered by restaurants found in Malaysia since the *Groupon* website is created for a specific clientele in Malaysia. Since the study is restricted to analysing the rhetorical structures and the linguistic features of online food and restaurant advertisements specifically gathered from the *Groupon* website, only the texts and pictures related to these offers advertised on the website are investigated.

### **1.10 Organisation of the Research Report**

The first chapter has discussed the background of the study, the statement of the problem, the purpose, the research questions, the significance of the study, the research gap, the scope of the study and its limitations. The theoretical framework of this study will be reviewed in the next chapter. In Chapter Three, the research methodology will be discussed. Last but not least, Chapter Four presents the findings and discussion, where as in Chapter Five the conclusion is given with recommendations to advertisers and writers.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter discusses the definition of advertising as well as its functions for advertising, genre, genre analysis, the theoretical frameworks and the linguistic features of advertisements. The theoretical frameworks that have been employed in analysing the online advertisements are AIDA Model, Bhatia's 1993 framework, Kathpalia's 1992 framework and Bhatia's 2004 framework as well as Askehave and Nielsen's 2005 framework. As Kathpalia's 1992 and Bhatia's 2004 frameworks has been chosen for this study, it will be discussed in detail. This chapter conclusively gives an overview of related studies in the field of genre analysis.

#### **2.2 Advertising**

Advertising is always extant, nonetheless people may not be aware of it. In today's world, advertising uses every possible media to deliver its message through television, newspapers, magazines, journals, radio, press, Internet, posters, visuals and even endorsements by people, etc. According to Yong Qing (2013), a successful advertisement can anticipate the psychology and value of customers by convincing them that the product or service is right for their needs and making them to purchase the product immediately. However, the definition of advertising varies from one to another based on the different functions of advertising.

### 2.2.1 Definition of Advertising

The word ‘advertising’ originates from the latin word ‘*advertere*’ which means to turn the minds of towards. There are many definitions given by various authors will be presented as below:

“Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.”

(Richards & Curran, 2002: 74)

Bovee (1992) mentions that advertising is impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors. In addition, The American Marketing Association in Gilson and Berkman (1980:11) signify advertising as “any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor.” This agrees with Kathpalia (1992) who reveals that advertising is any controlled form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor that is used to inform and persuade the selected market.

Crystal (2000) clarifies that advertising is a way of spreading information, and its points are to sell goods or services, to attain political supports, to advocate some certain vocations and etc. The advertisement consumes a variety of persuasive tools to deliver information and attract viewers and listeners to the media.

Cook (2001) asserts that advertising is one of the most controversial of all contemporary genres, partly because it is quite new, but also because it is intently connected with the values of the competitive high-growth global market economy in which it thrives. Therefore, advertising can be seen as urging people to spend more by making them feel dissatisfied or inadequate, by appealing to greed, worry as well as ambition.

### **2.2.2 Functions of Advertising**

According to Kotler (2002), advertising informs, creates the need for a product or service, and encourages people to purchase. The more people have responded to the advertisement, the better it is for the economy and the economical well being of society.

Kotler & Armstrong (2010) point out that advertising allows a company to present its product clearly and effectively via text, sound and colour. On one hand, advertising helps to form a long-term sustainable image of the product thus, it stimulates sales to the company.

Likewise, J.V. Vilanilam & A.K. Varghese (2004) claim that a colourful, vivid advertisement is not only emphasizing on everyone's needs, but also implies the sense of beauty and allow the customers to engage themselves in pleasure. Therefore, through exaggeration, imagination, symbol, metaphor, and humour, the design of the advertising could meet the visual needs for customers, inspire their appealing tastes and then effectively guide their customers' feelings and lifestyles.

Cook (1992) suggests that a good feature of advertisement expands customers' trustworthiness for a product or service. It keeps the current customer trust by reinforcing their purchasing behaviours with extra information about the benefits acquired from the brands. Therefore, the function of advertisement is to establish and reinforce the relationship with customers, prospects, retailers and important stakeholders. Equally, Cook (1989) exclaims that advertising may serve not only to inform, but also to persuade, cajole, frighten, shock, worry or arouse.

Goddard (1998, p.10) states that advertising is not just about the commercial promotion of branded products however it can also include the idea of texts, which anticipates to enhance the image of an individual, group or organization. In other words, advertising is not just about selling products but it also makes the image of an individual, group or organization more favourable.

### **2.3 Genre**

The word '*genre*' originally comes from the French word, which means kind or class. The term is widely used in rhetoric, literary theory, media theory and more recently in linguistics in order to refer to a distinctive type of text.

Richards & Schmidt (2002: 224) define the term genre as a type of discourse that appears in a particular setting, which has unique and recognisable patterns and norms of organisation and structure as well as particular and distinctive communicative functions. Other examples of genre are business reports, news broadcasts, speeches, letters, advertisements, etc. which are considered as different types of genre. Each genre is run by a set of features commonly related to that genre. Writers of texts of each genre must employ features related to the particular genre while writing texts of that genre. Likewise, while reading texts of a genre, the reader anticipates certain features of the texts based on the genre to which the texts belong.

Martin (1984: 25) states that genre is a staged, goal-oriented, purposeful activity in which speakers engage as members of that culture. Subsequently, Martin & Rose (2003: 7) elaborate that genre are participated with other people, and goal oriented as a genre benefits them in getting things done. They are generally staged because it usually takes a few steps to reach the goals.

According to Swales (1990: 58), a genre comprises a class of communicative events of which the members share some set of communicative purposes. These purposes are recognised by the expert members of the parent discourse community, and thereby constitute the rationale for the genre. He reveals that genre is used to refer to a distinctive category of discourse of any type, spoken or written, with or without literary aspirations.

Nevertheless, Bhatia (1993) discovers that the definition requires elaboration and he developed the definition of the genre on the psychological aspect. Bhatia (1993) further justifies the definition of the genre in his own words, which is “each genre is an instance of a successful achievement of a specific communicative purpose using conventionalized knowledge of linguistic and discourse resources” (p. 16).

Swales and Feak (1994) consider genre as a product of many considerations, such as audience, purpose, organization and presentation with audience as the most important factor in their list.

Mohammad (2011) describes genre as having “to do with identifying the totality of the accepted linguistic conventions, practice, style, and restrictions in any given communicative event; it focuses on the schematic structure of discourse in any given community of professionals or otherwise” (p. 63).

Thompson (2004) points out that genre is a combination of register and purpose. He clarifies that genre “includes the more general idea of what the interactants are doing through language, and how they organize the language event, typically in recognizable stages, in order to achieve that purpose” (Thompson 2004, p 42 – 43).



However, Cook (2001) claims that a piece of discourse may be categorised under various genres at the same time. For instance, a piece of discourse could be a story, joke and cartoon at one time. While genre is a class of communicative events, it is recognised through its communicative purposes and its specific discourse community, hence it is essential to discuss communicative events, communicative purposes and discourse community in order to understand genre.

Bhatia (2004) states a comprehensive definition of genre:

“Genre essentially refers to language use in a conventionalised communicative setting in order to give expression to a specific set of communicative goals of a disciplinary or social institution, which give rise to stable structural forms by imposing constraints on the use of lexico-grammatical as well as discoursal resources.”

(Bhatia, 2004: 23)

### **2.3.1 The Genre of Internet Group Buying Deals**

Internet group buying websites were initially curbed to only one deal per day, nevertheless they have evolved in the past few years into a multi-deal-a-day model, simultaneously offering a wide range of deals to potential buyers. As a primarily promotional genre, Internet group buying deals have the intervening rhetorical purpose of convincing potential buyers to purchase the item advertised in the deal. Lam (2013) reported that Internet group buying deals are belonging to one genre since their communicative purposes are distinct from other contents on the Internet group buying websites. Besides, in achieving this topmost communicative purpose, group buying deals have to fulfil a number of communicative purposes such as attention-seeking,

information-giving and network-building. This gives rise to the vigorous relationship across genres, discourses, practices and cultures, where collectively available resources of different modalities are employed in a hypertextual environment.

Barbera (2010) sees the notion behind group buying sites is to control the power of mutual bargaining and provide attractive local deals, which create a win-win situation for both companies and customers involved. Companies involved in advertising their products on the group buying sites will profit from the productive sales numbers and customers will get a huge discount on items advertised on the sites. Barbera (2010) also explains that products and services on the group buying sites frequently attract a massive number of customers and sells out in a short period of time, therefore providing local businesses an outstanding and reasonably-priced marketing strategy.

## **2.4 Communicative Events**

Saville-Troike (2003) explains that a communicative event happens when the communication event includes a communicative activity appearing such as a meeting, a conflict interchange, an infomercial, a public speech, etc.

Swales (1990) states that a communicative event is an event in which language plays both a significant and an indispensable role. He also stresses that the communicative event is a complex notion, comprising not only of the discourse itself but also of the role of the discourse and the environment and culture surrounding it. Swales (1990) further sees a communicative event as an activity which involves language (and/or paralanguage). Activities which do not involve much use of language, such as skipping and sewing, are not considered as communicative events.

Therefore, Swales (1990) concludes that a communicative event comprises of the discourse itself and its participants, which involves both the producer and receiver, the role of the discourse and the environment where the discourse is produced and received featuring its historical and cultural associations.

## **2.5 Communicative Purposes**

Swales (1990: 58) claims that:

“Communicative purpose is both a privileged criterion and one that operates to keep the scope of a genre as here conceived narrowly focused on comparable rhetorical action. In addition to purpose, exemplars of a genre exhibit various patterns of similarity in terms of structure, style, content and intended audience. If all high probability expectations are realized, the exemplar will be viewed as prototypical by the parent discourse community”.

(Swales, 1990: 58)

According to Bhatia (1993), it is crucial to look at the communicative purpose each genre serves or has to fulfil since the communicative purpose plays a vital role in genre identification. The main communicative purpose of every genre can be recognised by achieving additional communicative purposes. Bhatia (1993) further justifies that these communicative purposes are represented by a structural description in terms of moves. Therefore, the study of each move in every genre has become significant in the field of genre analysis as for the genre to reach its ultimate communicative purpose; a structural description in terms of moves is most possibly assigned.

Bhatia (1993) illustrates a sales promotion letter in business settings which has the communicative purpose of persuading and eliciting a specific response from its reader(s). Bhatia (1993) also clarifies that this communicative purpose can be realised through achieving additional communicative purposes such as capturing the attention of the potential customer, appraising the product/service, providing enough details about the product/service in the shortest but most effective way and initiating business relations between a potential seller and a potential customer. These communicative purposes can be represented by a structural description in terms of moves.

In job application letters, on the other hand, its communicative purpose is also to persuade and elicit a specific response from its reader(s), which in this case is a call for interview. Bhatia (1993) claims that in order to reach this communicative purpose, certain additional communicative purposes realised via moves need to be achieved. According to Bhatia (1993), these additional communicative purposes are establishing credentials, offering a favourable and advantageous, positive and relevant description of the abilities of the candidate in terms of the specifications or requirements of the job, highlighting the most essential aspects of the candidature and initiating a possible working relationship with the employer. Hence, these communicative purposes can be signified by a structural description in terms of moves such as establishing credentials, introducing candidature, offering incentives, enclosing documents, soliciting response, using pressure tactics and ending politely (Bhatia, 1993).

Bhatia (1993), who bases his genre analyses on Swales' framework, describes that promotion letters and job applications belong to the same genre which is called promotional genre because they share the same communicative purpose of both texts, which is to promote something (a product, company or person). Nevertheless, they do

differ in one feature where the sales promotional letters are commonly unsolicited while the job application letters are usually written in response to an advertisement.

Paltridge (1994) points out the criteria used for identifying the schematic structure of genres, i.e. whether a move or stage in a schematic structure can be determined by the content of the move, grammatical or lexical patterns or functional features of the move.

## **2.6 Discourse Community**

According to Swales (1990), discourse community can be defined as “socio-rhetorical networks that form in order to work towards sets of common goals.” In a discourse community, all members are familiar with the particular genre which is used to reach that set of goals in the community. Swales (1990) further sees that discourse communities are recognised by the specific genres that they use, which involve both speech events and written text types.

Swales (1990) explains that discourse communities differ from speech communities with regards to what the literary activity involves. Members in discourse communities are more anticipated in interacting with other members from distant places and reply to writings rather than speech. However, in speech communities, the communicative needs are to socialize and maintain group solidarity, whereas for discourse communities, the main communicative needs are to achieve goals rather than socialization and solidarity.

Lastly, Swales (1990) explains that the “speech communities are centripetal”; they aim to draw people together, whereas “discourse communities are centrifugal” that they tend to put people in different groups based on their occupations, specialities and/or interests. Swales (1990) also indicates the criteria to be part of a discourse community - if there are common goals, participatory mechanisms in place, information exchange,

community specific genres, a highly specialized terminology and a high general level of expertise amongst group members.

## **2.7 Moves**

Move is a term adopted from English for Specific Purposes genre studies. As claimed by Swales (1990), a move is used to indicate a stage of text taken to realise a rhetorical function. According to Swales (in Connor, Davis, & De Rycker 1995, p. 463), the notion of move is defined as a functional unit in a text used for a particular purpose, is often used to identify the textual regularities in certain genres of writing and to describe the functions which specific portions of the text realises in the relationship to the overall task. Connor & Mauranen (1999) explain that moves can vary in length and size from several paragraphs to one sentence, but normally contain at least one proposition in contributing to the fulfilment of the overall communicative purpose of the genre. Swales was the first to use “Moves” in his study of research article introductions, and after him, many more researchers have analysed texts according to the moves (Azirah, 1996).

According to Bhatia (1993), moves are discriminative elements of generic structure if they vary significantly, it may give a different genre or sub-genre. In contrast, rhetorical strategies reflecting the choices of the individual writer in order to serve his private intentions which are non-discriminative strategies since they do not influence the nature of a genre. Bhatia (1993) uses ‘move’ in the study of product and self-advertising through sales promotion letters and job application letters and has produced a rhetorical structure for each of these seemingly different but closely related genres.

Move is defined as “a semantic unit which is associated to the writer’s purpose” as claimed by McKinlay (in Azirah 1996, p.65). The length of a move can be of a single sentence or more, but is commonly not more than a paragraph. According to Azirah (1996), the move is described as the smallest unit of discourse which is made up of language specific to that move. She also adds that the linguistic features of one move are different from another depending on the writer’s communicative purpose. Hence, the move is made up of acts and is closely associated with every single contribution to a discussion made by the speaker (Azirah, 1996).

Paré & Smart (1994: 148) believe that “the acceptable use of these moves is often governed by community conventions” and “modes of argument vary from community to community and, within communities, from one type of discourse to another”. This implies that some types of evidence or claims for relationship are acceptable in one discourse community, but not acceptable in others. Also, Paré & Smart (1994) argue that a common style is often observable in texts. For instance, sentence and paragraph length, use of the active and positive voice, reference to self or to readers, and so on may remain relatively constant across the texts within a genre.

## **2.8 Genre Analysis**

Bhatia (1993) elaborates the definition of genre by Swales (1981, 1985 and 1990) in the following way:

Genre is a recognisable communicative event characterized by a set of communicative purpose(s) identified and mutually understood by the members of the professional or academic community in which it regularly occurs. Most often it is highly structured and conventionalized with constraints on allowable contributions in terms of their intent,

positioning, form and functional value. Nevertheless, these constraints are often manipulated by the expert members of the discourse community to achieve private intentions within the framework of socially recognized purpose(s) (Bhatia, 1993). In other words, a genre is described by its conventionalized communicative purposes shared by the discourse community of a specified genre. Through these conventions the discourse community influences the text-patterning.

Bhatia (1993) describes genre analysis as “an insightful and thick description of academic and professional texts, and has become a powerful and useful tool to explain the significant form-function correlations.” Bhatia (1993) also highlights the communicative purpose of each genre is the most significant element that allows for identification of genres. Genre analysis is used to discover whether communicative purposes that are acknowledged by the members of the particular community are the motivating factors in shaping the structure of the text through the moves, allowing genre identification to happen through recognising texts of similar communicative purposes in a specific class.

Connor (2004) claims that genre analysis has drawn increasing attention in latest contrastive rhetoric research. Genre analysis generally focuses on textual or structural analysis. On the other hand, genre analysis in contrastive rhetoric research largely emphasise on generic superstructures and rhetorical functional analyses, such as ‘moves’, ‘stages’, ‘schematic’ or ‘generic’ structure. These studies have produced many insights and contributed significantly to traditional genre and contrastive rhetoric studies. However, it is found insufficient to understand the whole picture of genre which is concerned with how writers use different languages to “accomplish things...in a culturally specific way” (Martin, 1984, p.28).



## **2.9 The Theoretical Framework**

According to Hoey (1983), a variety of frameworks were used in analysing advertisements such as the Problem-Solution Pattern since he claims that most narrative texts begin by displaying a problem before proceeding to present a solution. Although it is used for narrative texts, he states that this framework too can be applied for advertisements as most advertisements commence by stating a problem before presenting a solution through the product/ service. Nonetheless, Howe (1995) found the framework was too common since his study of property advertisements presented more than just a problem to influence the potential customers. The other frameworks of advertising are discussed below.

### **2.9.1 The AIDA Model**

The AIDA model is also called a theory of communication proposed by E. St. Elmo Lewis in 1898 and the acronym refers to Attention, Interest, Desire, and Action (Hassan et al., 2015). As cited in Heath and Feldwick (2007), the AIDA model comprises a four-step formula to get attention, attract interest, create, desire and then take action, which is making a purchase. Yong Qing (2013) suggests that the process of AIDA model applies to advertisements, specially aiming to generate a response and provide a reliable model for the design of all kinds of marketing material. Therefore, the Model of AIDA is explained below:

#### Attention

This function attracts the eyes of prospective consumers for their products or services. The step generally indicates the first impression of the customers towards the products or services including the smile and the promoter's voice. The first impression of the

product is generally crucial since different customers may have different opinions towards the promoted product.

### Interest

The function of this step is to stimulate consumers' interest by describing detail information of products or services that are being promoted as well as focusing on the advantages and benefits of the products in order to influence the customers to take further action.

### Desire

The function of the step is to arouse prospective consumers to buy their products or services and facilitate them to realise the products or services are just what they want. This step is where a salesperson needs to build trust with their consumers in order to help them in understanding their products better.

### Action

The function of this step enables consumers to respond to the advertising information and evokes them to take immediate action of purchasing after they are convinced by the three steps earlier.

(Yong Qing, 2013)

According to Hassan et al. (2015), the AIDA model has been widely used in marketing activities in advertising either through traditional methods or online. However, it is not suitable for this study as the functions of the steps provide one general understanding of how to target a market efficaciously. Also, the AIDA model is a historical model, rather than demonstrating current thinking in the methods of advertising effectiveness.

### **2.9.2 Bhatia's 1993 Framework**

Bhatia (1993) proposed a framework to analyse promotional letters in a business setting as well as job application letters, thus produced a rhetorical structure for each of these seemingly different but closely related genres. He states that the main communicative purpose of advertising is to promote a particular product or service to a specific group of potential customers, whereas a sales promotion letter is to persuade and elicit a specific response from its reader(s). Therefore, this framework could be used in analysing advertisements since both sales promotion letters and advertisements serve similar purposes.

The framework consists of seven moves. These moves are:

1. Establishing Credentials
2. Introducing the offer
  - (i) Offering the product of service
  - (ii) Essential detailing of the offer
  - (iii) Indicating value of the offer
3. Offering incentives
4. Enclosing documents
5. Soliciting response
6. Using pressure tactics
7. Ending politely

Bhatia (1993) discovers that some moves such as Establishing Credentials, Introducing the Offer, Soliciting Response and Ending Politely are obligatory whereas Offering Incentives, Enclosing Documents, and Using Pressure Tactics are optional. In Bhatia's study, he found out that these moves are not sequenced in a regular pattern. Thus, there is freedom in sequencing the moves. However, for this study, the nine-move structure by Kathpalia (1992) and Bhatia (2004) will be employed.

### **2.9.3 Kathpalia's 1992 Framework**

There are nine-move structure that can be analysed in advertisements as suggested by Kathpalia (1992) in her study of straight-sell advertisements. . These nine moves are:

1. Headlines (HL)

This move functions to impress and capture the readers' attention so that they will continue to read the body copy of the advertisement.

2. Targeting the Market (TM)

This move narrows down a big and unfocused market section to a smaller, more precise and focused section which the product or service is most suitable for.

3. Justifying the Product/Service (JP)

This move prepares the grounds for the advertisement by indicating the importance of the product or service advertised and establishing a need in the reader.

4. Appraising the Product (AP)

This move introduces the product or service being advertised to the reader through product identification, product detailing and product evaluation. Bhatia (1993) asserts that the most common promotional strategy in advertising is to describe as well as evaluate a product or service in a positive manner, which

may be perceived as information-giving function of language.

5. Establishing Credentials (EC)

This move functions to build the consumer's trust and confidence in the company which produces or supplies the product or service through identification of the company or the brand-name, presentation of the company profile, product or service guarantee or warranty, and after-sales service.

6. Endorsements/Testimonials (E/T)

This move is intended to help raise potential customers' confidence in the advertised product/service by presenting expert researcher's or satisfied customer's comments.

7. Offering Incentives (OI)

This move makes the purchase of the advertised product or service more appealing by offering incentives which may be reflected by potential consumers before they actually need and purchase the product or service.

8. Using Pressure Tactics (PT)

This move exerts constraints so that the potential customers are hastened to decide to buy the product or service being advertised.

9. Urging Action (UA)

The main intention of this move is to urge potential customers to take action, as to acquire the product or service or to make contact to get further information, with the hope that they will be converted to buy the product or service.

(Kathpalia, 1992:177)

#### **2.9.4 Nine-move structure for advertisements introduced by Kathpalia (1992) and adapted in Bhatia (2004)**

This study adopts the nine-move structure proposed by Kathpalia (1992) and adapted in Bhatia (2004) as the analytical framework since it is the latest framework which has been specifically designed for the genre-based analysis of typical advertisements.

The move structure in advertisements (Kathpalia, 1992; Bhatia 2004) contain the following nine moves:

##### **Move 1: Headlines**

This move is to attract reader's attraction and is considered to be the most significant factor as it invites the readers into the advertisement.

##### **Move 2: Targeting the market**

This move attempts to focus on a particular target market or audience in mind. The descriptions specified by advertisers also suggesting to whom the product or service should be consumed for.

##### **Move 3: Justifying the product or service**

This move is to influence the potential buyer into believing that the product is specifically for them:

- **By indicating the importance or need of the product or service, and/ or**

This is achieved by reasoning out the need for possessing the product or service.

- **By establishing a niche**

This is achieved by offering a specialised product or service for the prospective consumers.

#### **Move 4: Detailing the product or service**

This move highlights the product or service in the advertisement. This move is divided into these three sub-moves:

- **By identifying the product or service**

This sub-move is to introduce the product or service as well as giving the first impression that the product is great for the readers by providing suitable information, which is generally brief and precise.

- **By describing the product or service**

This sub-move is to give a description of the features of the product or service. The product description of the advertisement is a major reason to influence the potential customers to make a purchase of the promoted product by highlighting the qualities of the product or service.

- **By indicating the value of the product or service**

This sub-move is achieved in two ways such as “by a straightforward evaluation or by translating the chief features of the product or service into concrete consumer benefits” (Kathpalia, 1992).

#### **Move 5: Establishing credentials**

This move promotes the company that is manufacturing or supplying the product or service in order to gain the potential buyers’ as well as consumers’ trust in the product or service. This can be achieved by announcing the achievements of the company to show its reputation and by providing the company profile.

**Move 6: Celebrity or typical user endorsement**

This move delivers the message more convincing by making use of a third person to support the product or service. This can be achieved by presenting the testimonials of noted authorities, by presenting the official or public citation of achievements and seals of approval and by presenting reviews by past consumers.

**Move 7: Offering incentives**

This move attempts to tempt the potential consumer into purchasing the product or service by means of giving a discount, free gifts, etc. As claimed by Kathpalia (1992), this move is also known as 'sweeteners' in trade. The main function of this move is generally to convince the potential customer about the attractiveness of the offer.

**Move 8: Using pressure tactics**

This move aims to speed up the buying decision by imposing a constraint on the product or service in the form of time constraint on the offer or availability of the product/service, quantity constraint on the availability of stocks and emotional blackmail on a particular market segment.

**Move 9: Soliciting response**

This move attempts to persuade the potential consumer to take action or get in touch by providing the company's contact information such as address, telephone number (s), email address, link to social networking sites, personnel to contact, etc.

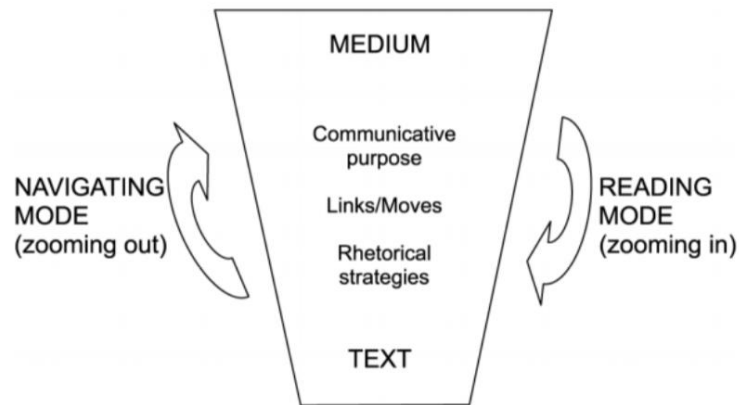
The above moves are used by advertisers specifically in business settings to achieve the communicative purposes of persuading the readers to purchase the product, or service that is being offered to them. Bhatia (1993) again highlights that it is not obligatory for all the moves to be used nor to follow the same order as above, and that moves do not necessarily coincide with paragraphs.



### **2.9.5 Askehave and Nielsen's 2005 Framework**

Askehave and Nielsen's framework was recognised as another new approach specifically in analysing new media genres like web pages. According to Askehave and Nielsen (2005), this framework was essentially based on two significant characteristics of websites such as multi-medianess and hypertext. Multi-medianess integrates various sub-mediums into one main medium which comprises of images, texts, sounds and animations. As such, Askehave and Nielsen (2005) suggest that this main medium is similar to a television, which compared to a traditional text. Meanwhile Landow (1997) points out that the sub-mediums would be able to produce the texts with rich polysemous potential in which the web user is invited to contribute actively when conveying meaning in the process of the text consumption. Hypertext however is the key medium used on the website to present information on the web where it transmits the web texts to each other, hence allowing a non-linear transmission of information. In another words, the non-linear approach to the reading process enables web users to select and choose only pertinent information.

According to Finnemann (1999), hypertext is realised as a two-fold system which consists of reading mode and navigating mode as the elements are the core foundation of Askehave and Nielsen's genre model. The reading mode allows users to use the traditional method in reading thus enabling the process of sequential reading whereas the navigating mode enables readers to navigate the site and actively build their reading path through one or several sites. As a result, the web users will follow to two different cognitive capacities when reading and understanding the web texts as they might be shifting from reading to navigating or the other way round.



**Figure 2.1:** The two-dimensional genre model

(Askehave & Nielsen, 2005)

Askehave and Nielsen (2005) point out that the model above illustrates web documents are two-dimensional which summarizes below:

- i. Users acts as readers and navigators, shifting between acts
- ii. Shifts are circular and users are always changing between navigating and reading
- iii. Reading mode allows readers to view text as a ‘printed text’
- iv. Navigating mode allows users to web document as medium
- v. Look into the generic properties of genres involves a three-level analysis on the reading and navigating modes
  - a. Reading mode: Communicative purpose, moves, rhetorical strategies
  - b. Navigating mode: Communicative purpose, links, rhetorical strategies

### **2.9.5.1 Moves in Reading Mode**

Askehave and Nielsen (2005) describe that moves achieved from the reading mode is straightforward and similar to the traditional text. Therefore, these nine moves are found prototypical in homepages based on their study:

#### **Move 1: Attracting attention**

This move is to attract the attention of the reader when entering the homepage.

#### **Move 2: Greeting**

This function of this move is to welcome the reader to the homepage as the homepage is a main door of a website.

#### **Move 3: Identifying sender**

This move is often realised by a logo where it helps the reader to identify the web owner. The identification is significant from the point of view of both parties which are the web user and the web owner. This move enables the web user to keep track of his/her position on the net by looking at the logo.

#### **Move 4: Indicating content structure**

This move is often signified as the main menu which is one of the most vital characteristics of the homepage. It illustrates the web user with a clear overview of the content of the website.

#### **Move 5: Detailing (selected) content**

The function of this move is to provide in depth explanation about topics listed in the main menu in a form of news summaries. Besides detailing information, this move realises the news presenting and images creating function of the homepage since news of several kinds seem to be preferred content of this move. For instances,

international/national news or news of the self-promotional kind, product news, latest events in the company or company, financial results, etc.

#### **Move 6: Establishing credentials**

This move is intended to establish a trustworthy image of the web-owner.

#### **Move 7: Establishing contact**

This move enables the reader to attain the information on how to contact the web owner.

#### **Move 8: Establishing a discourse community**

This move is often realised by a login facility such as a login button or space thus allowing loyal or frequent web users to establish communities within the website

#### **Move 9: Promoting an external organisation**

This move promotes another product, company, etc. which portrays the main element of this move. It usually realises from a banner advertisement as well as a company's logo.

### **2.9.5.2 Links in Navigating Mode**

There are two kinds of links presented in navigating mode:

- i. Generic links are frequently realised on the upper area of a homepage. The table of contents on the homepage is also included where shortcuts to the key subjects are provided. The generic links permits the user to identify core topics on a website.
- ii. Specific links are described as the lead and the clickable object on a webpage while introducing a topic, providing users with pertinent information about the topic as well as exemplifying the importance of the links. For instance, a

navigator may discover a chunk of a text on a homepage like clicking “read more”, which signifies the specific link in a text. As a result, it provides the navigator with in depth information about the text. The specific links comprise of two types:

- a. Implicit link realisation is found invisible to users especially when the users try to navigate the homepage using a mouse (cursor) and reach a gateway, it then transforms into a ‘pointed hand’ icon, thus denoting the navigator that they can click on it to obtain further information.
- b. Explicit link realisation is when links are visible to the navigator and simply tell the navigator that they are able to click on each accessible link. They are four types of external links which appear frequently on the website, as revealed by Askehave and Nielsen (2005), such as icons, underlining of text, colour shifts in text and meta-text. Meanwhile the icons can be split into iconic icons (e.g. envelope icon which signifies a link to mail facilities) and symbolic icons (e.g. house icon which is linked to the homepage). Underlining of text facilitates readers to use an underlined text as a link while colour shifts in text implicates a change in colour as the cursor touches an already coloured-text instantly. Last but not least, the meta-text is seen as the combination between underlining of text and colour shifts in text.

As mentioned above, both Bhatia’s (1993) and Kathpalia’s (1992) frameworks create extensive effects in describing the move to certain texts. Nevertheless, compared to Kathpalia’s (1992) and Bhatia’s (2004) nine-move structure theory, Bhatia’s (1993) theory on promotional letter is not quite applicable for the current study. Although these two have many similarities in the communicative purposes which is to capture the

readers' attention, Bhatia's (1993) framework is not comprehensive. Also, Askehave and Nielsen's (2005) framework is found to be not suitable for this study as this framework analyses corporate homepages while this study was intended to analyse the *Groupon* deal obtained from the online food and restaurant advertisements. The models of Kathpalia's (1992) and Bhatia's (2004) framework is more suitable and applicable to the present study of online food and restaurant advertisements. Hence, Kathpalia's and Bhatia's nine move structure is observed as an effective framework for this study.

## **2.10 Bhatia's Four Communicative Purposes**

According to Bhatia (1993), the promotion letter aims to persuade the prospective consumers to buy their products or services that are advertised in the promotion letter.

Bhatia (1993) also states that there are four communicative purposes for promotion as shown below:

To persuade

To capture the attention

To offer an appraisal of the products or services

To encourage further communication

Nurulain (2014) exclaims that the promotional discourse must be attractive to capture the consumers' attention as well as to sustain the consumers' interest in the product or service that are advertised. Thus, Bhatia's framework for promotional genre has been found to be useful where online food and restaurant advertisements are considered as a type of promotion genre that may share similar communicative purposes of other types.

## 2.11 Linguistic Features of Advertisements

Linguistic features play a significant part in the study of genre analysis since genres are recognised through language. Myers (1994) reveals that advertisements usually have a number of forms, but the language choice is a completely crucial element to highlight. The language style expressed by the advertisement contains direct impact and rapid persuasion.

According to Widdowson (2003), the usage of language in advertisements has similar purposes since the use of genre and both of them are aimed at communicating purposes. Therefore, it is extremely essential to analyse how each move is realised by language where different words and structures have been used in different genres to attain different communicative purposes.

In Kathpalia's (1992) study of straight-sell advertisements, she has identified some linguistic features in achieving different moves. There are 'if' and 'whether' dependent clauses which are identified in 'Targeting the Market' move. In 'Justifying the Product', pre-modifications in noun phrases, negatives, unconventional sentence structures and punctuation and interrogatives are discovered. In 'Appraising the Product', conjunctions, imperatives, noun phrases such as compound nominals and complex nominals, and ellipted clauses are found. In 'Establishing Credentials', there are different types of adverbials used. Noun phrases, adverbials and imperatives are found in 'Offering Incentives' to realise the move. In the 'Pressure Tactics' move, 'if', 'for', 'while', the politeness marker 'please', and ellipted subject are found. In 'Urging Action', verbs like 'call', 'ring' and 'phone' in imperative clauses are very commonly used (Kathpalia, 1992).

The analysis of linguistic features done by Kathpalia (1992) is not similar to the current study, hence the researcher will look at the common linguistic features of food and restaurant advertisements according to the points of view of Bhatia's promotional genres (1993) and the study on the common features of advertisements by Cook (2001). The following linguistic features will be analysed in this study:

#### **2.11.1 Second Person Interpersonal Pronoun 'you' and Possessive Adjective 'your'**

The use of pronouns is seen as one of the most distinctive features of advertising especially that all three person pronouns are mostly applied in advertisements as claimed by Cook (2001). He also discovers that the use of 'you' or 'your' is the most outstanding and most frequent pronouns found in advertisements. Cook (2001) explains that the usage of 'you' or 'your' makes a direct or indirect conversation between advertisers and potential customers and allows both parties to enter into an equal, intimate, and harmonious interpersonal situation. Thus face-to-face and more personal conversations are developed agreeably between them. On the other hand, the second person pronoun 'you' or 'your' could refer to anyone as the advertisement is concurrently facing to millions of customers. However, the pronoun 'you' or 'your' has been used to create every customer unintentionally feel that the advertisement is designed specially and personally for him/ her and the customer is also considered as 'you' or 'your' as portrayed on advertisements in highlighting the great importance and respect to the potential customers.



### **2.11.2 Adjectives**

An adjective is defined by Davidson (2001) as “a word that describes or qualifies a noun.” Celce-Murcia and Larsen-Freeman (1999) express adjectives as words that “describe or denote the qualities of something” and the function of adjectives is “to modify or complement nouns”. However, the main purpose of the adjectives is to describe several characters of products or services and more information are conveyed at emotional level. In other words, the adjectives help to form a pleasant picture in readers’ minds especially convincing them for choosing the particular promoting products or services. Crystal (1997) finds out that the most frequent use of adjectives in advertising such as new, free, fresh, great, delicious, special and etc.

### **2.11.3 Binomial / Multinomial Expressions**

According to Bhatia (1993), binomial or multinomial expression is a series of two or more words or phrases belonging to the same grammatical category having some semantic relationship and joined by some syntactic device such as ‘and’ or ‘or’. He further explains that binomial or multinomial expressions are generally found in legal documents as a prominent feature since they are effective to make the legal documents precise and comprehensive. As claimed by Bhatia (1993), “binomial/ multinomial is an extremely effective device to make legal document precise and inclusive”. Therefore, the same concept can be applied to the language of advertising as the advertisement has been paid for space and pages which is constrained by various contextual factors like spatial restrictions.

#### **2.11.4 Repetition**

Another linguistic feature that could be found in advertisements is repetition. Cook (2001) describes that repetition usually allows the name of the product to be remembered. In other words, repetition is used to keep a brand or product in the forefront of consumer's minds. He also states that repetition of a name indicates rank, esteem, intimacy or self-confidence.

#### **2.11.5 Ellipsis**

Cook (2001) defines ellipsis as a situation where such unimportant words or phrases are eliminated. He further explains that ellipsis is the omission of a unit which can be recovered from a previous sentence, allows the advertiser to save words and as a result it saves the cost efficiently. Therefore, it can make use of the space efficiently to pass out the most important information or features of the products or services. Myers (1994) exclaims that the omission of words, phrases or ideas in ellipsis makes readers more active in constructing the meaning of the sentence. Ellipsis demands the readers to digest the meaning by themselves while interpreting the message. Although the structure of the sentences is flawed, it delivers the intended meaning to the readers. Hence it gives a shorter time for readers to finish reading and contribute more print space for the advertisers to advertise their advertisements. The purpose of using ellipsis in the advertisement is particularly to avoid duplication, highlight the main information and coherent context. However, repetition is not required when what is omitted is not going to cause misunderstanding. According to Bhatia (2004), the use of ellipsis can make the text simple and lively.

### 2.11.6 Imperatives

As claimed by Cook (2001) imperatives is a type of expression to express the meaning of commanding, advising, warning, suggesting, requesting, inviting and so on. The subject of the imperatives is the second person pronoun 'you' where usually omitted in the advertisement hence the expression always starts with the base of the verb with no tense. According to Lock (1996), although imperative mood usually expresses directives which function as commands or orders that speaker expects to be obeyed, the directness or strength of the directive may differ greatly. An exclamation mark is the punctuation used in the imperatives. The purpose of using imperatives in texts of advertisements is to achieve several communicative purposes. From the samples in the current study, the researcher has found a large number of imperatives with different purposes in food and restaurant *Groupon* deal and it will be discussed further in detail in this study.

### 2.12 Related Studies

In related genre studies, Teo (2008) discovered the applicability of the nine-move structure in analysing the structures of skin-care products advertisements and identifies the representative move structure for this type of advertisements. Using Malaysia's women's magazines as her source of data collection, she analysed a total of thirty advertisements of ten branded Western skin care products. The results of her findings suggest that Kathpalia's nine-move structure is useful in investigating the structure of skin-care products advertisements where she found *Appraising the Product* is the most frequently used in all the skin care advertisements that she analysed whereas *Pressure Tactics* is the least move used in the skin care advertisements which can be found only 3% of the advertisements. Moreover, Teo (2008) identified seven common linguistic

features from her analysis such as second person interpersonal pronouns 'you' and possessive pronoun 'your', adjectives, binomial/multinomial expressions, nominal, repetitions, ellipsis and imperatives. The visual images presented in the skin care advertisements have been examined involving the model chosen, set and props, lighting and colours in order to display a unique selling point in advertisements.

In the study done by Nurulain (2014), the nine-move structure by Kathpalia's (1993) was also used as a framework in looking at the move structure, rhetorical strategies and communicative purpose of the printed car advertisements. By analysing 48 car advertisements from a local newspaper (The Star) in Malaysia, Nurulain (2014) proved that Kathpalia's (1993) framework has been applicable in analysing the data collected. Based on the findings, eight moves were identified and labelled as prominent which are the headline, urging action, justifying product, establishing credentials, appraising the product, offering incentives, pressure tactics and targeting the market. Furthermore, Nurulain (2014) has investigated the multimodality aspects of the car advertisements, specifically looking at the layout of the advertisements. The result of her findings on multimodality demonstrates that car advertisements generally use a vertical layout rather than a horizontal layout. Therefore, she suggests that it is essential to investigate the layout of the advertisements in realizing different moves as they can form meanings to the advertisements.

Ng (2015) attempted to investigate the rhetorical structure of 9 different pamphlets and sample boxes of formula milk products by integrating the theoretical framework proposed by Kathpalia (1992). Her study indicates that the *Appraising the Product*, *Identifying the Company*, *Urging Action*, *Attracting Action*, *Justifying the Product*, *Giving Related Information* are the most prominent moves based on the communicative purposes of the advertisement which is to inform and persuade. Ng (2015) also found four additional moves in her study such as *Identifying the Company*, *Providing a Guide*

*to Switch Products, Giving the Terms and Conditions, and Giving Related Information* in realising the communicative purposes. In addition, she states that the role of metadiscourse in formula milk pamphlets and sample boxes is intended to get the reader to feel to be a part of the community and to engage with the reader personally by using the personal pronouns 'I', 'you', 'we', etc. and possessive pronouns 'your' in the advertisements.

Lam's (2013) study was on the Internet group buying deals where she investigates the rhetorical structure of the Internet group buying deals using a corpus-based multimodal analysis. She has examined the 100 most popular Internet group buying deals from the top 10 group buying websites in Hong Kong as her data collection. Based on the analysis of the Internet group buying deals, 13 moves were identified in the rhetorical structure of this genre and how they are manifested through the interplay between interdiscursivity, hypertextuality and multimodality.

In another recent study, Safarizan (2016) points out that web pages from advertising sites can be considered as valuable data in studying promotional genre hence his study focused on hotel and lodging advertisements from Malaysian group buying websites. The main purpose of his study was to investigate the rhetorical structure and navigating links of online hotel and lodging advertisements from social buying sites. Safarizan (2016) revealed that the idea of using 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 out of the nine 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 appeared in more than 50% of the data. Therefore, these 7 moves are considered obligatory moves. In addition, he discovered that the navigating mode displaying the generic links were more prevalent than the specific links. He also

suggests that linguistic features play an important role in realising certain moves as a part of the rhetorical strategies in his study where he found all the five linguistic features analysed showed a percentage of more than 60%, suggesting that linguistic features play a significant role in getting the message across.

Suen (2009), who did a study on hotel homepages reveals that a detailed analysis of the language and images used have never been presented since the focus on previous studies in Hong Kong had always been just a general overview of the website content. The main interest of the research was to investigate the moves of the text, the lexical-grammatical features and hyperlinks of the homepages and also the visual images presented in the twelve homepages of Hong Kong luxury hotel websites. Using 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, she discovered that five out of eighteen moves are obligatory, such as *Identifying the Brand*, *Introducing the Menu of the Websites*, *Establishing Contact*, *Establishing Credentials* and *Introducing Accommodation*. Moreover, her analysis of the lexical-grammatical textures was completed using the Oxford WordSmith Tools 4.0 specifically to analyse certain words that were used predominantly. The frequently used words found from the analysis are *Hong Kong*, *Spa*, *Best*, *Top*, *Our* and *You*. Suen (2009) also identified the general hyperlinks used on the hotel homepages such as *accommodation*, *dining*, *Hong Kong information*, *leisure facilities*, *meetings and events* and *reservation*. The analysis on the visual images showed notable patterns of the representational, interpersonal and compositional metafunctions.

Meanwhile, using the homepages of thirty tourism websites from Thailand, Krairak (2012) looked into a 'genre-based analysis of tourism homepages in Thailand' where the study aimed to explore the move structure and the linguistic features available using

Bhatia's (1993) and Askehave and Nielsen's (2005) as framework for the analysis. Krairak (2012) revealed that a typical tourism homepage comprises four main moves, namely, *Identifying the Attracting*, *Establishing Credentials*, *Introducing the Offer*, and *Soliciting Response*. She also claimed that the intention of certain moves is to give visitors information, however the overall persuasive communicative purpose of the texts tends to be realized through each move. For the linguistic features, a high usage of 'you' or 'your', imperatives, the modal 'can' and adjectival pre modifiers were found in the tourism homepages. Krairak (2012) indicated that the moves detected in the data and the common linguistic features are believed to contribute to the communicative purpose of the text, which is to persuade.

The study done by Yong Qing (2013) focused on twenty Malaysian hotel advertisements taken directly from the hotel which were rated 4-stars and above. The five-move structure for hotel advertisements proposed by Gu Xiangfen (2008) was adopted as a framework in the study. The main objective was to analyse the rhetorical structure and the special moves existed in Malaysia hotel advertisements. Also, common linguistic features such as the use of pronoun 'you' or 'your', adjectives, binominal and multinomial, nominal, ellipsis and imperatives were identified and suggested that Bhatia's (1993) and Cook's (2001) frameworks applicable in the genre study. Based on the findings, Gu Xiangfen's (2008) five-move structure was applicable in determining the move structure in the hotel advertisements. From the five-moves, four were considered obligatory which are *Identifying service*, *Establishing Credentials*, *Introducing Service and Facilities* and *Providing Contact*. He also discovered that the framework of Bhatia's (1993) four communicative purposes were quite applicable in the study of Malaysia hotel advertisements. These communicative purposes include: to inform the readers of the basic information of the hotels, to persuade the potential customers to buy the products or services that the hotels are offering and to promote

good images and services.

To sum up, there are many researches that had been done through genre analysis, with most of the studies having collected their data from magazines, newspapers or brochures. However, few people have laid interest on genre analysis of food and restaurant, specifically towards the online food and restaurant advertisements on Groupon website. Thus, it deserves as a worthy research since it is a new area of genre analysis.

### **2.13 Conclusion**

This chapter has reviewed important terms and notions related to this study such as advertisement, genre, and genre analysis. The framework of analysis has also been discussed, including the nine-move structure for advertisements introduced by Kathpalia (1992) and Bhatia (2004) and some common linguistic features. Finally, a number of related studies on genre analysis have also been included in this chapter. The methods adopted in the study will be discussed in the next chapter.



## CHAPTER THREE

### METHODOLOGY

#### 3.1 Introduction

This chapter explains the methodology of this study. It provides a brief information on how the data is collected and also how the data analysis is done. The analytical frameworks adopted in the study are also included. Data analysis is discussed at the end of the chapter to explicate the procedure of the study and how the results are calculated and presented.

#### 3.2 Research Design

This study is conducted using a qualitative approach due to its nature, which is to explore how information is structured on *Groupon* in terms of its rhetorical structure and linguistic features. As claimed by Taylor and Bogdan (1998), the qualitative research methodology is targeted at exploring the subject comprehensively, which cannot be achieved through quantitative research. Since this is an in-depth study on a genre analysis of online food and restaurant advertisements, therefore it is appropriate to use a methodology that is able to provide a text description suggested by Keegan (2009). In analysing the rhetorical structure and the linguistic features, the qualitative approach was used in the study while frequency counts were used to obtain the prominent moves as well as to sum up the percentage of the data analysis. *Groupon* website was simply chosen in this study as it was the most recognisable daily deal site and has been on the market since 2008 affirmed by Walts (2017). *Groupon*'s mission is basically to highlight local businesses through discounted offers thus allowing the company to be a great business model as well as mode of attraction for new consumers

of small businesses. Meanwhile, twenty *Groupon* deals were collected in order to examine the structure of information used in the online food and restaurant advertisements therefore enabling the advertisers and learners to realise different moves and linguistic features found in this study specifically in the area of online advertising.

### **3.3 Data Collection**

In this study, the collection of data involves a triangulation method where two different sources are collected with the intent to obtain diverse views of the study especially in selecting the online food and restaurant advertisements thus enhancing the validity while analysing the textual data.

Firstly, an online survey was conducted in order to find out how much diners would actually spend on food and restaurant as well as their restaurant preferences. Based on the online survey, 62 respondents were gathered randomly through the online website and enables the researcher to select suitable criteria of *Groupon* deals later. The online survey also facilitates the researcher in proposing better suggestions to the advertisers in Chapter Five.

Secondly, the data of this study was collected from a well-known website in Malaysia due to its popularity among Internet users in Malaysia. The researcher has chosen the *Groupon* website because it is ranked as the most visited website compared to any other group-buying websites in Malaysia claimed by ExpatGo.com (2016). A total of twenty *Groupon* deals of food and restaurant advertisement were collected from September 2016 to December 2016, which was an approximate period of four months. The redemption periods were taken in the same year and the focused location was in Malaysia specifically in Klang Valley, thus aiming Malaysians as their main audience.

The reason that these *Groupon* deals were chosen is due to its great offers and low-priced deals especially on a festive season in December, therefore making it possible to obtain an adequate number of data for analysis. Another reason is that due to the fact that it coincides with the Malaysian school holidays where people usually gather their family and relatives together by dining out in a restaurant. Since this period also coincides with the year-end sale which frequently happens in Malaysia, the researcher discovered that eating out in a restaurant is a great activity for individuals spending their time with their loved ones.

In addition, 30.65% of the respondents from the online survey admitted to dining out regularly for at least once in a week. People choose to dine out for a number of reasons, such as celebrating an occasion especially birthdays, when meeting someone for the first time, for entertaining, etc. Also, 56.45% of respondents would spend either RM50 or less per person on the food and restaurant thus it justifies the reason for selecting the data for the study.

### **3.4 Analytical Model Frameworks**

The frameworks in the study comprises of three major parts which are Bhatia's (1993) communicative purpose for sales promotion letters, Kathpalia's (1992) and Bhatia's (2004) nine-move structure for advertisements and Bhatia's (1993) and Cook's (2001) model of linguistic features. The detailed descriptions are explained below:

### **3.4.1 Bhatia's Communicative Purpose for Sales Promotion Letters**

This study will adopt Bhatia's four principles of communicative purposes on sales promotion letters to justify whether online food and restaurant advertisements share the certain similar communicative purpose of promoting the product or service to prospective customers. According to Bhatia (1993), a sales promotion letter is an unsolicited letter which addressed to a selected group of prospective customers in order to persuade them to buy a product or service. Bhatia (1993) also claims that the main purpose of a sales promotion letter is to elicit a particular response from the reader by getting them to purchase the product or service. Therefore, as suggested by Bhatia (1993), four functions should be included in the communicative purposes of a sales promotion letter. The first function is to persuade the prospective consumers to buy a product or service. Secondly, it is vital to capture the prospective consumer's attention and sustain their interest, and eventually convince them the benefits of the products or services as they may not be enthralled at the first time or they have no immediate need for the products that are being promoted. The third function of the communicative purpose of a sales promotion letter is to introduce detail information on products or services they are promoting to the prospective consumers in order to let them understand the products or services better. Lastly, in order to encourage further communication, a sales promotion letter should create a business relationship between a potential seller and a prospective consumer hence leading towards a successfully communication when the two parties have a mutual agreement.

### **3.4.2 Kathpalia's and Bhatia's Nine-Move Structure**

Nine-move structure for advertisements introduced by Kathpalia's (1992) and Bhatia's (2004) has been found to be effective in analysing online food and restaurant advertisements and is adopted to analyse the data collected for the study. As mentioned in Chapter 2, this nine-move structure is considered as a quite competent theory where it is applicable to analyse the rhetorical structure of online food and restaurant advertisements rather than other theories such as Bhatia's (1993) and Kathpalia's (1992) frameworks. Since Kathpalia's (1992) and Bhatia's (2004) framework is the latest theory to be adopted in the study, therefore nine-move structure will be utilised in the study and the detailed explanations are listed below:

Move 1: Headlines (for reader attraction) (HL)

Move 2: Targeting the market (TM)

Move 3: Justifying the product or service (JP)

Sub-Move 3.1: Indicating the importance or need of the product or service, (INP)

Sub-Move 3.2: Establishing a niche (EN)

Move 4: Detailing the product or service (DP)

Sub-Move 4.1: Identifying the product or service (IP)

Sub-Move 4.2: Describing the product or service (DsP)

Sub-Move 4.3: Indicating the value of the product or service (IV)

Move 5: Establishing credentials (EC)

Move 6: Celebrity or typical user endorsement (CTE)

Move 7: Offering incentives (OI)

Move 8: Using pressure tactics (UPT)

Move 9: Soliciting response (SR)

### **Move 1: Headlines (for reader attraction) (HL)**

The HL move attempts to raise the interest of the reader to continue reading and finding out more about the product. The headline is found the most significant part in the advertisement as it is used to attract or grab reader's attention. Most of the advertisements have a headline specially to stimulate interest on the product or service that being promoted. The headline is frequently written in a bigger font than any other moves and sometimes it might be made colourful than others. Headline can be identified in different forms too such as the use of question, opinion and comment to gain reader's interest on the product (Nurulain, 2014).

### **Move 2: Targeting the market (TM)**

The TM move functions to aim for a group of people by paying their attention to the particular advertisement especially for the products that are being advertised. Some products might not be suitable for all people; therefore it helps the advertisers to specify their suitable market for the products they want to advertise. Kathpalia (1992) suggests that this move can be achieved based on education, interests, degree of specialisation, sex and age, social roles and profession of the readers.

### **Move 3: Justifying the product or service (JP)**

This move attempts to influence the potential customer into believing that the product or service is specifically for them. Ng (2015) points out that the writer includes specific importance on the qualities of the product or service such as different time, seasons, and

occasions of when the product or service is best used. For instance, the advertisers highlight on the certain occasion such as Christmas Day, school holidays, etc. to promote their products or services especially in boosting their sales.

### **Sub-Move 3.1: Indicating the importance or need of the product or service, (INP)**

This sub-move move is realised by reasoning out the need for possessing the product or service.

### **Sub-Move 3.2: Establishing a niche (EN)**

This sub-move is achieved by offering a specialised product or service for the prospective consumers.

## **Move 4: Detailing the product or service (DP)**

This move is found as the most essential move while introducing the product or service to the potential customers. The focus of this move is to highlight the positive features as well as the characteristics of the product or service in order to make it more tangible. According to Kathpalia (1992), the advertiser evaluates the product or service is through lexical items such as the use of adjectives and positive connotations thus linking the features of the product directly to consumer benefits.

### **Sub-Move 4.1: Identifying the product or service (IP)**

This sub-move is achieved by introducing the product or service to the potential customers.

#### **Sub-Move 4.2: Describing the product or service (DsP)**

This sub-move is achieved by giving a description of the features of the product or service.

#### **Sub-Move 4.3: Indicating the value of the product or service (IV)**

This sub-move is achieved in two ways either by a straightforward evaluation or by translating the key features of the product or service into concrete consumer benefits.

#### **Move 5: Establishing credentials (EC)**

The main function of this move is to promote the company by providing evidence of positive image or reputation of the company in order to gain potential customers' faith and confidence in the product or service. The company normally establishes its credentials by revealing their achievements in their business field and emphasised the awards they had won for their products or services to show its good reputation.

#### **Move 6: Celebrity or typical user endorsement (CTE)**

This move is intended to convey the message more convincing by making use of a third person to support the product or service. It can be realised by presenting the testimonials of noted authorities such as celebrities, public figures, satisfied users and many more. It is established to make the potential consumers believe that the product has worked for other people so it possibly can also work for them (Nurulain, 2014). In addition, this move can also be achieved by presenting the official or public citation of achievements as well as seals of approval, and reviews by past customers.



### **Move 7: Offering incentives (OI)**

This move attempts to tempt the potential consumers into purchasing the product or service. This move can be realised through giving out incentives such as by giving a discount, free gifts and special offers in order to make the offer more alluring and hard to resist.

### **Move 8: Using pressure tactics (UPT)**

This move utilises constraints on the advertised product or service thus speeds up the buying decision of potential consumers. It may appear in the form of time constraint on the offer or availability of the product or service, quantity constraint and emotional blackmail on a particular market segment.

### **Move 9: Soliciting response (SR)**

This move is anticipated to persuade the potential consumers to take action or get in touch by providing the company's contact information such as company's address, telephone number, email address, personnel to contact, link to social networking sites and etc. Therefore, this move is found suitable for customer who has not made up any decision yet. The customer can use the information in the advertisements to make a request or to call for inquiries if they are still not assured about buying the product or service.

### **3.4.3 Bhatia's and Cook's Model of Linguistic Features**

The linguistic feature analysis is adapted using Bhatia's (1993) and Cook's (2001) model of linguistic features. However, only six linguistic features are used to analyse the data in the study, since they are greatly associated to the language structure of online food and restaurant advertisements. These six linguistic features are the use of second person interpersonal pronoun 'you' and possessive adjective 'your', adjectives, binomial/ multinomial expressions, repetitions, ellipsis and imperatives.

### **3.5 Instrument**

The online survey was employed as an instrument in this study in order to discover how much diners would actually spend on food and restaurant and also their favourites of restaurant promoted in the online advertisements. The online survey was conducted through the online website which is called the SurveyMonkey.com and 62 respondents were found arbitrarily in collecting the data of the analysis. The researcher has included the online survey as it facilitates this study in choosing suitable criteria of the 20 Groupon deals for data collection.

In terms of analysing the moves and the linguistic features, the analysis will be completed manually by the researcher. Assistance from an inter-rater, who is an expert in the field of genre analysis, was obtained in order to counter check the analysis of the online food and restaurant advertisements specifically to increase the validity and reliability of the assessment. In addition, the analysis of the study was ensured to be as consistent as possible during the data analysis process.

### 3.6 Data Analysis

The qualitative analysis will be used to analyse the data collected from the study. The data analysis is divided into three steps in order to answer the research questions. Firstly, to answer research question 1, the communicative purposes of online food and restaurant advertisements will be examined based on the views and theories from Bhatia's four communicative purposes for promotional genre, mentioned in the theoretical framework of the study.

Secondly, to answer research question 2, every move in each online advertisement will be identified and analysed. Examples of each move found in each advertisement will be recorded in a table. In order to analyse the advertisements, Kathpalia's (1992) and Bhatia's (2004) nine-move structure is adopted for this study and a short account of each move will be given in Chapter 4. The number of food and restaurant advertisements which contain a particular move is attained by frequency count and the percentage of advertisements which contain a particular move is calculated as follows:

$$\frac{\text{Number of advertisements which contain a particular move} \times 100\%}{20 (\text{Total number of advertisements})}$$

In order to classify the frequencies of occurrence of the various moves, Teh's (1999 in Yong's 2001) four level system that was originally introduced by Howe (1995) will be employed to identify the general pattern and structure in the frequencies of occurrences of the moves.

Below is a summary of the Strength level four-grade system:

**Table 3.1:** Strength Level four-grade system to Classify Frequency of Occurrence

Frequency of Occurrence	Frequency Level
$75\% \leq f \leq 100\%$	Most Obligatory
$50\% \leq f \leq 75\%$	Obligatory
$25\% \leq f \leq 50\%$	Optional
$0\% \leq f < 25\%$	Not Obligatory

(Adapted from Yong, 2001: 60)

Based on the table above, if the range of frequency of the data collected is more than 75%, then the level of the data is considered as 'the most obligatory', whereas if the range of frequency is 50% to 75%, then it is obtained as 'obligatory' level. Although both of the levels are different from the range of frequency, they are still prominent in the study.

Thirdly, the research attempts to look at language used in online food and restaurant advertisements to determine the linguistic features and explain why these features are prominent in these advertisements. From the data analysis of the data collected, these six (6) linguistic features which are interpersonal pronoun 'you' and possessive adjective 'your', adjectives, binomial/multinomial expressions, repetition, ellipsis and imperatives were chosen in the study as they are found common in the advertisements. Examples and the frequency of occurrence of each linguistic feature will be recorded and displayed in a table. The percentage of advertisements which contain a particular linguistic feature is also calculated as follows:

$$\frac{\text{Number of advertisements which contain a particular linguistic feature} \times 100\%}{20 \text{ (Total number of advertisements)}}$$

### 3.7 Research Procedures

This study purposes to investigate how information is structured on *Groupon* website in terms of its rhetorical structure and linguistic features using a genre analysis approach. It attempts to discover the main component moves, rhetorical strategies and language features used by the advertisers in online food and restaurant advertisements. Guided by its researching purposes, the task of each procedure is indicated below:

**Table 3.2:** The Procedures of the Research Questions

The Number of Research Questions	Objectives of the Current Study	Supported Theory of the Textual Analysis
Question 1	Communicative purposes of online food and restaurant advertisements	Bhatia's (1993) Communicative purpose for sales promotion letters
Question 2	Rhetorical structure of online food and restaurant advertisements	The nine-move structure proposed by Kathpalia (1992) and Bhatia (2004)
	Obligatory moves and optional moves of online food and restaurant advertisements	Teh's (1999 in Yong's 2001) four level system
Question 3	Linguistic features of online food and restaurant advertisements	The theories of Bhatia (1993) and in those studies on advertisements by Cook (2001).

### 3.8 Conclusion

This chapter explains the research design, data collection, data analysis based on the frameworks above and the research procedures. The detailed explanation of data analysis will be discussed in the following chapter.

## CHAPTER FOUR

### DATA ANALYSIS

#### 4.1 Introduction

This chapter presents the results of the analysis based on the twenty *Groupon* deals. The analysis explains the communicative purposes of online food and restaurant advertisements from *Groupon* Malaysia website. The move structure of the *Groupon* deals are studied and the detailed analyses of moves are discussed in this chapter. The six linguistic features of online food and restaurant advertisements are also discussed here.

#### 4.2 The Rhetorical Structure of Online Food and Restaurant Advertisements

Based on the data collected, it is found that the rhetorical structure of online food and restaurant advertisements on the *Groupon* website contain these following nine moves proposed by Kathpalia's (1992) and Bhatia's (2004):

Move 1: Headlines (for reader attraction) (HL)

Move 2: Targeting the Market (TM)

Move 3: Justifying the Product or Service (JP)

Sub-Move 3.1: Indicating the Importance or Need of the Product or Service,  
(INP)

Sub-Move 3.2: Establishing a Niche (EN)

Move 4: Detailing the Product or Service (DP)

Sub-Move 4.1: Identifying the Product or Service (IP)

Sub-Move 4.2: Describing the Product or Service (DsP)

Sub-Move 4.3: Indicating the Value of the Product or Service (IV)

Move 5: Establishing Credentials (EC)

Move 6: Celebrity or Typical User Endorsement (CTE)

Move 7: Offering Incentives (OI)

Move 8: Using Pressure Tactics (UPT)

Move 9: Soliciting Response (SR)

From the analysis of online food and restaurant advertisements, two new moves were recognised and adapted to the analytical framework of Kathpalia's (1992) and Bhatia's (2004) thus giving a total of 11 moves analysed. The new moves are:

Move 10: Locating the product or service provider (LPP)

Move 11: Providing related information via links (PRI)

The researcher has found that in many occurrences, moves are embedded in each other in the online food and restaurant advertisements. Nonetheless, this has made it challenging to identify each move, as some moves seemed to overlap. For instance, *"American steakhouse franchise with more than 1,000 restaurants in 22 countries"* (**Advertisement 3**) exposes the EC move. It portrays the restaurant's achievements to show its worldwide reputation. On the other hand, it can also be considered as the TM move as it focuses its target market group on those who love American or western cuisine. Thus, *"American steakhouse franchise with more than 1,000 restaurants in 22 countries"* encompasses both the EC move and the TM move. Another example, *"Mediterranean Lunch Set with Soup & Iced Lemon Tea / 25% Off Total Bill at Aladdin*

*Shisha Lounge and Restaurant, Publika*” (Advertisement 11) realises the HL, IP, LPP and OI moves. These four moves are found embedded in each other.

Meanwhile, the findings of the analysis of the moves also found that there is no fixed rule in the sequencing of moves. As such, the eleven moves can be seen in all twenty *Groupon* deals but the moves are not in the specific order. In some instances, DP sub-move IV usually appears in the second move in the body copy, but some other moves are found with either DP sub-move DsP or JP sub-move INP. The new move, PRI move is found the most frequent and presented at the right side of the online food and restaurant advertisements, however there are times that it is in the body copy of online advertisements.

#### 4.3 Analysis of the Occurrence of the Moves of Online Food and Restaurant Advertisements

From the data collected in the current study, the frequency of moves in online food and restaurant advertisements is shown in the table below:

**Table 4.1:** The Occurrence of the Moves in Online Food and Restaurant Advertisements

Move	Sub-move	Twenty Groupon Deals on Food and Restaurant	
		Frequency	Percentage
Move 1		20	100%
Move 2		20	100%
Move 3	Sub-move 1	12	60%
	Sub-move 2	11	55%
Move 4	Sub-move 1	20	100%
	Sub-move 2	20	100%
	Sub-move 3	20	100%
Move 5		20	100%
Move 6		4	20%
Move 7		20	100%
Move 8		20	100%



Move 9		20	100%
Move 10		20	100%
Move 11		20	100%

In Table 4.1, we can see that Move 1: Headlines, Move 2: Targeting the Market, Move 4: Detailing the Product, Move 5: Establishing Credentials, Move 7: Offering Incentives, Move 8: Using Pressure Tactics, Move 9: Soliciting Response, as well as the new moves, Move 10: Locating the Product/Service Provider and Move 11: Providing Related Information via Links are the most obligatory moves which indicate the most prevalent moves ( $75\% \leq f \leq 100\%$ ) in online food and restaurant advertisements which have the frequency count of 100%. They were noticeably found in all the 20 *Groupon* deals collected and are important in forming the rhetorical structure for the online food and restaurant advertisements in Malaysia. The other moves such as Move 3: Justifying the Product/Service, with its Sub-move 1: Indicating the Importance or Need of the Product/Service and Sub-move 2: Establishing a Niche are the obligatory moves ( $50\% \leq f \leq 75\%$ ) which have the frequency counts of 60% and 55% respectively. Whereas the only not obligatory move ( $0\% \leq f \leq 25\%$ ) is Move 6: Celebrity or Typical User Endorsement with a frequency count of 20%, which is seldom employed in achieving the communicative purposes of online food and restaurant advertisements. Thus, this move can be considered as not important or not obligatory as the other moves in online food and restaurant advertisements. The level of frequency of move occurrence is tabulated as below:

**Table 4.2:** Level of Frequency of Move Occurrence

Move	Sub-move	Status
Move 1		<b>Most obligatory</b>
Move 2		<b>Most obligatory</b>
Move 3	Sub-move 1	Obligatory
	Sub-move 2	Obligatory
Move 4	Sub-move 1	<b>Most obligatory</b>
	Sub-move 2	<b>Most obligatory</b>
	Sub-move 3	<b>Most obligatory</b>
Move 5		<b>Most obligatory</b>
Move 6		Not obligatory
Move 7		<b>Most obligatory</b>
Move 8		<b>Most obligatory</b>
Move 9		<b>Most obligatory</b>
Move 10		<b>Most obligatory</b>
Move 11		<b>Most obligatory</b>

#### 4.4 A Detailed Analysis of Moves of Online Food and Restaurant Advertisements


This section reveals the findings of the analysis of moves in online food and restaurant advertisements. Each move proposed by Kathpalia (1992) and Bhatia (2004) is discussed and examples are tabulated in a table to illustrate how the move functioned in the online food and restaurant advertisements on *Groupon* website. A sample of analysis can be seen in Appendix B on page 210.

#### 4.4.1 Move 1: Headlines (HL)

The headlines move functions to grab readers' attention to read the body copy of the advertisements. This move is found to be most crucial element in online advertisements by making readers more tempted to further read the rest of the advertisement once they are attracted to it. Hence, headlines are supposed to be short, usually portrays a catchy phrase. As such, headlines are constantly found at the top of the 20 *Groupon* deals with a bigger typography and the frequency count indicates that 100% of the online food and restaurant advertisements adopt this move, which shows the most obligatory move. Based on the data collected from the *Groupon* deals, the headlines of the food and restaurant advertisements may include the name or type of cuisine, number of people involved in a deal, total of discount, the name of the restaurant and the location of the respective restaurant, such as being shown in the table below. As claimed by Diggs (1990), a good headline (HL) captivates the reader's attention and leads her directly into the body of the advertisement.

Move 1

Enoshima Japanese Restaurant: Japanese Set Meal or 7-Course Meal with Green Tea at Mid Valley Megamall



Select from Options

- ☒ 1 PERSON: Set Meal at Enoshima Japanese Restaurant  
RM26.50 RM44.30 | Save  
RM17.80  
743 bought
- ☐ 2 PEOPLE: 7-Course Meal at Enoshima Japanese Restaurant  
RM84 RM139.32 | Save  
RM55.32  
29 bought

Buy!

Give as a Gift

**Figure 4.1:** Example from Advertisement 12

**Table 4.3:** Headlines move (HL)

Move	Examples
Headlines	<p>Enoshima Japanese Restaurant: Japanese Set Meal or 7-Course Meal with Green Tea at Mid Valley Megamall</p> <p style="text-align: right;">(Advertisement 12)</p>
	<p>Mediterranean Lunch Set with Soup &amp; Iced Lemon Tea / 25% Off Total Bill at Aladdin Shisha Lounge and Restaurant, Publika</p> <p style="text-align: right;">(Advertisement 11)</p>
	<p>Windmill Restaurant: 3-Course Meal OR Mixed Meat Platter for 4 to 6 People at 4 Outlets</p> <p style="text-align: right;">(Advertisement 18)</p>

#### 4.4.2 Move 2: Targeting the Market (TM)

This move helps to identify the suitable customer for the product or service that is advertised. As mentioned by Kathpalia (1992), not all people are suitable for the product or service. In another words, the targeting the market (TM) move is to attract the potential customers by getting their attention to the product being sold. In this study, the TM move is found to be most obligatory where it takes 100% of frequency occurrence in 20 *Groupon* deals. This shows that the TM move plays a vital role in food and restaurant advertisements through different ways based on different criteria such as by pointing out directly to the people that the marketers aimed or targeted for in a more direct manner. For example, “Pork-free” (Advertisement 18) which indicates that pork

is not served at the respective restaurant, so both Muslims and non-Muslims can dine there. Besides, by making use of its unique selling point like highlighting the restaurant specialities to the intended customers, as in “*Restaurant specialising in German cuisine*” (**Advertisement 2**) or “*Restaurant specialising in Hong Kong and local cuisines*” (**Advertisement 1**) which attracts the customers on what kind of cuisine they prefer based on the deal.

This agrees with Choo’s (1999) study where she points out that the TM move is the most crucial among the 6 prominent moves in her study. She also reveals that this move is not only to promote the product but to create desire or interest in the potential customer to continue reading the advertisements. In contrast, Ng’s (2015) study found out the TM move only appeared in 6 out of the 9 pamphlets which takes only 67% of the frequency occurrence, therefore realising that the move is not Most Obligatory, but Obligatory in her study. Table 4.4 illustrates this move as found in the data of the present study.

**Table 4.4:** Targeting the Market move (TM)

Move	Examples	Criteria
Targeting the Market	Restaurant specialising in Japanese cuisine. <b>(Advertisement 12)</b>	Use of unique selling point
	Buffet features selections of Western, Italian, Asian and local dishes. <b>(Advertisement 8)</b>	Use of unique selling point
	Restaurant originating from Kure Beach, North Carolina and specialising in Western cuisine. <b>(Advertisement 6)</b>	Use of unique selling point
	A wide selection of vegetarian and non-vegetarian dishes. <b>(Advertisement 5)</b>	Use of unique selling point
	Food prepared and served by Muslim chefs and waiters <b>(Advertisement 9)</b>	Type of potential customers
	Pork-free <b>(Advertisement 3)</b>	Type of potential customers
	Non-halal <b>(Advertisement 4)</b>	Type of potential customers

#### 4.4.3 Move 3: Justifying the Product or Service (JP)

This move functions to influence the potential customers into believing that the product is specifically for them. Also, it gives information to the potential customers that they need in choosing and selecting the best product for them. This can be done by dividing the JP move into two sub-moves. Based on the analysis of food and restaurant advertisements, all of the JP moves are found using positive words and phrases. The use of positive words and phrases are able to convince potential customers in purchasing the product or service.

The first sub-move indicates the importance or need of the product or service. This is achieved by reasoning out the need for possessing the product/service. For example, *“With every bite, you can taste the care that goes into preparing each meal. The fresh ingredients, the preparation techniques, everything that makes a good meal.”* (**Advertisement 14**). The above example explains the worth of having this product where the potential customers are able to taste the freshness of the cuisine as well as the professional techniques used in preparing the meal until making it such a delightful meal. The JP move, sub-move 1 is found with the frequency occurrence of 60%, which takes the obligatory move based on the twenty online food and restaurant advertisements.

Besides, the second sub-move establishes a niche of the product or service. A niche is the deal specialised in offering the product/service to the prospective customers and it usually gathers a combination of target market and specific product/service that creates a niche market. For instance, *“Local cravings and international curiosities come together within the purpose-built venue, housing exclusive ballrooms and auditoriums catering to quiet meals, relaxing dinner dates, or family feasts.”* (**Advertisement 8**). As such, it influences the prospective customers to dine there from a variety of occasions

like spending their mealtime with a peaceful meals, either having a romantic dinner dates or family celebrations placed in the high-class venue or exclusive ballrooms. Thus, the JP move's, sub-move 2 is realised with the frequency occurrence of 55%, which shows an obligatory move in the present study.

The findings in this study agree with Ng (2015) that the JP move highlights on the problem and needs of the potential customers as well as the importance of having the product. Similarly, she discovered that the JP move is an obligatory move where it was used widely in differentiating one formula milk product to another. Some illustrations of this move are presented in Table 4.5 below.

**Table 4.5:** Justifying the Product/Service move (JP)

Move	Sub-move	Examples
Justifying the product/service	Indicate the importance or need of the product/service	Dine voraciously upon wooden furniture and tiles coloured after its namesake while <i>taking in aerial views of the bustling Golden Triangle and Petronas Twin Towers from the lofty locale.</i> (Advertisement 9)
	Indicate the importance or need of the product/service	Nestled beside the Kuala Lumpur Golf & Country Club, diners nibble on <i>servings of Western, Italian, Asian, and local fare while gazing out over the lush greenways and undulating hills.</i> (Advertisement 8)



	Indicate the importance or need of the product/service	...and <i>more delicately prepared and meticulously cooked</i> with an olfactory-pleasing blend of spices and herbs for its fragrant, tender and juicy meats. <b>(Advertisement 1)</b>
Justifying the product/service	Establish a niche	<i>Offering up to 7 private rooms for gatherings or celebrations</i> , the ubiquitous diner specialises in the Korean practice of bulgogi and gochujang samgyup sal, while luring patrons with staples like bibimbap, tteokbokki, and fried pancakes. <b>(Advertisement 17)</b>
	Establish a niche	... <i>a place where you can relax with friends and family</i> over a really satisfying meal or a cup of great coffee. <b>(Advertisement 14)</b>

**Table 4.5**, continued.

#### **4.4.4 Move 4: Detailing the Product or Service (DP)**

This move functions to give adequate information by convincing the prospective customers about the value of the product or service. The DP move plays an important role in food and restaurant advertisements where it informs the customers about what the product/service actually is. Therefore, it is not surprising that the DP move is realised with the frequency occurrence of 100% in the present study, including the three sub-moves. In Ng's (2015) study, she found out that the DP move which is known as the Appraising the Product (AP) move in her study is the most obligatory move as it is present in 100% of the 9 formula milk pamphlets and sample boxes. She suggests that it is essential to provide sufficient information in order to convince the prospective

customers about the value of the product and to influence them the experience is something that they want. This move is classified into three sub-moves as:

- Sub-move 1: Identifying the Product or Service (IP)
- Sub-move 2: Describing the Product or Service (DsP)
- Sub-move 3: Indicating the Value of the Product or Service (IV)

The sub-move 1: Identifying the product/service (IP) is generally used to introduce the product/service in the advertisement. The IP move is realised through explicit saying of the product/service that is being served or visuals that show the product being served. Below are the examples of identifying the product that are found in this study:

Example 1: “**2 PEOPLE: Vietnamese Meal with Drinks at Obanhmi**”

“**3 PEOPLE: Vietnamese Meal with Drinks at Obanhmi**”

“**4 PEOPLE: Vietnamese Meal with Drinks at Obanhmi**”

**(Advertisement 4)**


From the example above, the advertiser introduces the product by offering options to the prospective customers, as in mentioning a special number of guests who can dine at Obanhmi.



**Figure 4.2:** Example from Advertisement 20

The above example facilitates the prospective customers by giving clarity of what exactly is being served in the restaurant thus captivates the attention of those who are interested. Therefore, it is crucial to highlight the visuals that represent the menu offered in the deal as they can also be analysed in realising the move.

**Table 4.6:** Identifying the Product / Service move (IP)

Move	Examples	Criteria
Identifying the product or service	 <p>(Advertisement 12)</p>	The restaurant logo

	 <p>(Advertisement 5)</p>	The restaurant logo
	 <p>(Advertisement 13)</p>	Visual to identify the product served in the restaurant

**Table 4.6, continued.**

The sub-move 2 which describes the product or service (DsP), depicts the features of the product/service. The DsP move creates the bulk of the information in all twenty *Groupon* deals. Below are the examples of describing the product that are found in the study:

Example 2: *“Wistful younglings amble past manicured lawns into cafes resembling lifelike dollhouses complete with Victorian-themed interiors and playful cartoon menus. With luxurious chandeliers, endearing decorations, and picturesque backdrops, you may add to the precociously varied atmosphere by sampling a wide range of fusion such as tangy salads, smouldering pastas, arty mains, and petite cakes.”*

**(Advertisement 13)**

The above example implies the characteristics or features of the product or service by describing the menu as well as the setting of the restaurant. This strategy convinces its potential customers to understand the product or service well besides promoting the advertised product.



**Figure 4.3:** Example from Advertisement 19

On the other hand, the above example uses the help of images to illustrate the menu or cuisine that are being advertised in online food and restaurant advertisements. This strategy engages the potential customers in purchasing the deal by enabling them to understand the product more clearly before buying the *Groupon* deal. Other examples of this DsP move as found in the data are presented in the table below.

**Table 4.7:** Describing the Product/Service move (DsP)

Move	Examples	Criteria
Describing the product or service	Max. dining session of 2 hours per person. <b>(Advertisement 19)</b>	Hours regulation of the restaurant
	Accompanying platters of <i>translucent rice spring rolls stuffed with coral prawns curl and chicken, hearty potions of rice and bun bowls</i> , and <i>bittersweet cups of traditional Vietnamese drip coffee</i> bring gustatory flair to each meal. <b>(Advertisement 4)</b>	Menu of the restaurant
	Scenic view of the Petronas Twin Towers and the Golden Triangle. <b>(Advertisement 9)</b>	Setting of the restaurant

The sub-move 3: Indicating the value of the product or service (IV) is achieved in two ways. As claimed by Kathpalia (1992), the IV move is realised by a straightforward evaluation or by translating the chief features of the product/ service into concrete consumer benefits. The IV move can be found in the analysed data as below:

## The deal

Weekday

- Pre-cooked
  - Buffet lunch for 1 person for RM19 instead of RM46.60
  - Buffet lunch for 2 people for RM38 instead of RM93.30
- Self-serve
  - Buffet lunch for 1 person for RM34 instead of RM58.30
  - Buffet lunch for 2 people for RM68 instead of RM116.60
  - Buffet dinner for 1 person for RM39 instead of RM64.10

Weekend

- Pre-cooked
  - Buffet lunch for 1 person for RM22 instead of RM46.60
  - Buffet lunch for 2 people for RM44 instead of RM93.30
- Self-serve
  - Buffet lunch for 1 person for RM37 instead of RM58.30
  - Buffet lunch for 2 people for RM74 instead of RM116.60
  - Buffet dinner for 1 person for RM42 instead of RM64.10

**Figure 4.4:** Example from Advertisement 16

The above example highlights special features of the deal by signifying the price for a different number of people can dine at the restaurant before purchasing the deal. Therefore, this attracts the potential customers by giving them a specific value of the deal as well as benefits them in buying the *Groupon* deal.

On the other hand, by providing a positive evaluation of the product or service can also further persuade the prospective customers in buying the deal. In some instance, the advertisers include a brief survey found from *Groupon* regular customers who have purchased the *Groupon* deal in order to convince the prospective customers that the deal is worth for them. For instance, “78% of *Groupon* customers would recommend this to a friend” (**Advertisement 17**).



#### 4.4.5 Move 5: Establishing Credentials (EC)

The establishing credentials move emphasise on consumers' trust in the product or service. This move attempts to gain customers' confidence, particularly in the quality and value of the product. In this study, the EC move is mainly realised by announcing the achievements of the company in order to show its reputation as well as providing the company profile to the potential customers such as the company history or its company register number. It is found that the EC move takes 100% of the frequency occurrence exposing a most obligatory move in online food and restaurant advertisements. The following are the examples of establishing credential moves revealed in this study:

Example 3: *“Shortlisted as Best Korean award recipient by TimeOut Kuala Lumpur”*

#### (Advertisement 17)

##### Korean BBQ Buffet Lunch or Dinner at San Nae Deul Nexus Bangsar



##### The deal

###### Weekday

- Lunch buffet for 1 person for RM34 instead of RM58.30
- Lunch buffet for 4 people for RM130 instead of RM233.20

- Dinner buffet for 1 person for RM39 instead of RM64.10
- Dinner buffet for 4 people for RM150 instead of RM256.40

###### Weekend

- Lunch buffet for 1 person for RM37 instead of RM58.30
- Lunch buffet for 4 people for RM142 instead of RM233.20

FROM

**RM34**

Buy!

VALUE	DISCOUNT	YOU SAVE
RM58.30	42%	RM24.30

Give as a Gift

Limited time remaining!

2,000+ bought

SHARE THIS DEAL

Like 70

##### In a Nutshell

78% of Groupon customers would recommend this to a friend.\*

- Redeem your Groupon on mobile. No printout required.
- **Shortlisted as Best Korean award recipient by TimeOut Kuala Lumpur.**
- Dine on barbecued meat, bibimbap, tteokbokki, and more.
- Chef with up to 10 years of experience.

Move 5

Figure 4.5: Example from Advertisement 17



In the above example explicates that the restaurant is authorised by most customers who have been to the restaurant telling that it is the best Korean cuisine to dine at. This may explain that the advertisers are aware about the impact of good reputation, therefore convincing the potential customers in purchasing the *Groupon* deal.

Besides, by providing the company history also may influence the prospective customers in buying the deal. The example below shows that the company has been recognised since its opening five years ago and now it is located in the heart of the city in Kuala Lumpur.

Example 4: “*Located right in the heart of Kuala Lumpur, Bavarian Bierhaus extols ambience from Germany with its plush red booths and tall, sleek tables since its opening five years ago along Jalan Pinang, conveniently positioned opposite Aquaria KLCC.*”

(Advertisement 2)

- Side dish (choose 4)
  - Barbecue pork salad with bacon, romaine lettuce, and cheese
  - Crispy pork belly
  - Roasted pineapple with bacon
  - Button mushroom
  - Chicken wings
  - Homemade sauerkraut
  - Aglio olio
  - Spicy chilli French fries
  - Roasted baby potato
- Drink (choose 1) (options with drinks only)
  - 4x half pints Tiger draught beer
  - 1x bottle of red wine Vina Lanza

#### Bavarian Bierhaus

Located right in the heart of Kuala Lumpur, Bavarian Bierhaus extols ambience from Germany with its plush red booths and tall, sleek tables since its opening five years ago along Jalan Pinang, conveniently positioned opposite Aquaria KLCC. Stirring hungry stomachs with a wide selection of European dishes and quenching dry throats with German beer, the restaurant offers diners a choice of pork, lamb, fish, chicken, and beef as well as pastas, salads, and soup while appealing to the senses with walls adorned with pictures, paintings, and German decorations.



Move 5

Figure 4.6: Example from Advertisement 2

Other examples of the Establishing Credentials move found in the data of the present study can be found in Table 4.8 below.

**Table 4.8:** Establishing Credentials move (EC)

Move	Examples	Criteria
Establishing credentials	American steakhouse franchise with more than 1000 restaurants in 22 countries. <b>(Advertisement 3)</b>	Achievement
	Chef with up to 10 years of experience. <b>(Advertisement 5)</b>	Chef's experience
	Named as one of Kuala Lumpur's best North Indian restaurants in TimeOut Kuala Lumpur's Sept 2015 issue. <b>(Advertisement 5)</b>	Award winning
	A restaurant run under the skilful hands of chefs with up to six years of cooking expertise who'd ensure culinary quality of sushi, ramen and more are not compromised. <b>(Advertisement 19)</b>	Chef's experience
	Business registration: 1054403-U <b>(Advertisement 19)</b>	Company register number

#### **4.4.6 Move 6: Celebrity or Typical User Endorsement (CTE)**

The celebrity or typical user endorsement move highlights the benefits of the product or service by mentioning positive comments from previous customers and making the message more convincing to the prospective customers. The CTE move is achieved by presenting the testimonials of noted authorities, presenting the official or public citation of achievements and seals of approval as well as reviews by past customers.

In the study of online food and restaurant advertisements, there are four samples found in using the CTE move, hence the frequency counts for this move is only 20% that indicates the not obligatory move. Similarly, in the study of car advertisements by Nurulain (2014) revealed that only one of the advertisements used the CTE move, which is identified as the Endorsements or Testimonials (ET) move in her study hence giving the frequency counts for only 2.1%. She points out that this move is not very applicable in her study as different people might have different taste on selecting the cars and it should be viewed as well as tested out before purchasing them.

From the analysis, the researcher has discovered that the success of the food and restaurant advertisements does not depend on the endorsements from others to promote the product or service. However, the effectiveness of this advertisement is mainly reliant on the product quality and also the company good reputation. Examples of CTE move are shown in the table below:

**Table 4.9:** Celebrity or Typical User Endorsement move (CTE)

Move	Example
Celebrity or typical user endorsement	<p><i>Halia restaurant is wonderful place to dine if you want a quiet and relaxing place to dine. The whole of SDCC is fully Wi-Fi and air-conditioned. I would rate their food a 4 out of 5 but definitely a 5 star rating for the comfortable ambience. – Aug 25, 2013</i> – Eric FKW</p> <p>(Advertisement 8)</p>
	<p><b>Reviews</b></p> <p>Rendez-Vous Restaurant Bangsar has been featured in <a href="#">Eat Drink KL</a>.</p> <p>(Advertisement 20)</p>
	<p><b>Reviews</b></p> <p>Delhi Royal Restaurant has been featured in <a href="#">The Star Online</a>, <a href="#">TimeOut KL</a>, and the TimeOut Kuala Lumpur Sep 2015 magazine as one of Kuala Lumpur's best <a href="#">North Indian Restaurants</a>.</p> <p>(Advertisement 5)</p>
	<p><b>Reviews</b></p> <p>Little Three Lane has been featured in: * <a href="#">Open Rice</a>. * <a href="#">Angugu Life</a> * <a href="#">Viral Cham!</a></p> <p>(Advertisement 1)</p>


#### 4.4.7 Move 7: Offering Incentives (OI)

The offering incentives move attempts to tempt the potential customers into purchasing the product or service by means of giving a discount, free gifts as well as special offers to the customers. In order to convince the potential customers in making decisions on buying the *Groupon* deal, it is really necessary to have such offers in online food and restaurant advertisements.

The researcher found that the OI move is a vital element in this study where all twenty *Groupon* deals are realised with this move, which have the frequency occurrence of 100%. It proves that this move is a most obligatory move in online food and restaurant advertisements. In contrast, the OI move is found to be the optional move as it appears only 44% of the formula milk pamphlets and sample boxes in Ng's (2015) study. She states that the incentives given are not necessary as the formula milk products can be changed to another brand if it certainly does not suit the prospective customers.

Meanwhile, giving a discount for every deal is seen as one of the effective strategy in this study. The advertisers realise that this move can encourage the prospective customers in purchasing the deal immediately as it is mostly found on the top, right page of the advertisements. To demonstrate the OI move, the examples are given below:

Christmas Eve Dinner Buffet / Christmas Hi-Tea Buffet at Oriental Crystal Hotel



FROM  
**RM33**

Buy! ▼

VALUE	DISCOUNT	YOU SAVE
RM53	38%	RM20

Give as a Gift

Limited time remaining!

Be the First to Buy!

SHARE THIS DEAL

Like 0

In a Nutshell

- Redeem your Groupon on mobile. No printout required.
- Christmas Eve dinner buffet features a varied spread of traditional roasted turkey, pasta dishes, chicken shawarma, mussels with tomato and garlic, and Yuletide-themed desserts.
- Dine on fruit *rojak*, chicken and

**The deal**

Christmas Eve dinner buffet

- Buffet for 1 person for RM39 instead of RM63 (early bird)
- Buffet for 1 person for RM45 instead of RM63

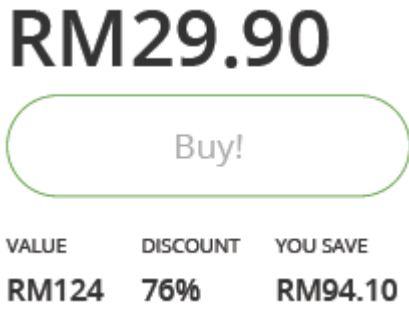

Christmas hi-tea buffet

- Buffet for 1 person for RM33 instead of RM53 (early bird)
- Buffet for 1 person for RM38 instead of RM53

Move 7

**Figure 4.7:** Example from Advertisement 10

**Table 4.10:** Offering Incentives move (OI)

Move	Examples
Offering incentives	 <p>(Advertisement 20)</p>
	<p>Redeem your Groupon on mobile. No printout required.</p> <p>(Advertisement 5)</p>
	<p>Free delivery available within Publika with a minimum order for 8 people. (Advertisement 11)</p>
	 <p>(Advertisement 10)</p>
	<p>Children aged 5 and below dine for free.</p> <p>(Advertisement 8)</p>


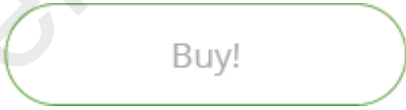

#### 4.4.8 Move 8: Using Pressure Tactics (UPT)

The pressure tactics move aims to speed up the buying decision by imposing a constraint on the product or service. This can be realised in the form of time constraint on the offer, quantity constraint on the availability of the product, and emotional blackmail on a particular market segment.

The UPT move is found to be the most obligatory move in online food and restaurant advertisements with the frequency occurrence of 100% unlike in Ng's (2015) study discovered that the UPT move is only an optional move. She claims that the advertisers are less likely to indicate limitations on the quantity as there are many formula milk products available everywhere in the market place.

However, this explains that the UPT move gives greater impact in this study especially towards the prospective customers in making a prompt decision to buy the product or service that is being advertised before it is too late. The table below is provided to explain more on the UPT move.

**Table 4.11:** Using Pressure Tactics move (UPT)

Move	Examples	Criteria
Using pressure tactics	 <p>(Advertisement 5)</p>	Time constraint
	 <p>(Advertisement 1)</p>	Emotional blackmail
	 <p>(Advertisement 17)</p>	Time constraint Quantity constraint

	Valid for dine-in only. ( <b>Advertisement 3</b> )	Emotional blackmail
	Customers can order 1 only for each dish. ( <b>Advertisement 2</b> )	Emotional blackmail
	Limit 2 children and senior citizens per Groupon. ( <b>Advertisement 9</b> )	Quantity constraint
	First come first serve basis. ( <b>Advertisement 9</b> )	Quantity constraint

**Table 4.11**, continued.

#### **4.4.9 Move 9: Soliciting Response (SR)**

The soliciting response move attempts to persuade the potential customers to take action or get in touch by providing the company's contact information such as address, telephone number(s), email address, link to social networking sites, personnel to contact, etc.

Based on the data collected from the *Groupon* deals, the results show that the SR move is found to be the most obligatory move which takes the frequency occurrence of this move is 100%. This indicates that the SR move helps the potential customers gain more information about the product as well as give a speedy response to the advertised product or service.



From the data collected, the researcher found that all 20 *Groupon* deals give extra information to the readers by providing the restaurant's telephone number and the company website are also included in the online food and restaurant advertisements especially in highlighting the main features of the advertisements in order to facilitate the sale of the advertised product and enquiry of information about the product as well as making redemptions of the purchased *Groupon* deal. The following examples are found in the *Groupon* deals to illustrate the SR move:

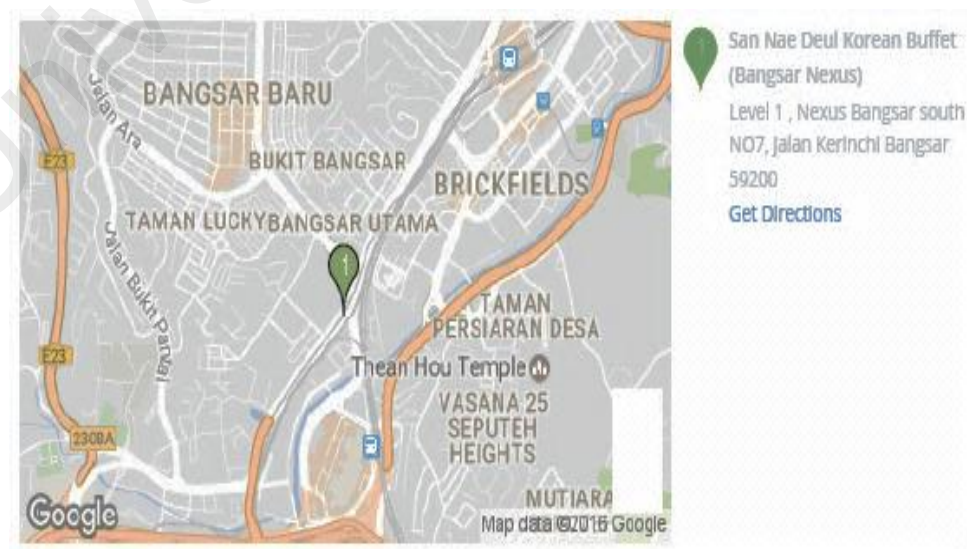
**Table 4.12:** Soliciting Response move (SR)

Move	Examples	Criteria
Soliciting response	Call 03-90553540 for enquiry. (Advertisement 4)	Telephone number
	H Gallery Cafe, Sunway Nexis Kota Damansara Company Website (Advertisement 14)	Company website
	Instagram: littlethreelane (Advertisement 1)	Link to social networking sites
	Facebook: Rendez-Vous (Advertisement 20)	Link to social networking sites

#### 4.4.10 Move 10: Locating the Product or Service Provider (LPP)

This move is an additional new move found in the data by the researcher. This move entails the address of the location and the image of Google map to the potential customers in gaining easier access to the respective place. As such, the LPP move appears in 100% of *Groupon* deals thus represents a most obligatory move in the study. This move is mostly placed at the ending of the online food and restaurant advertisements. As a result, this benefits the prospective customers in getting some clues of the location of the restaurant besides leading them to the exact directions.

Similarly, Safarizan (2016) has it under his “Promoting Service Application” move however his move also includes mobile application feature which is not exactly what the LPP move does in this study. He points out that the Google map application facilitates the web users to not only locate the geographical location of the place of interest, but also helps the web users to route their journey from one point to another. Therefore, the researcher decided to add the LPP move in this study to represent the benefits of locating the product or service provider for the potential customers mainly towards attaining easier access to a specific location.




**Figure 4.8:** Example from Advertisement 17

#### 4.4.11 Move 11: Providing Related Information via Links (PRI)

Move 11 is a move identified by the researcher as being employed in online food and restaurant advertisements of this study. To realise the PRI move, the specific links are included in all 20 *Groupon* deals specifically in highlighting the rules that apply to the selected deals. This move is discovered to be a most obligatory move as it enables the potential customers to search for extra information on the specific deal by diverting them to another webpage, which is related to the *Groupon* website. Generally, the link is positioned at the right side of the online food and restaurant advertisements together with its business registration.

Other than that, the links also enable the readers to find out more about the menu that are being offered from the respective restaurant if they wish to see further in details. The link is usually placed beneath the main offer of the deal. To illustrate the PRI move, the examples are shown below:

Christmas Eve Dinner Buffet / Christmas Hi-Tea Buffet at Oriental Crystal Hotel



**FROM RM33**

Buy!

VALUE	DISCOUNT	YOU SAVE
RM53	38%	RM20

Give as a Gift

Limited time remaining!

Be the First to Buy!

SHARE THIS DEAL

In a Nutshell

- Redeem your Groupon on mobile. No printout required.
- Christmas Eve dinner buffet features a varied spread of traditional roasted turkey, pasta dishes, chicken shawarma, mussels with tomato and garlic, and Yuletide-themed desserts.
- Dine on fruit *rojak*, chicken and beef *sate*, creamy potato *au gratin*, grilled fish with lemon butter sauce, and assortment of *kuih*, ice *kacang* with condiments, *sago gula Melaka*, and more.
- Four-starred hotel situated within walking distance from Plaza Metro Kajang.

**The deal**

Christmas Eve dinner buffet

- Buffet for 1 person for RM39 instead of RM63 (early bird)
- Buffet for 1 person for RM45 instead of RM63

Christmas hi-tea buffet

- Buffet for 1 person for RM33 instead of RM53 (early bird)
- Buffet for 1 person for RM38 instead of RM53

**Buffet menu**

Click here to view Christmas Eve dinner buffet menu.

Click here to view Christmas hi-tea buffet menu.

**Oriental Crystal Hotel (F&B)**

Nestled amidst the emerald hills of Kajang, Oriental Crystal Hotel makes its mark within the township with its towering figure of sandy hues. In addition to boasting over 170 rooms and suites, the hotel hosts a plethora of gastronomic enclaves within its walls, ranging from the subtle flavours of Japanese cuisine at Subarashi, to light bites and creative cocktails at the one of the hotel's bars. Palates can also feast on local and international fare within the casual settings of the Citarasa cafe, while the expansive banquet hall of Oriental Imperial seats 500 guests for scrumptious meals of Hong Kong cuisine like Peking duck and lamb, fresh seafood, and more.

Move 11

**The Fine Print**

GENERAL

- Valid on Dec 24, 2016 - Dec 25, 2016.
- Valid:
  - Dec 24, 2016: 7pm - 10pm
  - Dec 25, 2016: 12pm - 4pm.

Figure 4.9: Example from Advertisement 10

Other examples of related information that are provided via links in the corpus are presented in Table 4.13 below.

**Table 4.13:** Providing Related Information via Links move (PRI)

Move	Examples	Criteria
Providing related information via links	<p><a href="#">See the rules that apply to all deals.</a> Business registration: 1032385-V</p> <p>(Advertisement 16)</p>	Rules and regulations
	<p> <ul style="list-style-type: none"> <li>• Buffet with free flow drinks for 1 person for RM38 instead of RM55</li> <li>• Buffet with free flow drinks for 2 people for RM72 instead of RM110</li> <li>• Buffet with free flow drinks for 4 people for RM138 instead of RM220</li> </ul> <a href="#">Click here to view full buffet menu.</a> </p> <p>(Advertisement 9)</p>	Menu of the deal
	<p>Top-up available</p> <p> <ul style="list-style-type: none"> <li>• RM1 to upgrade to Vietnamese coffee (RM5 value), choose from: <ul style="list-style-type: none"> <li>- Black, milk, or drip coffee (hot / iced)</li> </ul> </li> <li>• RM2.50 top-up for 1 piece of spring rolls, choose from: <ul style="list-style-type: none"> <li>- Chicken and prawn summer roll</li> <li>- Pork and prawn summer roll</li> <li>- Tofu summer roll</li> <li>- Fried spring roll</li> </ul> </li> </ul> <a href="#">Click here to view menu.</a> </p> <p>(Advertisement 4)</p>	Menu of the deal

#### **4.5 Communicative Purposes of Online Food and Restaurant Advertisements from *Groupon* Malaysia Website**

According to Bhatia's definition of genre, the communicative purposes are the most vital criteria for the identification of genres. The results however show that the communicative purposes of online food and restaurant advertisements are similar to any other advertisements proposed by Bhatia (1993). Therefore, based on the analysis of the *Groupon* deals, there are four different communicative purposes that can be perceived:

1. To grab the attention of potential customers
2. To persuade the potential customers to purchase the product and services
3. To offer valid and in depth information to the prospective customers
4. To encourage further communication from the prospective customers

Based on the analytical framework for communicative purposes, some moves have been identified in realising the communicative purposes. It has been found that several moves such as Move 1: Headlines, Move 2: Targeting the Market, Move 4: Detailing the Product or Service, Move 7: Offering Incentives and Move 8: Using Pressure Tactics were employed in all twenty *Groupon* deals specifically in realising the first communicative purpose which is to grab the attention of potential customers. Four moves have been found obligatory in 100% of the online food and restaurant advertisements in order to achieve the third communicative purpose that is to offer valid and in depth information to the prospective customers. The four obligatory moves are Move 4: Detailing the Product or Service, Move 5: Establishing Credentials, Move 10: Locating the Product or Service Provider and Move 11: Providing Related Information via Links. The moves which fall under the respective communicative purposes are identified and tabulated in a table below:

**Table 4.14:** Analytical Framework for the Analysis of Communicative Purposes adapted from Bhatia (1993)

Communicative Purpose	Moves
To grab attention	Move 1 (Headlines) Move 2 (Targeting the Market) Move 4 (Detailing the Product or Service) Move 6 (Celebrity or Typical User Endorsement) Move 7 (Offering Incentives) Move 8 (Using Pressure Tactics)
To persuade	Move 2 (Targeting the Market) Move 3 (Justifying the Product or Service) Move 5 (Establishing Credentials) Move 7 (Offering Incentives) Move 8 (Using Pressure Tactics)
To offer valid and in depth information	Move 4 (Detailing the Product or Service) Move 5 (Establishing Credentials) Move 10 (Locating the Product or Service Provider) Move 11 (Providing Related Information via Links)
To encourage further communication	Move 7 (Offering Incentives) Move 8 (Using Pressure Tactics) Move 9 (Soliciting Response)

The aim of a promotional genre is to elicit a specific response from the readers (Bhatia, 1993). Based on the *Groupon* deals, the first vital communicative purpose is to grab the attention of potential customers. The analysis shows that the online food and restaurant advertisements clearly state its communicative purposes by using some elements such as introducing the bargains using big fonts on the headlines, highlighting discounts and promotional values, inserting appealing visual images on the front page of the *Groupon* deal and urging immediate action by placing a countdown on the offer. For instance:

## Kaffe Café: Western Meal with Drinks for up to 4 People in TTDI



FROM  
**RM32**

Buy! ✓

VALUE	DISCOUNT	YOU SAVE
RM63.80	50%	RM31.80

Give as a Gift

Limited time remaining!

935 bought

SHARE THIS DEAL

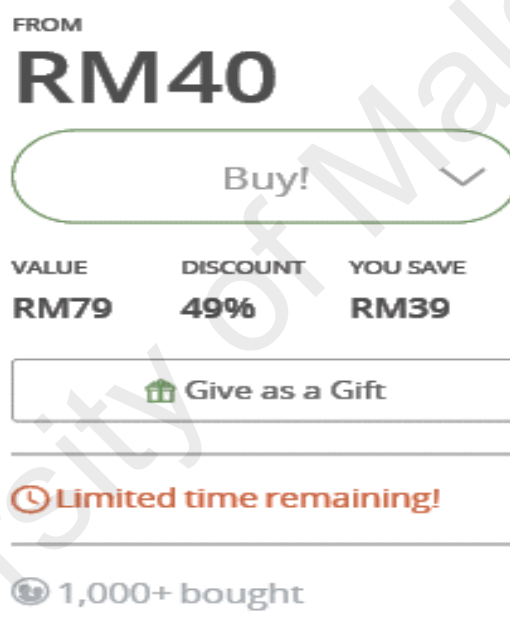
14

**Figure 4.10:** Example from Advertisement 15

In the above example, the advertiser obviously impresses the attention of the customers by placing an image of the cuisine of the restaurant with a remarkable symbol 'CUSTOMER RECOMMENDED' in the visual, a bigger font for the headline of the deal as well as the big, bold font after discounted price on the right side which is priced 'FROM 32'. By highlighting the headline, the advertiser reveals that the whole deal can be summarised in one whole sentence as in the headline, hence it grabs the attention of potential customers to continue reading the advertisement. By providing pertinent information such as a tempting image of the restaurant's cuisine and highlighting the discounted price, the advertiser therefore suggests that these are the best deals offered by the restaurant which may capture the attention of potential customers to further gain information on the *Groupon* deal.



The second communicative purpose is to persuade the potential customers to purchase the product and services. From the online food and restaurant advertisements analysis, the advertiser highlights the usage of a box on the right side, which demands a 'BUY!' button to urge the potential buyers to take action and buy the product/service immediately. By offering the percentage of discount, the time restriction before the deal expires, and the number of people who have bought the deal also enable the prospective customers to take a speedy action. An example below demonstrates how this communicative purpose is achieved.



**Figure 4.11:** Example from Advertisement 8

The third communicative purpose of online food and restaurant advertisements is to offer valid and in depth information to the prospective customers, such as presented in Advertisement 14 and illustrated in Figure 4.12 below. In the *Groupon* deals analysed, the advertiser provides positive descriptions of the cuisine and convinces the readers by mentioning the company profile of the restaurant to raise customers' confidence where they may consider buying the product or service. Besides, the visual images connected to the deals offer an attractive element of the deals in order to enlighten the potential



buyers on the advantages, giving them a purpose to purchase the product or service and making the potential buyers feel that the service is worth buying. As such, these explain that offering valid and in depth information is important for the prospective customers to purchase the product.

## H Gallery Cafe

Homestyle Western Fusion Food H Gallery Cafe is a place where you can relax with friends and family over a really satisfying meal or a cup of great coffee. We've tried our best to make our place as cosy as possible, so you feel right at home every time you step through our doors. H Gallery Cafe serves some of the best local and western fusion foods in the Klang Valley. Our executive chef takes great pride in his work. He has even put some of his family's best secret recipes on our menu. So make sure not to miss our signature H Gallery dishes! With every bite, you can taste the care that goes into preparing each meal. The fresh ingredients, the preparation techniques, everything that makes a good meal. Easily-accessible via Giza Mall, The Curve, Seri Selangor and Tropicana Golf club. 5 minutes drive from The Curve / IKEA.



**Figure 4.12:** Example from Advertisement 14

Nevertheless, the online food and restaurant advertisements are seen not only to deliver the information on the benefits of the cuisine and the restaurant, but it also provides a clear view of the deals by stating ‘In a Nutshell’ and ‘The Fine Print’ of the offer, giving an in depth explanation from the deals that are being advertised in Advertisement 10 as shown in Figure 4.13 below.

**In a Nutshell**

- Redeem your Groupon on mobile. No printout required.
- Christmas Eve dinner buffet features a varied spread of traditional roasted turkey, pasta dishes, chicken shwarma, mussels with tomato and garlic, and Yuletide-themed desserts.
- Dine on fruit *rojak*, chicken and beef *satay*, creamy potato *au gratin*, grilled fish with lemon butter sauce, and assortment of *kuih*, ice *kacang* with condiments, *sago gula Melaka*, and more.
- Four-starred hotel situated within walking distance from Plaza Metro Kajang.

**The Fine Print**

**GENERAL**

- Valid on Dec 24, 2016 - Dec 25, 2016.
- Valid:
  - Dec 24, 2016: 7pm - 10pm
  - Dec 25, 2016: 12pm - 4pm.
- Halal.
- Valid for dine-in only.
- Sharing is not allowed.
- Prices displayed inclusive of GST.

**Figure 4.13:** Example from Advertisement 10

In addition, positive comments and reviews, such as found in Advertisement 8 as illustrated in Figure 4.14 were also quoted from the previous customers who have experienced or dined in at the restaurant in order to influence the readers about the added value of the product or service. Therefore, this will increase customers' confidence where they may consider in purchasing the product or service.

## Reviews

*Halia restaurant is wonderful place to dine if you want a quiet and relaxing place to dine. The whole of SDCC is fully Wi-Fi and air-conditioned. I would rate their food a 4 out of 5 but definitely a 5 star rating for the comfortable ambience. – Aug 25, 2013*  
– Eric FKW

**Figure 4.14:** Example from Advertisement 8

Finally, the fourth communicative purpose of the online food and restaurant advertisements is to encourage further communication from the prospective customers. Based on the *Groupon* deals, the advertiser provides the contact information of the restaurant, as shown in Figure 4.15, to assist the potential customers in gaining more information about the product/service. As a result, it facilitates the prospective customers to keep in touch and communicate with the advertiser if they want to know more about the product or planning to buy the product and also making a reservation.

- REDEMPTION INSTRUCTIONS**
- 2 days reservation.
  - Rescheduling must be made at least 1 day prior to original booking.
  - Call **03-2164 8000** Ext: 3118 / 3115.
  - 30-min grace period for table bookings. Call in advance to notify if late or table will be released.
  - Printed Groupon voucher required upon redemption.

**Figure 4.15:** Example from Advertisement 9

#### 4.6 Linguistic Features of Online Food and Restaurant Advertisements

According to the data selected for the study, the researcher has found out that online food and restaurant advertisements share the common linguistic features just like other advertisements. Generally, the descriptions of the advertisement are explained through positive language as well as highlighting the uniqueness of the product or service especially making the potential customers feel on how delightful the cuisine is and imagine the experience with great ambiance of the restaurant. This agrees with Crystal (2001) that language used in advertisements as of 'laudatory, positive and unique' in nature. To illustrate this feature, an example is given below:

Example 5: "*Nestled beside the Kuala Lumpur Golf & Country Club, diners nibble on servings of Western, Italian, Asian, and local fare while gazing out over the **lush** greenways and **undulating** hills.*"

(Advertisement 8)

In the example above, the usage of adjectives such as '**lush**' and '**undulating**' are used to express the uniqueness of the environment and give positive sensation of how tempting the restaurant can be besides enjoying the variety of cuisines around the world.

Similarly, Safarizan's (2016) study discovered that another aspect of language can also be realised in 'The Fine Print' or 'In a Nutshell' through a straight-forward approach in order to provide a sense of genuineness before purchasing the *Groupon* deal. Although the language used is short, direct sentences, but they are also written in a bullet form.

The example is demonstrated as below:



**Figure 4.16:** Example from Advertisement 20

The example above indicates the conditions and some information of what they are purchasing beforehand. Therefore, this ensures the potential customers to carefully understand the deals advertised. The description of the deal is basically about the validity of the offers, the redemption, and also the type of cuisine available in the *Groupon* deal.

Based on the data collected, these six linguistic features are frequently used in online food and restaurant advertisements in order to achieve different moves in the advertisements. These features are the use of the interpersonal pronoun ‘you’ and possessive adjective ‘your’, adjectives, binomial/multinomial expressions, repetition, ellipsis and imperatives. The frequency of occurrence is tabulated in the table below:

**Table 4.15:** The frequency of occurrence of common linguistic features

<b>Linguistic Features</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Second Person Interpersonal Pronoun 'you' and Possessive Adjective 'your'</b>	13	65%
<b>Adjectives</b>	20	100%
<b>Binomial / Multinomial expressions</b>	19	95%
<b>Repetition</b>	19	95%
<b>Ellipsis</b>	20	100%
<b>Imperatives</b>	20	100%

#### **4.6.1 Second Person Interpersonal Pronoun ‘You’ and Possessive Adjective ‘Your’**

In online food and restaurants advertisements, the use of pronoun ‘you’ and ‘your’ is found to be the least common used among the six linguistic features with a number of 65%. However, both of the interpersonal pronoun ‘you’ and possessive adjective ‘your’ are realised to establish contact between the advertiser and the readers. Thus, such pronouns enable the language to sound more pleasant and friendly. In the online advertisements collected, the interpersonal pronoun ‘you’ is generally used to realise the CTE move as well as the OI move. This study agrees with Safarizan’s (2016) study that using the second interpersonal pronoun ‘you’ and possessive adjective ‘your’ makes the readers feel closer to the web owners.

**Table 4.16:** Examples of Second Person Interpersonal Pronoun ‘you’ and Possessive Adjective ‘your’

Linguistic Feature	Examples
Second Person Interpersonal Pronoun 'you' and Possessive Adjective 'your'	<ol style="list-style-type: none"> <li>1. With every bite, <b>you</b> can taste the care that goes into preparing each meal. (<b>Advertisement 14</b>)</li> <li>2. Halia restaurant is wonderful place to dine if <b>you</b> want a quiet and relaxing place to dine. (<b>Advertisement 8</b>)</li> <li>3. Redeem <b>your</b> Groupon on mobile. (<b>Advertisement 10</b>)</li> <li>4. Choose <b>your</b> favourite dishes for your own Mixed Platter. (<b>Advertisement 2</b>)</li> </ol>

#### 4.6.2 Adjectives

Based on the twenty *Groupon* deals collected, it is found that 100% of online food and restaurant advertisements apply the use of adjectives, especially positive adjectives in order to determine an affirmative stance towards the product or service. As such, unique descriptive words and evaluative adjectives are frequently used in the advertisements, which enable the potential customers to imagine the delightful taste of the cuisine can be and give them a more vivid image in describing the panorama of the restaurant. This proves with Bhatia's (1993) that copywriters try to locate as many syntactic slots as possible to offer the product or service a positive and constructive image.

In Yong Qing's (2013) study, he described that the adjectives used in Malaysia hotel advertisements was intended to showcase their product or services are of the best quality. The use of favourable adjectives approves the desirable qualities of the product. Therefore, this linguistic feature is used to impose Move 4 that is the DP move in describing the deal especially on the food and the restaurant that are being promoted.

Meanwhile, the repetition of the adjectives can be found in online food and restaurant advertisements in order to increase the readers' confidence towards the advertised product as well as to highlight the condition of the deal. The researcher also revealed that the advertisers are likely to use adjectives either comparatives or superlatives in describing the product effectively. Comparatives are used to imply more of a desirable quality. The example is shown below to illustrate this feature:

Example 6: *"Despite common perception that empty houses are **scary**, a house full of fridges with plates of cake pictures is **scarier**. Today's Groupon combats **fear** with a hi-tea set for 2 people at Full House Theme Café in Petaling Jaya."*

**(Advertisement 13)**

On the contrary, superlatives are generally used to exaggerate the problem or need in justifying the product or service, and not used to describe or evaluate the product. Celce-Murcia and Larsen-Freeman (1999) claims that a comparative can be used to describe a superlative meaning but a superlative cannot be used to describe a comparative meaning.



**Table 4.17:** Examples of Adjectives

Linguistic Feature	Examples
Adjectives	<ol style="list-style-type: none"> <li>1. H Gallery Café serves some of the <i>best local</i> and <i>Western</i> fusion foods in the Klang Valley. (Advertisement 14)</li> <li>2. To ensure diners have a <i>comfortable</i> experience at the restaurant, Rendez-Vous has an <i>extensive</i> stockpile of <i>French</i> spirits, cocktails, and coffee... (Advertisement 20)</li> <li>3. ...chopsticks dip into <i>rich pho</i> soup for mouthful of noodles, before patrons sip spoons of the <i>citrus-tinged</i> broth, <i>redolent</i> with <i>meaty</i> flavours from chunks of <i>Australian</i> beef... (Advertisement 4)</li> <li>4. ...dollhouses complete with <i>Victorian-themed</i> interiors and <i>playful</i> cartoon menus. (Advertisement 13)</li> <li>5. Seated patrons are served <i>creamy</i> hummus dips accompanied by <i>warm naan</i> breads... (Advertisement 11)</li> <li>6. Easily <i>recognisable</i> due to its <i>bright</i> neon signboard that features its namesake , Windmill Restaurant is a <i>Western</i> steakhouse that is located at <i>four</i> outlets... (Advertisement 18)</li> <li>7. Savour the <i>classic</i> flavours of <i>nasi lemak</i>, <i>tandoori</i> chicken, and <i>naan</i> with the addition of <i>Pakistani</i> delights... (Advertisement 7)</li> <li>8. ...within the <i>casual</i> settings of the Citarasa cafe, while the <i>expansive</i> banquet hall of Oriental Imperial seats 500 guests for <i>scrumptious</i> meals... (Advertisement 10)</li> </ol>

#### 4.6.3 Binomial/Multinomial Expressions

Binomial/multinomial expressions comprise of words or phrases from the same category appearing in sequence. They include the essential information in a solid approach by reducing more words and making it more concise in order to highlight the benefits or positive qualities of the product advertised. This agreement with Bhatia (1993), reveals that the appearance of binomial/multinomial expressions benefit in creating the description of being precise and all-inclusive.

From the data collected, binomial and multinomial expressions has gathered the percentage of 95% in online food and restaurant advertisements. Also, it is used to enforce the JP move as well as the DP move especially in highlighting the benefits and positive qualities of the food and restaurant that are being promoted.

**Table 4.18:** Examples of Binomial/Multinomial Expressions

Linguistic Feature	Examples
Binomial/ Multinomial Expressions	<ol style="list-style-type: none"> <li>1. ... the steakhouse makes for <i>great indulgent lunches or hearty dinners</i>... (Advertisement 3)</li> <li>2. ...relaxing <i>dinner dates or family feasts</i>. (Advertisement 8)</li> <li>3. Restaurant offers <i>indoor or al-fresco</i> dining options while tantalising taste buds with authentic Middle Eastern cuisine. (Advertisement 11)</li> <li>4. <i>Giddy up appetites and hitch up overalls</i> within the outback-inspired eatery. (Advertisement 3)</li> <li>5. ... a place where you can relax with <i>friends and family</i> over a really satisfying <i>meal or a cup</i> of great coffee. (Advertisement 14)</li> <li>6. <i>Lunch or dinner</i> ala carte buffet at Korea Bbq San Nae Deul. (Advertisement 16)</li> <li>7. ... a fine selection of <i>coffee and tea</i> including their favourites... (Advertisement 15)</li> <li>8. <i>Chicken or beef</i> filling with melted cheese, peppers, onions and Mexican rice. (Advertisement 6)</li> <li>9. Offering up to seven private rooms for <i>gatherings or celebrations</i>... (Advertisement 17)</li> <li>10. ... Nigen gets to present a wide selection of <i>meat and seafood</i> dishes as well as French desserts to his patrons. (Advertisement 20)</li> </ol>

#### 4.6.4 Repetition

Repetition functions to establish familiarity and credibility in food and restaurant advertisements. It is found that 19 *Groupon* deals, contributing a percentage of 95% are frequently used in the study by repeating the name of the restaurant as well as the style of cuisines advertised in a deal, thus creating a sense of familiarity which finally can turn into credibility. The usage of repetition can be seen in the TM move, DP move and EC move when describing about the products that are being offered in the *Groupon* deal to the intended audience. As claimed by Cook (2001), advertising prefers repetition towards referring expressions as to fix the name of the product in the customers' mind. Therefore, repetition makes the advertised product or service as the first thought a person has.

Moreover, it has been found that repetition of adjectives are also used by the advertiser to highlight the selling point of the *Groupon* deal such as name of the restaurant, name of the food, the quality of the food and etc. The example is shown below to illustrate this feature:

Example 7: "Lacquered wood utensils are used extensively in *Japanese* restaurants as they are more resilient and restaurant budgets lacquer cost allocation for replacement of chipped porcelain ones. Today's *Groupon* cracks up with a *Japanese* a la carte buffet at Sozo *Japanese* Cuisine in Sunway Giza Mall."

(Advertisement 19)

In this study, the repetition however is often occurred with a single word or a short phrase since long phrases may change the potential customers' mood and seem inappropriate in the advertisements. This agrees with Teo's (2007) study that repetition

of long phrases often takes up space and sounds long-winded thus may bore the readers down in reading further the advertisements.

**Table 4.19:** Examples of Repetition

Linguistic Feature	Examples
<b>Repetition</b>	<ol style="list-style-type: none"> <li>1. Sample a variety of cakes, pastries, and sandwiches at <b>Kaffe Café</b>, a quaint eatery located at TTDI, Kuala Lumpur which serves all-day breakfasts as well as fine selection off coffee and tea including their favourites; <b>Kaffe Café</b> Signature... <b>(Advertisement 15)</b></li> <li>2. <b>Buffets</b>, much like sports and trying to get into a pair of ultr-skinny jeans, are a testament to the human will to attempt the near impossible. Today's Groupon breaks human barriers with a <b>buffet</b> at Halia... <b>(Advertisement 8)</b></li> <li>3. By compiling his knowledge and love of <b>French</b> cuisine into a balanced menu, Nigen gets to present a wide selection of meat and seafood dishes as well as <b>French</b> desserts to his patrons. <b>(Advertisement 20)</b></li> <li>4. Stirring hungry stomachs with a wide selection of European dishes and quenching dry throats with <b>German</b> beer, the restaurant offers diners a choice of pork, lamb, fish, chicken, and beef as well as pastas, salads, and soup while appealing to the senses with walls adorned with pictures, paintings, and <b>German</b> decorations. <b>(Advertisement 2)</b></li> </ol>

#### 4.6.5 Ellipsis

Ellipsis is the omission of one or more words that are mutually understood thus unnecessary. The advertisers employ ellipsis in food and restaurant advertisements to lessen total of words being used as well as saving the time in reading the entire advertisements because it provides readers a shorter and clearer text to finish. Yong Qing (2013) confirms in his study that 100% of Malaysia hotel advertisements use ellipsis because it is not only to emphasise the main information and coherent context,

but also to save time, space and advertising cost.

Based on the data collected, ellipsis is revealed with a 100% percentage in the study and it is commonly found in the UPT move as well as the TM move by imposing the constraint on the product therefore will speed up the buying decision among the potential customers. Ellipsis often makes the sentences sound incomplete, however it affords readers with the ability to add words and make it meaningful from what is being written.

**Table 4.20:** Examples of Ellipsis

Linguistic Feature	Examples
<b>Ellipsis</b>	<ol style="list-style-type: none"> <li>1. Ø Valid within 1 month from date of purchase (<b>Advertisement 20</b>)</li> <li>2. Ø Not valid with other ongoing promotions, offers, combos, products and discount card (<b>Advertisement 1</b>)</li> <li>3. Ø Non-Halal restaurant (<b>Advertisement 17</b>)</li> <li>4. Ø Valid for dine-in only (<b>Advertisement 10</b>)</li> <li>5. Ø No printout required (<b>Advertisement 5</b>)</li> </ol>

#### 4.6.6 Imperatives

Imperatives in the data collected functions to express the meaning of command, requests, suggests, demands, advices, and to invite the readers to take some action. Thus, it is regularly used in online food and restaurant advertisements to encourage the potential customers into their desires and persuade them to purchase the product or service. It is not surprising that these online advertisements use imperatives, hence indicate 100% percentage to suggest and request the prospective customers to take immediate actions. Imperatives are frequently used in the realisation of the OI move, the UPT move and the SR move.

Similarly, Safarizan (2016) discovered in his study that the usage of imperatives in the online advertisements aims to get the readers to take immediate action upon reading the advertisements.

**Table 4.21:** Examples of Imperatives

Linguistic Feature	Examples
<b>Imperatives</b>	<ol style="list-style-type: none"> <li>1. <i>Give</i> as a Gift (<b>Advertisement 18</b>)</li> <li>2. <i>Buy!</i> (<b>Advertisement 5</b>)</li> <li>3. <i>Share</i> this deal (<b>Advertisement 19</b>)</li> <li>4. <i>See</i> the rules that apply to all deals (<b>Advertisement 3</b>)</li> <li>5. <i>Redeem</i> your Groupon on mobile (<b>Advertisement 17</b>)</li> <li>6. <i>Call</i> 03-5621 9960 (<b>Advertisement 13</b>)</li> <li>7. <i>Choose</i> your favourite dishes for your own Mixed Platter (<b>Advertisement 2</b>)</li> <li>8. <i>Call</i> in advance to notify if late or table will be released (<b>Advertisement 9</b>)</li> <li>9. <i>Be</i> the First to Buy! (<b>Advertisement 1</b>)</li> </ol>

#### 4.7 Conclusion

The analysis of the data provided an explanation of food and restaurant advertisements by carefully analysing their communicative purposes, move structures and the common linguistic features in *Groupon* deals which are used by the advertisers to influence their intended audience. A summary of the findings will be presented in Chapter 5.

## CHAPTER FIVE

### CONCLUSION

#### 5.1 Introduction

The final chapter of this study summarizes the overall findings discussed and answers the research questions that have been drawn earlier in Chapter One. This chapter will present the significance, implication, and limitations of the current study. It also provides suggestions for future study associated with online advertisements.

#### 5.2 Summary of the Study

This study aimed to investigate how information is structured in online food and restaurant advertisements from *Groupon* website which is the main source of data in the study. It enabled the researcher to discover the three aspects found in the online advertisements which are the communicative purposes, the move structure and the linguistic features in expressing the communicative purposes proposed by Bhatia (1993).

Firstly, in terms of the communicative purposes, the study proves that Bhatia's (1993) Four Communicative Purposes are applicable and met in the study of online food and restaurant advertisements. The first crucial communicative purpose of online food and restaurant advertisements is to grab the attention of potential customers by using some features like the use of bigger fonts for the headlines, highlighting discounts of the deal and a tempting visual image is displayed on the front page of the online advertisements. The second communicative purpose is to persuade the potential customers to purchase the product and services that the *Groupon* website is offering through emphasizing the

percentage of discount, the time limits of the deal and the number of people who have bought the *Groupon* deal. The third communicative purpose of online food and restaurant advertisements is to offer valid and in depth information to the prospective customers by providing positive descriptions of the cuisine, company profile of the respective restaurant as well as reviews from the previous customers. The fourth communicative purpose adopted from Bhatia (1993) is to encourage further communication from the prospective customers. The contact information of the restaurant was included thus enables the prospective customers to keep in touch with the respective restaurant.

For the perspective of rhetorical structure, this study finds that Kathpalia's (1992) and Bhatia's (2004) nine-move structure is most appropriate in the study of online food and restaurant advertisements. The identified 9 moves suggested by Kathpalia's (1992) and Bhatia's (2004) can be seen frequently employed in the online advertisements. However, there are 7 most obligatory moves found including the sub-moves in all the 20 Groupon deals analysed which are Move 1: Headlines; Move 2: Targeting the Market; Move 4: Detailing the Product, Sub-Move 4.1: Identifying the Product or Service, Sub-Move 4.2: Describing the Product or Service, and Sub-Move 4.3: Indicating the Value of the Product or Service; Move 5: Establishing Credentials; Move 7: Offering Incentives; Move 8: Using Pressure Tactics; and Move 9: Soliciting Response, all of which appear in 100% of the online advertisements. These moves are essential in creating the online food and restaurant advertisements effectively. On the other hand, only one move is considered as not obligatory which is Move 6: Celebrity or Typical User Endorsement, appearing in only 20% of the online advertisements. Moreover, another 2 new moves were discovered and added to the 9 initial moves proposed by Kathpalia's (1992) and Bhatia's (2004). These 2 moves are Move 10: Locating the Product or Service Provider and Move 11: Providing Related Information



via Links, which also appear as most obligatory moves in this study. The additional moves enable the potential customers to receive in depth information and to convince them to purchase the advertised deal.

Lastly, in searching for the common linguistic features available in the online food and restaurant advertisements, the findings reveal that Bhatia's (1993) and Cook's (2001) framework are applicable in the genre study. From the data analysis, it was found that all the 6 linguistic features showed a percentage of more than 60% thus implies the significant role of the 6 linguistic features in realising certain moves as a part of the rhetorical strategies.

### 5.3 Research Questions

The research questions in Chapter One will be reiterated and the answers to each question will be given below:

1. What are the communicative purposes of online food and restaurant advertisements?

Based on the data collected, the communicative purposes of the online food and restaurant advertisements can be seen: (1) to grab the attention of potential customers, (2) to persuade the potential customers to purchase the product and services that the *Groupon* website is offering, (3) to offer valid and in depth information to the prospective customers and (4) to encourage further communication from the prospective customers. The researcher also concludes that the four communicative purposes are similar to the ones suggested by Bhatia (1993) in his study of promotional genre.

2. What is the rhetorical structure of online food and restaurant advertisements?

In analysing the rhetorical structure of the online food and restaurant advertisements, nine-move structure proposed by Kathpalia (1992) and Bhatia (2004) was adopted as a framework in the study. The 9 moves were found essential in the online advertisements as they often appeared in all 20 Groupon deals; there are Headlines (HL), Targeting the Market (TM), Justifying the Product or Service (JP) with the 2 sub-moves; Indicating the Importance or Need of the Product or Service (INP) and Establishing a Niche (EN), Detailing the Product (DP) with the 3 sub-moves; Identifying the Product (IP), Describing the Product (DsP) and Indicating the Value of the Product (IV), Establishing Credentials (EC), Celebrity or Typical User Endorsement (CTE), Offering Incentives (OI), Using Pressure Tactics (UPT) and Soliciting Response (SR). The HL is significant in capturing reader's attention where it can lead to the rest of the information in the online advertisements. TM move is used to notify the readers that the product advertised is suitable for them. The benefits of having the product is regarded as JP move as it influences the potential customers that the product is exclusively for them. DP move is important in a role of online food and restaurant as it informs the customers about what the product or service actually is. EC move is used to build consumers' trust through the company achievements, award winning, and company history thus presenting a strong reputation of the company of the product. The CTE move on the other hand, to emphasise on the benefits of the product or service by mentioning positive comments from previous customers and making the message more convincing to the prospective customers. Free gifts, special discount and offer which can be discovered in the online advertisements to represent the OI move. The UPT move however is used to speed up the buying decision by imposing a constraint on the product or service. SR move is found where company's contact

information are specified in the deal such as the company's address, telephone number(s), email address and link to social networking sites in order to keep in touch or to facilitate any queries from the prospective customers.

In addition, the 2 new moves are established in realising the communicative purposes of the online advertisements. Locating the Product or Service Provider (LPP) move is realised through the usage of image from a Google map and the address of the location is also included. The LPP move is found to assist the potential customers in gaining easier route while heading towards their destination. Next, Providing Related Information via Links (PRI) move is another additional move that was noted in this study. This move is achieved by mentioning the specific links that are used to highlight the rules that apply to the selected deals. PRI move enables the potential customers to search for extra information on the specific deal generally in *Groupon* website.

- i. Which moves are the most obligatory in online food and restaurant advertisements and which moves are the least?

There are 7 moves that are said to be the most obligatory moves in the online food and restaurant advertisements including their sub-moves which are Move 1 "Headlines", Move 2 "Targeting the Market", Move 4 "Detailing the Product"; Sub-Move 4.1 "Identifying the Product or Service", Sub-Move 4.2 "Describing the Product or Service", Sub-Move 4.3 "Indicating the Value of the Product or Service", Move 5 "Establishing Credentials", Move 7 "Offering Incentives", Move 8 "Using Pressure Tactics" and Move 9 "Soliciting Response". The researcher revealed that all of the moves appear 100% for their frequency counts in the analysis of the data. In addition, the two new moves are also considered to be the most obligatory moves found in this study

whereas the “Celebrity or Typical User Endorsement”, move 6 is the least.

- ii. How do the visuals realise the moves in online food and restaurant advertisements?

The visuals play a significant feature in realising the moves specifically to help readers visualise what is being offered in the online food and restaurant advertisements in the most attractive manner. The researcher revealed that some visuals imply certain moves which are proposed by Kathpalia’s (1992) and Bhatia’s (2004) framework. Identifying the Product or Service (IP) move, which is also known as a sub-move 4.1, is realised by portraying the tempting image of the cuisine offered in the restaurant. The visual in this move is generally positioned under the headline in order to express the ideas of what exactly is being served in the restaurant therefore captures the attention of those who are interested. Next, the feature of the restaurant logo in the online food and restaurant advertisements is realised to establish the IP move as well as the Establishing Credentials (EC) move. The usage of the restaurant logo promotes the profile of the company that may impress the readers in purchasing the promoted deal immediately. Moreover, Describing the Product or Service (DsP) move in Sub-move 4.2 depicts the elements of the product by illustrating the menu or cuisines offered in the *Groupon* Deals and the setting of the restaurant through different visuals. This strategy engages the potential customers to understand the product more clearly before buying the promoted *Groupon* deal. Lastly, the element of the visual was discovered in representing the Google map, As such, Locating the Product or Service Provider (LPP) move is realised in the online food and restaurant advertisements. This move was intended to guide the web users to route their journey from one point to another.

3. What are the linguistic features of online food and restaurant advertisements in realising the moves?

The 6 common linguistic features available on the online food and restaurant advertisements are second person interpersonal pronoun 'you' and possessive adjective 'your', adjectives, binomial or multinomial expressions, repetitions, ellipsis and imperatives. The second person interpersonal pronoun 'you' and possessive adjective 'your' was revealed to realise the CTE and OI move in the online advertisements. The adjectives were found in the online advertisement mainly to realise the DP move. The JP and the DP move were recognised to show binomial or multinomial used in the online advertisements. Repetitions were frequently used in the *Groupon* Deals to attain several moves such as the TM move, the DP move and also the EC move. Next, the use of ellipsis enables the researcher to realise both UPT and TM move. The imperatives were discovered in the online food and restaurant advertisements to achieve 3 important moves, which are the OI move, the UPT move and the SR move.

#### **5.4 Significance and Implications**

This study is significant because it explains how information is structured in the online food and restaurant advertisements on *Groupon* website in terms of its rhetorical structure and linguistic features used by the advertisers essentially to express the communicative purposes in the online advertisements. The main purpose of the online food and restaurant advertisements is to persuade the potential customers to purchase the promoted deal in *Groupon* website. Although the online food and restaurant advertisements do not really force the readers as well as the prospective customers directly, the usage of several moves and the linguistic features were noticed in the

*Groupon* website with the intention that their communicative purposes can be accomplished gradually.

The findings of the study also enable ESP teachers and learners to identify and utilise the different moves of the text structure in the online advertisements hence allowing the learners to realise how the communicative purposes are achieved. Moreover, the academic researchers may use this study as teaching aids specifically in the field of English as a Second Language (ESL) and English for Specific Purposes to educate the students in the area of online advertising. This study would be a good source for classroom discussions since only few studies were discovered in the genre of online advertisements. Therefore, the research design employed in the study enable to provide a comprehensive text description of the online genre and findings of the present study.

Looking from the business point of view, a possibility of higher increased sales would emerge as the results of the study facilitate the advertisers to produce a more effective online advertising. The overview of the rhetorical structure and the linguistic features can be identified in highlighting the desires of the targeted audience or the prospective customers. Consequently, this would help the advertisers and the writers to decide what information should be given in publishing a successful online advertisements as well as creating an effective *Groupon* website. In some instance, the advertisers may highlight the reviews from previous customers to realise the CTE move as it was found Not Obligatory in this study. However, 22.58% of the responses that was collected from the online survey admitted to read some reviews before purchasing the *Groupon* deals as the reviews enable to create the message more convincing to the readers.

## **5.5 Limitations of the Study**

This study is ultimately concerned with the rhetorical structure and the linguistic features used in the online food and restaurant advertisements found in *Groupon* Malaysia website. The data collected for this study is limited to only 20 *Groupon* deals specifically focused on the RM50 worth or less for each deal. In addition, the study was conducted in a limited time frame, however there are a lot of other online food and restaurant advertisements that are not covered in this study. Also, the researcher revealed that only 62 respondents replied to the online survey in order to help the researcher in obtaining a valid data for this study.

## **5.6 Suggestions for Further Study**

This research intended to analyse the move structure and the linguistic features used in the online food and restaurant advertisements promoted on the *Groupon* website. Nowadays, there are several websites available specifically in the online group buying sites in Malaysia. Therefore, the researcher suggests that future research can be done by comparing the similar category of products or services from different group buying websites as the presentation and the layout of the websites might be different from one to another.

As an extension to this study, the researcher also suggests that future research can be accomplished by comparing the move structure and the linguistic features between local and foreign online advertisements since this study was focused on the local website only. It is noticed that the *Groupon* websites are also available in other countries. The comparison therefore may reveal attractive features which contain both local and foreign online advertisements.

Moreover, the feature of food and restaurant can be easily found everywhere, mostly in the magazines, newspapers, brochures, catalogues and many more in order to promote their product or services. Since the trend of dining out is becoming popular among Malaysians, therefore studies can also be done on this product particularly from the genre of printed advertisements.

Studies using a multimodal discourse analysis approach can also be done on the multimodal discourse found in the data as the visual images play a significant role to capture the readers' interest and to showcase a clearer picture of what are exactly being offered in the restaurant. Besides, the visuals imply a sense of authenticity of the product thus stimulate the uniqueness of the place of interest through sight. The findings could be different where different aspects from Kress and van Leeuwen's (1996) framework may be adopted in analysing the visuals. This framework can be added to the scope of analysis of online advertisements in future research.

## **5.7 Conclusion**

In conclusion, the findings in this study support that Kathpalia's (1992) and Bhatia's (2004) framework is applicable in the online food and restaurant advertisements with two additional moves established which are Locating the Product or Service Provider (LPP) move and Providing Related Information via Links (PRI) by the researcher. This chapter also covers the significance of the study. Nevertheless, there are limitations to this study that could be noted for future research specifically for the online advertisements, as this would contribute a higher impact in attracting the targeted audiences.



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