

**A GENRE ANALYSIS OF ENGLISH EDITORIALS
IN THE BANGKOK POST**

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2018

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**DISSERTATION SUBMITTED IN PARTIAL
FULFILMENT OF THE REQUIREMENT FOR THE
DEGREE OF MASTER OF ENGLISH AS A SECOND
LANGUAGE**

**FACULTY OF LANGUAGES AND LINGUISTICS
UNIVERSITY OF MALAYA
KUALA LUMPUR**

2018

UNIVERSITY OF MALAYA
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Matric No: TGB120032

Name of Degree: Master of English as a Second Language

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A GENRE ANALYSIS OF ENGLISH EDITORIALS IN THE *BANGKOK*

POST Field of Study: Genre Analysis

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A GENRE ANALYSIS OF ENGLISH EDITORIALS IN THE BANGKOK POST

ABSTRACT

Genre analysis has been focusing on textual analysis both at the macro and micro levels. Steady interest amongst researchers in the field of linguistics and applied linguistics have looked at other scope particularly within the scope of professional genres. This study which embraces the genre theory of the ESP school looks at the rhetorical moves of editorials in order to identify its communicative purposes. Specifically, the study aimed to explore how editorial writers use language to achieve their communicative purposes by investigating the move structure as well as its interactional metadiscourse in the editorial articles. Fifty editorial articles collected from 'The Bangkok Post' were analyzed based on the framework adapted from Bhatia's (1993) and Tongsibsong (2012) models in order to define the rhetorical moves and strategies in the study. Additionally, Hyland's (2005) interpersonal metadiscourse model was applied to investigate interactional markers in the articles. The analysis showed that the communicative purposes of editorials are mainly to persuade and motivate readers to agree with the newspaper's position as well as to recommend and suggest the readers to do as the newspaper editorial writers offer. Further analysis points out that Presenting headline, Presenting the case, Justifying or refuting event, and Articulating a position are obligatory moves. Furthermore, the investigation of interactional markers revealed that hedges are the highest item in the corpus which is 39.85%. The categories of engagement marker, boosters, attitude marker denoted 25.78%, 19.83%, and 11.99% occurrences respectively. Finally, the self-mentions category is the least occurred in the text, 2.55%. This study is significant to enhance the teaching of writing to ESL/EFL learners in both the academic and professional contexts. The findings may heighten the awareness of ESP learners on the

importance of using appropriate rhetorical moves, strategies as well as interactional metadiscourse markers in achieving persuasive stance in the writing of editorials

Keywords: genre analysis, rhetorical move, editorial, communicative purposes, interpersonal metadiscourse

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ANALISIS GENRE EDITORIAL BAHASA INGGERIS DALAM THE BANGKOK POST

ABSTRAK

Analisis genetik setakat ini bertumpu pada analisis teks pada tahap makro dan mikro. Kepentingan yang mantap di kalangan penyelidik dalam bidang linguistik dan Linguistik gunaan telah meneliti skop-skop lain, terutama dalam skop genre profesional. Kajian ini yang merangkumi teori genre sekolah ESP melihat gerakan retorik editorial untuk mengenal pasti tujuan komunikatifnya. Kajian ini memberi tumpuan kepada analisa genre, terutamanya pergerakan retorik di dalam artikel-artikel editorial. Terutamanya kajian ini bertujuan untuk mengenal pasti struktur langkah pergerakan dan strategi, selain menyiasat metawacana (*metadiscourse*) interpersonal dalam artikel-artikel editorial. Sebanyak 50 buah editorial yang dikumpulkan daripada akhbar 'The Bangkok Post' dianalisa berdasarkan rangka kerja yang disesuaikan daripada model Bhatia (1993) dan Tongsibsong (2012) untuk menentukan pergerakan dan strategi-strategi retorik dalam kajian ini. Selain itu, model metawacana interpersonal Hyland (2005) digunakan untuk menyiasat penanda interaksi dalam artikel-artikel editorial. Analisa menunjukkan sebab-sebab berkomunikasi editorial secara lazimnya adalah untuk mempengaruhi dan menggalakkan pembaca untuk bersetuju dengan pendapat suratkhbar dan juga mencadangkan agar pembaca melakukan tindakan sebagaimana yang di katakan oleh penulis editorial. Analisis lanjut menunjukkan bahawa Penyampaian tajuk utama (Presenting headline), Penyampaian kes (Presenting the case), Menjelaskan atau menyangkal peristiwa (Justifying and refuting event), and Menyatakan posisi (Articulating a position) adalah langkah wajib. Tambahan pula, penyiasatan penanda interaksi mendedahkan bahawa kategori Hedges merangkumi pelbagai item di dalam korpus 39.85%. Bagi kategori-kategori kekerapan Boosters, Attitude dan penanda Engagement, masing-masing adalah sebanyak 25.78%, 19.83% dan 11.99%. Akhir sekali, kategori

penanda Self-mentions adalah sebanyak 2.55%. Kajian ini memberi kesan yang besar kepada pengajaran penulisan terhadap pelajar ESL (Bahasa Inggeris sebagai Bahasa Kedua) / EFL (Bahasa Inggeris sebagai Bahasa Asing) dalam kedua-dua konteks, akademik dan profesional. Hasil kajian dapat meningkatkan kesedaran pelajar ESP (Bahasa Inggeris untuk Tujuan Khas) mengenai kepentingan menggunakan pergerakan retorik dan strategi-strategi penulisan serta penanda metawacana yang sesuai, dalam mencapai matlamat pendirian yang meyakinkan dalam penulisan editorial.

Kata kunci: analisis genetic, gerakan retorik, editorial, sebab berkomunikasi, metawacana interpersonal

ACKNOWLEDGEMENT

This master's thesis would not possibly have been completed without the help and support of many kind people around me, to some of whom is possible to give particular mention here.

Foremost, I would like to express my sincere gratitude to Dr. Siti Zaidah Zainuddin, my thesis supervisor. She has enriched and broadened my perspectives on the notion of Genre theory and Metadiscourse. Her guidance has helped me throughout the time of writing this thesis. Without her assistance, it would never have been completed.

Besides my advisor, my sincere thanks also go to Dr. Norizah Hassan and Dr. Chow Ung T'chiang, my thesis committees for their insightful comments and advice.

I would also like to thank my friends, my seniors at University of Malaya who have devoted their time to share helpful ideas in the development of my study. Thank is also dedicated to the staff of the Postgraduate office of the faculty for their advice and concern along the way of conducting this thesis.

Last, and by no means least, I owe much to my family, my parents, Mr. Waepa and Mrs. Sareenee Binharong, as well as my husband, Mr. Musa Chemah who have encouraged and supported me throughout my academic experience and in particular during the research and composition time of this thesis.

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LIST OF SYMBOLS AND ABBREVIATIONS

IMD	:	Interactional metadiscourse
BKK	:	The Bangkok Post newspaper
ESP	:	English for Specific Purposes

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CHAPTER 1: INTRODUCTION

1.1 Introduction

The purpose of this study is to analyze English editorials in a Thai newspaper using a genre analysis approach. Within this preliminary chapter, the background of the study and statement of the problem are illustrated. The research questions, the scope and significant of the study are presented.

1.2 Background of the Study

Discourse and genre analysis are of increasing interest in the field of linguistics, particularly in the language teaching and learning as well as other areas within the scope of professional and academic communication (Bhatia, 2002). Genre is a kind or type of written and spoken discourse which have a standard in relation with situations and purposes of communication, restrictions on form and content, and a relevant discourse community (Swales, 1990). Within applied linguistics, genre analysis plays an important role in a variety of interesting fields of study which analyzes the aspects of socio-cultural, psycholinguistic and text linguistic. Many scholars have conducted genre analysis in the settings of academic research, both written and spoken discourse as well as in the professional setting and determined that papers in these settings can be characterized by rhetorical and linguistic forms, or in terms of conventional purposes. This research will focus on the English language use in a professional setting, the discourse community of journalists within the context of editorial writing. Because of the growth of media and communication, linguists and applied linguists are increasingly paying attention to the language used in these areas. Focusing on a genre, the linguists attempt to understand

functions of text-patterning and structural interpretation of text genre through rhetorical and structural analysis.

An editorial is defined as “an article in a newspaper that gives the opinion of the editor or publisher on a topic or item of news” (Sinclair, 1995, p. 491). Unlike news, they are intended to present evaluations and comments on printed news. The main function of editorial is mainly to be persuasive as well as argumentative. Van Dijk (1995) regards editorial as a type of media discourse which belongs to the large class of opinion discourse. Also, he proposes that opinion article is one of the sub genres of persuasive writing used to convince the readers. Newspaper discourse and editorials, in particular, can be considered "some of the adequate examples of persuasive writing in all countries, setting standard for written persuasion" (Connor, 1996, p. 143).

And for writing persuasively, presenting the propositional material in a form is most convincing and attractive. Writers need to create a credible textual persona and express proper stance towards their readers and the claims they present. In the construction of this textual persona, interpersonal metadiscourse is one of the linguistic features applicable for building a good relationship with an audience through writing. Seeking interpersonal relationship and interaction between addresser and addressee, this metadiscourse has a close relation with persuasive writing. Thus, finding interpersonal metadiscourse uses in a persuasive text, particularly opinion article such as editorial is an important task. As Hyland (2005) points out, editorials use metadiscourse in their own ways to persuade the readers through argument. In short, this study looks at the rhetorical moves and interpersonal metadiscourse uses in English editorials in the Bangkok Post newspaper.

In sum, studies on editorial's overall structure are few. A substantial number of studies have investigated independently either the move structure or metadiscourse use of professional writings. In this present study, rhetorical moves structure and interactional metadiscourse device in English editorials in a Thai English language newspaper are investigated. The theoretical framework adapted from Bhatia's (1993) and Hyland's (2005) metadiscourse models are employed respectively.

1.3 Statement of the Problem

Generally, a newspaper presents a good standard of language use which is internationally acceptable yet still maintains a local flavor. Newspapers also offer the use of fresh, topical and up-to-date language. The wide variety of genres in a daily newspaper, especially in the editorial section, attracts many researchers to study them.

Newspaper editorial is a type of professional writing which a writer argues persuasively to offer an opinion that he believes in. Due to the specific structure of this genre, it attracts many researchers to study them. And the way editorial writers select words to create favorable or unfavorable bias in their arguments is the most significant aspect of this genre (Bhatia, 1993). However, they have not been given enough attention in applied linguistics studies though it has been explored mostly from a journalism perspective. The genre is still largely ignored (see Van Dijk, 1995; Ansary & Babaii, 2005).

Especially, in the Thai context, so far this study has found only a small number of works that are related to English editorials in Thai newspapers. For example, Vadhanasindhu (2002) conducted a comparative genre analysis of newspaper editorials in three different groups of data including newspaper editorials in Thai language written by Thai native

speakers, English editorials written by English native and non-native speakers published in Thailand, and the last group, editorials in English written by native speakers of English published in United State of America. According to the study, Vadhanasindhu (2002) found some significant differences between them. For instance, English editorials published in United State of America had a wider coverage of topics than that of editorials in Thailand; Thai texts are more linguistically complex as a Thai sentence has more Verb-Units.

Another work is Puimom and Tapinta (2011) study which investigated the common linguistic types of English idioms used in the editorial columns in the Bangkok Post and the Nation newspapers, and examined the Thai readers' abilities and perceptions in their comprehension of English idioms as well as examined whether idiomatic expressions are the hindering factors for these Thai readers in their comprehension of English editorial articles. The findings revealed that in term of semantically and grammatically, literal idiom and phrasal verb idiom respectively was the most common type found in the editorial columns in the two English newspapers. They also suggested that "students were able to comprehend texts the best with literal idioms, the type with the most apparent meaning" (p.150). In addition, regardless of the linguistic features, student can understand idioms better when contexts were provided. These studies, however, did not analyze the move structures of the newspaper editorial.

Undertaking a move analysis in the discourses is crucial as it is associated with the writers' purpose. It can help readers understand the functions of the text. Moreover, interactional metadiscourse also plays an important role for editorial writers in presenting their points of view.

To my knowledge, the number of studies investigating move structures and interactional metadiscourse is still lacking especially in the Thailand context, as the number of those deal with academic or scientific discourses. Therefore, the present study intends to fill in the gap and investigate the rhetorical moves and interactional metadiscourse use in English editorials in the newspaper published in Thailand, The Bangkok Post.

English editorials produced by writers from different cultures may share some similarities in terms of structure and communicative purposes. However, each individual has his/her own strategies and styles in writing based on the environment and culture they inhabit as the statement of Shams (2005) that

“The editorials of different newspapers are quite diverse in their styles and textual strategies, e.g. in the selection of lexical items, syntactic structures and modes of argumentation, suggesting a distinctive ‘voice’ for each newspaper. The variation in textual strategies and style is according to the target readership of the newspapers. However, while the lexicon and style may vary according to the target readership, the structure of editorials is more or less the same for different newspapers” (p. 172).

1.4 Objective of the Study

The objectives of the present study are to use genre analysis to explore how editorial writers use language to achieve their communicative purposes by investigating the move structure involved in English editorials of the Bangkok Post newspaper. The term "Move" in this study refers to discriminative elements of generic structure which can make a significant difference in the status of genre which is a basis for defining a genre (Bhatia, 1993). Additionally, the study also examines interactional metadiscourse devices applied and most predominantly occur in the editorial articles.

1.5 Research Questions

Based on the research objectives, the study will address the following questions;

1. What are the communicative purposes of the English editorials in The Bangkok Post newspaper?
2. What are the rhetorical structures of the English editorials in The Bangkok Post newspaper?
3. What are the interactional metadiscourse features used in the corpus?

1.6 Scope of the Study

There are some scopes and imitations of conduct to this research study, which will be detailed below.

Firstly, the data of this study is small in size because it is only collected from the Bangkok Post newspaper, which the researcher focused on the political theme from January- May 2015. This time frame was selected because it coincided with the time that the researcher decided to undertake this study.

Secondly, it points out that genre analysis is a multi-disciplinary theory involving various subjects and study fields. The current study cannot deal with all the problems in this field, as it only focuses on the three aspects to try to explore the application of communicative purposes, move structures and linguistic features as IMD in newspaper editorials.

Thirdly, regarding linguistic feature analysis, only IMD categories (hedges, boosters, attitude markers, self-mentions, and engagement markers) were investigated.

1.7 Significance of the Study

It is expected that this study will have a significant impact on the teaching of writing to ESL/EFL learners in both the academic and professional contexts. The findings will contribute to further broadening the genre and IMD. Both language teachers and learners will be able to use the knowledge of the rhetorical move structures and metadiscourse in editorial articles gleaned from the findings of the study to better prepare themselves in terms of writing editorials or persuasive discourses.

The study aims not only to clarify the move structure of editorial genre in question but also explain the communicative goals of the discourse community and the individual text organization employed by the members to achieve these goals. It is hoped that this analysis will be able to contribute towards communicative language teaching, particularly ESP and English for Journalists. Insights from such study will hopefully be able to help such practitioners design better and more relevant programs for the Thai journalist community, hence the urgent need of human resource development.

Furthermore, examining the editorials' move and IMD will provide an illustration of this kind of discourse enabling future editorial writers to produce works that are well organized, informative and persuasive.

1.8 Outline of the Thesis

The first chapter presents an overall image of the title of the research by dealing with the background of the study and statement of the problem. The chapter also displays the research questions along with the scope and the significance of the study as well as outline of the thesis. In the second chapter, A review of theories used in the current study, the relevant existing literature and research in the areas of genre study, move, newspaper editorial study and interactional metadiscourse are presented. Then, chapter three presents the methodology of the thesis which provides the data selection criteria, data descriptions, and the definitions of the moves. In the fourth chapter, the research findings and discussions are presented in two sections 1) the analysis of the rhetorical move structures and communicative purposes and 2) the analysis of IMD devices in order to see how the text writers present the persuasive text as editorials. In the last chapter, the summary of the study and the pedagogical implication. Moreover, the recommendations for future research is also provided.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter discusses the theory used in this present study, the history of newspaper editorial, the definition, and its characteristics are provided. Second, the theoretical framework used in the study, which includes the concepts of genre theory, genre analysis, move and strategy are reviewed. Third, the categories of interpersonal metadiscourse are discussed. Finally, several previous studies related to rhetorical move analysis and interactional metadiscourse examination are reviewed, particularly on newspaper editorials genre.

2.2 Genre Theory

The term 'genre' has long been used in literary studies to refer to different types of literary texts and has been widely used with a similar meaning in related fields such as film studies. Today, this term is used to refer to "a distinctive category of discourse of any type, spoken or written, with or without literary aspirations" (Swales, 1990, p. 33). The notion of genre has been discussed in a range of different areas, including folklore studies, literary studies, linguistics, rhetoric, sociology, and psychology (see Swales, 1990; Bhatia, 1993). Most interpretations of the concept of genre, in the widely different fields in which it is used, seem to agree at least implicitly on one point: genres are types or classes of cultural objects defined around criteria for class membership.

In the field of applied linguistics, Genre has been applied in different ways; however, the most widely-used denotations were derived from three varying concepts of genre studies.

They are the New Rhetoric studies, the Systemic Functional Linguistics (SFL), and the ESP.

2.2.1 The New Rhetoric Studies

The first denotation comes from the new genre studies rhetoric. Miller (1994) debated that genre should be classified as repeated situations of a rhetorical action and subsequently for a basis of genre categorization established on rhetorical application, rather than one founded on structure, substance, or aim. Freedman and Medway (1994) also stated that new rhetoric genre theorists focus on “tying these linguistic and substantive similarities to regularities in human spheres of activities” (p.1).

In a nutshell, genre in new rhetoric study has a lesser focus on the text’s features, but more on the relationship between text and context usually through ethnographic analysis or case study approach

2.2.2 The Systemic Functional Linguistics

The Systemic Functional Linguistics approach (SFL) was developed in 1975 by Michael Halliday who has since greatly influenced language theory and education in Australia. Later his Australian students, most notably Jim Martin, have developed theories of genre within a systemic functional framework and discuss genre as "a staged, goal-orientated, and purposeful social activity that people engage in as members of their culture." (Martin, 1984, p.25). In sum, systemic functional linguistics’ view of genre and the interpersonal and textual metafunctions offers a strong level of specificity for genre analysis.

2.2.3 The ESP

ESP genre analysis has its origins in Swales's (1990) studies of discourse structure and linguistic features of scientific research articles. In ESP perspective, discourse structures are usually described in terms of moves, and communicative purpose is given an important role. And Swales (1990) defined genre as "A genre comprises a class of communicative events, the members of which share some set of communicative purposes". He further stated that "these purposes are recognized by the expert members of the parent discourse community, and thereby constitute the rationale for the genre" (p. 58).

In other words, a class of communicative events with a shared set of communicative purposes. These purposes are acknowledged by relevant members of the academic community thus, establishes the rationale for the genre. This is a definition that is used widely in genre analysis work by ESP practitioners. There is much focus on identifying structural elements in texts and making assertions about the arrangement of these components. All these thoughts on the definitions of genres have a commonality between them, even as they focus on different issues and occasionally have varying theoretical concerns.

Furthermore, Bhatia suggests an additional comprehensive definition of genre based on the understanding of the three traditions of genre theory.

"Genre essentially refers to language use in a conventionalized 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 discursal resources"

(Bhatia 2004, p. 23)

This definition is relevant to the present study which has as its aim the examination of move structure of English language editorial in Thai newspaper. Newspaper editorials are considered the genre acknowledged in a normalized communicative condition (newspaper presses) to provide with expression to a particular set of communicative goals.

Genre theory in ESP approach is employed in this present study. Due to the study aims to analyze the structure of newspaper editorials, focusing on rhetorical moves and strategies which are related to ESP approach of genre theory that textual patterns or organization in a genre are examined by breaking the text up into move. Not only the structure but also the linguistic features are analyzed to find out the linguistic features used in the texts.

2.3 Genre Analysis

Genre analysis is a study of situated linguistic behavior in institutionalized academic and professional settings, which was initially used in pioneering work on the Introduction to an academic article of Swales (1990). Swales (1990) pointed out that genre relates to discourse community which is defined as a group of people sharing a purpose and they use communication to achieve the goal. He further described that structural arrangements of a genre and the language used to demonstrate these arrangements can be shown from genre analysis. This was used to gain a better understanding into the type of genres that help in ESP writing and teaching materials. Meanwhile, Bhatia (1993) define genre analysis as a “thick description of functional varieties of written and spoken language than that offered by any other system analysis in existing literature” (p. 39). Later, in another study on genre analysis, Bhatia had come out with a new definition of genre

analysis, which is “genre analysis is often viewed as the study of situated linguistic behavior” (Bhatia, 2002, p. 4).

Genre analysis extends discourse analysis from linguistic description to explanation, especially the attempt to answer the question “Why are specific discourse-genres written and used by the specialist communities the way they are?” (Bhatia, 1993, p.11) It is necessary to combine the aspects of socio-cultural, psycholinguistic and linguistics to answer the question. And each aspect has different functions in genre analysis.

2.4 Important Elements in Understanding Genre

2.4.1 Communicative Purpose

Both Swales (1990) and Bhatia (1993) highlight that the key to identifying a genre is to observe the communicative purpose of each genre. Swales (1990, p. 10) states that “it is communicative purpose that drives the language activities of the discourse community; it is... the prototypical criterion for genre identity, and it... operates as the primary determinant of task”.

In other words, the language that is used in a discourse community for examples professional or academic is influenced by its mean purpose.

The foremost communicative purpose of any genre is recognized by comprehending all other additional communicative purposes, as stated by Bhatia (1993). Move structures are described to represent these communicative purposes. So, it is essential that each move is studied per genre in order to obtain the definitive. In a newspaper editorial, the

communicative purpose(s) is realized by the structural moves such as offering the argument, reaching the verdict and recommending the action. And Bhatia (1993) also stated that “it is interesting to note that how each move is signaled in each paragraph...All this signaling is closely related to the communicative purpose of the genre which this particular text illustrates” (p. 172). In addition, Tongsibsong (2012, p. 175) suggested that communicative purposes of English editorials are

1. “To present actual events and to frame concerned issues”
2. “To discuss possible choices of events or alternative solutions”
3. “To give opinions and to convey writers’ desired events”
4. “To suggest or recommend what should be done in actual events”

2.4.2 Move

Move is an essential element in genre studies. McKinlay (1984) regards a move as a semantic unit which is connected to the writer's purpose. Azirah (1996) clarifies that moves contain different linguistic features according to the writer’s communicative intention, normally consisting of language distinct to that move. Thus, the move contains acts and is firmly linked to every input to a dialogue raised by the speaker. Bhatia (1993) stated that moves are discriminative elements of generic structure which can make a significant difference in the status of genre (Bhatia, 1997)

Studies on move patterns had relied upon an array of frameworks to discover the rhetorical organization of the writing under study which the first ESP to pioneer rhetorical moves based on the notion of communicative purposes is Swales in 1990. He proposes his famous CARS model (Create A Research Space) which posits three main moves; Establishing a territory move, Establishing a niche move, and Occupying the niche move

to analyze rhetorical moves in ‘introduction’ section of research article. The CARS model is vastly popular among researchers who study rhetorical moves in introductions of research articles (Hyland, 2000; Kanoksilapatham, 2005; Ozturk, 2007; Hirano, 2009). Chakorn (2002) applied Swales’ rhetorical approach to investigate move patterns in different genre as business letter and fax. Additionally, for these distinct but closely connected genres, Bhatia (1993) presented a rhetorical structure when applying ‘move’ in the study of product and self-advertising by way of job application and sales promotion letters.

2.4.3 Strategy

Adding on to Swales’ research, Bhatia clarifies the following elements: *communicative purposes, moves and rhetorical strategies*. Communicative purposes refer to the general organization of a text into a number of components called *moves*. Such moves can be made and such purposes can be achieved through different rhetorical strategies. The examples of rhetorical strategies provided by Bhatia primarily have a linguistic nature.

Moves are “discriminative elements of generic structure” (Bhatia, 1993, p. 32), i.e. if they vary significantly, it may give a different genre or sub-genre. By contrast, “strategies reflecting the choices of individual writer in order to serve his private intention are non-discriminative strategies” (Bhatia, 1997, p. 215) which means that they do not influence/vary the nature of a genre.

In this study, the researcher prefers the term ‘strategy’ instead of step, to reflect variability among elements within a move since strategy can be used in different sequential order as opposed to step which conformed to the pilot study findings

2.5 Newspaper Editorial as a Genre

Editorial is a part of a newspaper which was first written in 1880 when editorial was applied to express a statement of the editor's opinion (Yaasa, 1996 quoted in Ate, 2008). At that time, the word editorial referred to an article written by the editor. In the 20th century, the area of editorial became enlarged. Modern newspapers have extended, dignified and enriched the editorial page to exhibit opinions by columnists and guest writers. Formally, the structure of editorials is different from that of the news report which tries to present facts as objectively as possible. They have restricted length (between 200 and 500 words), appear in the newspapers' category of opinion discourse on the editorial page of columns, opinions articles, and reviews.

Newspaper editorial is defined as "an article in a newspaper that gives the opinion of the editor or publisher on a topic or item of news" (Sinclair, 1995, p. 491). Along the same line, Duyile (1990) reported that editorial is the opinion of the newspaper simply written for the understanding of readers in order to guide them to take decisions on the issues being discussed, it as a comment or an argument for supporting the information such as a particular policy, an action, or an idea. Editorial may refer to an argument in a newspaper used to show the logical reasoning with the purpose of persuading the readers to oppose or support an idea, policy or an action based on facts available. From these definitions, it can be inferred that newspaper editorial is an opinion article which the writers express their ideas and attitudes to influence and persuade the readers on any issues. Moreover, the editorial writers employ linguistic resources to create favorable or unfavorable bias in his arguments (Bhatia, 1993).

Newspaper editorials fit in the opinion discourse class because they are specified as a type of media discourse (Van Dijk, 1995). They vary from news as they usually discuss

evaluations and events that have already been reported in the newspaper. In terms of professional written works, editorials mainly have an argumentative and persuasive role – to persuade and reproduce their beliefs towards certain ideologies with the public, in addition to addressing, whether directly or indirectly, influential news actors and also editorials act politically as an implementation of power (Van Dijk, 1992). Thus, the expression of opinion discourse as editorial should be structured in specific ways.

Some studies employ newspaper editorials as data especially in the area of languages and linguistics. The researchers have illustrated the editorial article in various fields, such as Katajamaki and Koskela (2006), Ansary and Babaii (2009), Babaei (2010, 2011), and Naeem and Minah (2013) conducted cross cultural analysis on editorials. Tongsibsong (2012) examines the rhetorical structure while rhetorical features in the texts are analyzed in Ashipu's (2013) study.

2.6 Theoretical Frameworks

There are different frameworks used to analyze newspaper editorials. This study adopts the genre approach via the move analysis.

2.6.1 Bhatia's Cognitive Structure (1993)

Bhatia (1993) defines editorials as “generally regarded as the newspaper's analysis, discussion, opinion or verdict on the issue of the day. Unlike news reports, editorials are written in the way of expressing a strong opinion” (Bhatia, 1993, p.170). And regarding move analysis on newspaper editorials, Halliday (1986) studies the process of condensing

ideas assumed by the writer to be shared knowledge into the form of nominalizations that is a characteristic of advanced academic writing which author applies persuasive argument to propose his/her believed views and opinions. This linguistic phenomenon is common and appropriate. Bhatia (1993) also suggests that this phenomenon can be discovered in type of persuasive academic writing and commonly appears in terms of discourse strategies and discourse regularities in many academic essays like lead articles which typically consists of four parts of cognitive structure in academic essays as the following

- (a) **Presenting the Case**, this move concerns actual events. It can appear to frame issues, make choices clear or defend areas of concern.
- (b) **Offering the Argument**, where the editor proposes other feasible options i.e., what was not or what might confutation and confirmation.
- (c) **Reaching the Verdict**, which concerns the world of the desired event, i.e., what should be or what should have been. In other words, it is the writer's conclusion.
- (d) **Recommending Action**, where the writer appears to suggest how the readers can comprehend the desired world of events.

(Bhatia, 1993, p. 165)

And this model is used to examine editorial's rhetorical move in Tongsibsong's (2012) study. She conducts a comparative study on newspaper editorial regarding English editorials in broadsheet and tabloid newspapers based on Bhatia (1993) model which

intends to identify rhetorical moves, compare the move structures and also interpret the communicating intention of genre.

2.6.2 Tongsibsong (2012) move structure framework

Tongsibsong (2012) conducted a comparative study on 30 editorials the New York Post and 30 the Washington Post. The study is conducted based on the frameworks of the move analysis as projected by Swales (1990) and Bhatia (1993), so that the rhetorical moves can be identified and the move structures of editorials can be compared. Also, the communicational intention of the genre can be sorted out. In identifying moves, she employs the definition proposed by Swales (1990) that a move is a semantic unit connected to the writer's purposes and regarded to the function it performs in relation to the overall function of the article. Also, the study uses the common move structure of typical academic essays like lead article and editorial as a model by Bhatia (1993) to name and identify rhetorical moves. According to Tongsibsong's (2012, p. 164) research findings, "there are four common moves and one optional move found in English editorials of broadsheet and tabloid newspapers".

- (a) **Presenting Case.** This part presents actual events or situations of everyday that may be beneficial for residents in a community and may be affected residents' lives.

- (b) **Offering the Argument.** In this part, the editors propose their discussion about the possible choices of events or alternative solutions that might not happen in actual events presented in the editorials.

- (c) **Reaching the Verdict.** It is a part of conclusion. It is also a part describing the events that editors suppose it to happen. Moreover, editors may convey their desired events in terms of what should be in this move.
- (d) **Recommending Action.** In this move, the editors will suggest how the desired events can be happened. It is a part recommending ways of making alternative solution or possible choices of events to occur.
- (e) **Elucidating Case.** This move is to explain cases or events more fully.

Tongsibsong (2012) found 4 moves that are in Bhatia (1993) analysis. However, she also found one new move in her analysis which is move 5: Elucidating case which functions as explaining case or event in details.

The present study takes caution in adapting Bhatia (1993) and Tongsibsong (2012) frameworks completely because the resources of data are different. They examine English editorials in an American newspaper while this study focuses on English editorials in Thai newspaper. Since different data may show different move structure, English editorials produced by writers from different cultures may share some similarities in term of communicative purposes. Furthermore, each has his strategies and styles in writing based on environment and culture they inhabit which conform to Shams' s (2005) statement that different newspaper editorials have different writing styles. On the other hand, they propose only moves of newspaper editorial. In this study, the researcher would like to investigate the rhetorical strategies which editorial writers use to realize the move as well.

As mentioned, editorial is persuasive and argumentative in nature. Thus, offering the argument is one of important moves of the editorial genre. Babae (2011) also concurred that editorial can be inferred as mixed or hybrid genre because it primarily has an argumentative and persuasive function. He continues to say that its main communicative purpose aims to persuade readers to belief or agree with writer's opinion. Argumentation is also characteristic of legal genre, based on the pilot study of the current research, there are some characteristics of argumentation found such as move of identifying the case, establishing facts of the case, and arguing the case.

At the same time, an argumentation is the nature characteristic and function of legal cases. Based on the pilot study, it can be inferred that editorial genre and legal cases share some characteristics, particularly, argumentation. Therefore, Bhatia's cognitive structure, legal genre (1993) and Tongsibsong (2012) models are adapted as the theoretical framework to analyze corpus in the present study. The adapted model includes four moves and nine strategies. The details and descriptions will be addressed in chapter three.

2.6.3 Legal Genre

A legal case is the most important part of law specialist's reading list for lawyer or law students which are used in the law classroom, lawyer's office and also the courtroom. Bhatia (1993) investigates rhetorical moves of legal cases in order to identify the standard structure of case writing. He defines legal cases as an abridged version of court judgments that are intricate and detailed. The cases are abridged by various writers for different purposes. Consequently, legal cases are the most influential tool to give law students practice in legal argumentation and decision-making. Commonly, argumentation is the

nature characteristic and function of legal cases. In examining legal cases, Bhatia (1993) finds a typical four moves structure; details structural description of the genre as below.

(a) **Identifying the case**

Legal cases used in academic or occupational contexts must be identified in a way consistent with its own professional community. Thus, most cases presented in Law Reports or casebooks begin with this move. This move is in all three versions of the case: the case for training law students, argumentation, and decision making.

(b) **Establishing facts of the case**

The facts of the case are important to allow case readers to consider them as legal material in order to decide the relevance of the case for a subsequent one. According to cases for revision purposes, the description of the case is the important legally material facts. If a casebook is used for the reason of legal argumentation, it is essential to establish the facts of the case by providing greater detail regarding the event that led to the dispute. The details of the facts contain not only legally significant ones for the judgment in the case but also ones considered as crucial details in at least two ways. First, the detail is related to answers to some questions that a reader may ask. Second, the detail is related to facts that may help a reader or learner to differentiate legally important facts from facts that are less important or unimportant. Therefore, proper establishing of facts will support a reader's better appreciation of the judge's argumentation.

(c) **Arguing the case**

This section of the legal case is the most complex and maybe the most significant for law learners. There are several sub-moves in this section depending on the nature of the case and the length. It is common to begin with the name of the judge who delivers judgment and may include the case's history in the courts which are the judgments given by earlier judges especially in appeal cases, the present judge's arguments, the evidence used in the negotiation of justice, and finally the derivation of the principle of law used in subsequent case. The three major sub moves are:

(1) Giving a history of the case

(2) Presenting arguments

(3) Deriving ratio decidendi

(d) **Pronouncing judgment**

Generally, this move is a short part, but it is formulaic, standardized in character, essential, and an inextricable section of the case. This move functions to complete the case by pronouncing the judgment.

Bhatia (1993) summarizes that legal case typically begins with the identification of the case, follow by establishing of facts, and providing the facts and evidence of the real world to construct an argument by a judge or making a text in question and always end with the pronouncement of the judgments. In addition, the judgments, or solution, is the outcome of logical reasoning and precedes from initial evaluations, which show that the solution is not only well argued but more significantly, constant with earlier judgements

(Bhatia, 2004). These characteristics are very similar to newspaper editorials in term of offering argumentation, providing facts, figures or pieces of evidence to support it.

2.6.4 Related Studies on Newspaper Editorials

An editorial consists of a newspaper's opinion piece to further provide readers with an understanding of the issues discussed, so that they are able to make pertinent decisions (Duyile, 1990). They are meant to influence public opinion. In addition, editorials try to criticize and explain the news stories. Many researchers have dealt with newspaper editorials in various viewpoints like exploring the content to uncover the ideological positions in newspaper editorials which Dantas-Whitney and Grabe (1989) and Tirkkonen-Condit and Lieflander-Koistinen' (1989) studies are initial works conducted on this kind of genre.

Dantas-Whitney and Grabe (1989) focused on the presentation of information by comparing editorials in Brazilian, Portuguese and English. The study looked at six text features namely, the use of nominalization, preposition, third person singular, pronouns and locative verbs. From this study, and compared to the Portuguese editorial, English editorials tend to use a more precise style of writing, nominalization and prepositions. Portuguese editorials in the meantime, personalize their texts with usage of locative verbs, as well as third-person singular and pronouns.

A cross-cultural comparison of editorials in Finnish, English and German newspapers was also organized by Trikkonen-Condit and Lieflander-Koistine (1989) to compare the strength and position of an editorial's argument. It was found that Finnish editorials do not state their preferred stance on an issue, thus not providing readers with adequate

information. Here, they prefer to build on an agreed consensus, rather than a division. It was also found that German editorials, and as compared to English editorials, state their argument right at the beginning.

Furthermore, editorial studies are conducted to investigate editorial's rhetorical features and rhetorical devices. For example, Fartousi and Dumaning (2012), Ashipu (2013), Farrokhi and Nazema (2015). And only a few studies have emphasized on editorial structure, such as Bhatia (1993), Van Dijk (1993), Katajamaki and Koskela (2006), Ansary and Babaii (2009), Babae (2010), Fartousi (2012), Tongsibsong (2012) and Zarza et al. (2015). Le (2009) mentions that the studies on editorials have mainly focused on exploration of their content to uncover their ideological positions on specific topics and only a few studies have emphasized on their structure until now; however, there is no the study of editorials in an ethnographic context. Furthermore, Le (2009) categorizes the main studies on editorials' structure into three groups.

For the first group, through analysis of The Guardian, Bolivar (1994) found that three moves were often included in English editorials, and these consist of: Situation, Development and Recommendation. There are three further steps under each of these moves, which he coins as a triad; Lead, Follow and Valuate. Since Bolivar (1994) does not furnish us with a more detailed examination, the structure cannot be used in the current study and may limit the data for this study which contains more complex rhetorical moves.

The second group is the studies that highlight rhetorical structures. Hawes and Thomas (1996) applied Halliday's approach (1985) to examine 60 editorials collected from two British newspapers in October 1991 and see whether progression in organizing text is

constant or demagogic. Referring to the demagogic progression is more often used for an intellectual audience.

The final group's analysis is on the rhetorical structures of the editorials in Washington Times by Ansary and Babaii (2005). Here, the following moves were established: Run-on headline, addressing an issue, and argumentation and articulating a position. Even though clearly determined, these moves did not explain how the editorials were structured by its linguistic and contextual elements. However, some of the classifications of these models were deemed too general to be able to equip a comprehensive awareness of the theoretical moves of editorials, even if they manage to reveal enough information to highlight the significant featured of the editorial genre.

Le (2009) reviewed that there are few studies on the overall structure of editorials. These have been restricted to the confined methodology of other corpora, together with their structural and functional analyses. Le (2009) comments about studies on editorials' structure by saying that "they also have been limited by their corpus because of its (most often) small size, its selection in terms of content, the short time span of publication, and the language of their publication (mostly English). Thus, the genre of editorials still largely remains to be investigated" (p.1729).

Regarding move analysis on newspaper editorials, Halliday (1986) studies the process of condensing ideas assumed by the writer to be shared knowledge into the form of nominalizations. That is a characteristic of advanced academic writing which author applies persuasive argument to propose his/her believed views and opinions. This linguistic phenomenon is common and appropriate. Bhatia (1993) also suggests that this phenomenon can be discovered in type of persuasive academic writing and commonly

appears in terms of discourse strategies and discourse regularities in many academic essays like lead articles which typically consists of 4 move structures; presenting case, offering argument, reaching verdict and recommending action. This model is used to examine editorial's rhetorical move in Tongsibsong's (2012) study.

Tongsibsong (2012) conducts a comparative study on newspaper editorial regarding English editorials in broadsheet, the New York Post and tabloid newspapers, the Washington Post based on Bhatia (1993) model. She intends to identify rhetorical moves, compare the move structures and also interpret the communicating intention of genre. The findings revealed that two types of newspapers are similar in terms of number of common moves, number of optional moves, sequence of common moves, writing style, and communicative purposes of moves. Presenting case, offering argument, reaching the verdict, and recommending action are four common moves found in editorials of broadsheet and tabloid newspapers which are similar to the four moves discovered by Bhatia (1993). Thus, it can be concluded that the result of a common move structure found in Tongsibsong's (2012) study is compatible with Bhatia's (1993) move structure of academic essays. In addition, another move as elucidating case move was found as an optional move in the articles which its communicative function is defined as "to explain cases or events more fully" (p. 175). She also claims that the communicative intention of newspaper editorials is "to motivate and persuade readers to consider idea or give opinions that oppose or support the information in those editorials" (Tongsibsong, 2012, p. 177-178).

The rhetorical characteristics of two different newspaper editorials in terms of their rhetorical moves and steps are compared by Zarza, et al. (2015). The collected articles are analyzed based on composite framework models of Bhatia (1993), Gunesekar (1989),

Ansary and Babaii (2005), and So (2005). The editorial move structure is found that included obligatory and optional moves as well as steps. It is also observed that both newspapers contain variations in the use of moves. In this same study, Bhatia's (1993, p. 68) idea that editorials are a "universally-conventionalized" genre is also affirmed as both editorials contained typical macro-structures.

Considering the above analysis, a feasible conclusion is that studies on rhetorical moves have been based mostly on English, European and some from Malaysian newspaper and so far, concentrated on the move levels, only Zarza et al. (2015) focuses on both move and step level. Studies on editorials of Thai are quite scarce.

In Thailand context, to my knowledge, the number of serious published works on newspaper editorials is relatively low. For example, Vadhanasindhu's (2002) study which compares editorials in three groups, one written in Thai by Thai native speakers (TT), written in English by both native and non native speakers of English (ET) and Written in English by native speakers of English (EA), respectively. The study suggests that three groups of editorials are different in term of writing purposes, linguistic features, language used, rhetorical structures, styles and attitude of writers. For example, TT intends to inform events while ET and EA focus on arguing against some things, Thai writers give indirect suggestions while American is straightforward to express the viewpoint and call to action and Thai writers favor to give many examples of words and expressions than English native speakers.

Based on the analysis, most of the editorials conform to proposed models, no matter where they were written and by whom. However, they showed some differences between

them with the rhetorical convention. According to the findings, it can be considered that each writer has his or her own ways, styles and strategies to present information.

2.7 Interactional Metadiscourse (IMD)

Genre theories state that texts can be categorized as different genres. Various researches have set out to characterize different main linguistics and rhetorical features of a genre to order these classifications. Sometimes this has involved focusing on their typical rhetorical structures, describing them in term of regular sequences of moves or stages.

There is a necessity to grasp the linguistic realizations that accompany the move structure. One of these is a key dimension of genre analysis – metadiscourse – which is able to show how language preference reflect writers’ different aims, their assumptions about their target audience and the various interactions created with their readers and it has intrigued many researchers.

The role of metadiscourse in writing has long intrigued writing scholars for an extended period of time. These scholars have each described metadiscourse in their own way. It was a term first conceived by Zellig Harris in 1959 to “offer a way of understanding language in use, representing a writer or speaker’s attempts to guide a receiver’s perception of a text” (Hyland, 2005, p. 3). This concept was further developed by other researchers, such as, Vande-Kopple (1985) argues that metadiscourse does not increase any additional propositional material even though it indicates the writer’s presence. Crismore, Markkanen, and Steffensen (1993, p. 40) added to this notion. They state that listeners and readers can “organize, interpret and evaluate the information given” through metadiscourse. Similarly, metadiscourse is seen as a writing mechanism that helps writers

construct their writing discourse and in turn, offer their opinion for the reader (Hyland & Tse, 2004). A current thought by Williams (2007, p. 65) states that metadiscourse is the communication that indicates “not to the substance of your ideas, but to yourself, your reader, or your writing.” However, one thing is clear with these definitions. The use of the right writing metadiscourse is able to help the writer meet the discourse community’s anticipation through his writing approach (Hyland, 2005).

To conclude, metadiscourse elements should be used appropriately to understand texts better. They would be resourceful in carrying the writers 'intended meaning' competently. Thus, the researcher wants to find out if Thai newspaper editors of the Bangkok post use different interpersonal metadiscourse devices to achieve the intended persuasion in order to involve and challenge the readers' mind while reading truly.

2.7.1 Hyland’s Model of Interpersonal Metadiscourse

Hyland (2005) sub-categorized metadiscourse into two main categories (see Figure 2.1) to show more distinctions in communicative intent. He proposes a theoretically robust and analytically reliable model of metadiscourse.

Hyland's interpersonal metadiscourse model (2005) comprises two categories: interactive and interactional (see figure 2.1). Interactive markers are features that “are used to organize propositional information in ways that a projected target audience is likely to perceive as coherent and convincing” (p.50), while interactional metadiscourse is “features that involve readers and open opportunities for them to contribute to the discourse by informing them about writer's perspective towards both propositional information and readers themselves” (p.52).

Interactional	Function	Resources
Hedges	Withhold commitment and open dialogue	Might; perhaps; possible
Boosters	Emphasize certainty or close dialogue	In fact; definitely; it is clear
Attitude markers	Express writer's attitude to proposition	Unfortunately; I agree; surprisingly
Self-mentions	Explicit reference to author(s)	I; we; my; me; our
Engagement	Explicitly build relationship with reader	Consider; note; you can see that

Figure 2.1: Hyland's interactional metadiscourse resources (2005)

In the present study, the researcher only focuses on interactional resources to determine predominantly used metadiscourse categories of English editorials in Thai newspaper. Since the communicative purpose of newspaper editorial is considered as persuasion which editorial writers take a particular position on a usually controversial topic to persuade the reader to accept that position, in this respect, persuasion is closely related to negotiation in that the writer, at times, must point out their certainty while at others they need to leave some space for the readers to decide whether or not to agree with the position (Golder & Coirier, 1996). Therefore, the opinion presented in the genre of persuasion is often associated with an indication of the writer's degree of probability (e.g., hedges), certainty (e.g., boosters), expressing opinion (e.g., attitude markers), explicit presence in the text (e.g., self-mentions) and explicitly address readers to focus their attention (e.g., engagement markers) in order to the claims presented (Alward, Chua, & Siti, 2012).

- (a) **Hedge** likes Might, perhaps, possible, about, are “devices which indicate the writer's decision to recognize alternative voices and viewpoints and so withhold complete commitment to a composition” (Hyland, 2005, p. 52)

which “enables writers to express a perspective on their statements, to present unproven claims with caution, and to enter into a dialogue with their audiences” (Hyland, 1998, p. 6).

- (b) **Booster** allows writer to closedown alternative, head differing views and convey assurance in their thoughts. Boosters imply that the author acknowledges a potentially varied position but has chosen to limit this diversity rather than expand it. For example, certainty, surely and obviously.
- (c) **Attitude markers** indicate the effective, instead of epistemic, outlook of a writer. Attitude markers usually impart surprise, agreement, importance, obligation and frustration, rather than commenting on the status of the information, it is probable applicability and accuracy of the facts. For example, regrettably, sadly, and importantly.
- (d) **Self-mentions** provide information on a writer’s character and stance, referring to a clear authorial presence in the text. For example, I, we, and the writer.
- (e) **Engagement markers** are a device that are used to create an effect of authority, integrity and reliability, and usually addresses readers directly, often to aim their thoughts on, or include them as discourse participants. For example, consider, note, and we (inclusive).

2.7.2 Related Studies

Regarding metadiscourse, a lot of studies have been conducted in this field. Nevertheless, apparently metadiscourse-related study has generally been done on genres other than the newspaper genre. For example, scientific writing (e.g., Bunton, 1999; Hyland, 2004; Hyland & Tse, 2004), textbooks (e.g., Hyland, 1999, 2000; Kuhl & Behnam, 2010), and advertisements (Fuentes-Olivera et al., 2001). However, to the best of my knowledge, there are only few studies on interpersonal metadiscourse resources with regards to opinion articles as editorial genre (Dafouz-Milne, 2003, 2008; Abdollahzadeh, 2007; Noorian & Biria, 2010; Kuhl & Mojtoud, 2014). Most of them explore both categories, interactive and interactional. To my knowledge, Khabbazi-Oskouei (2013), is the only study that sought to examine IMD devices used in English newspaper editorials.

Kuhl and Mojtoud (2014) conducted a cross-linguistic study to examine how cultural factors and generic conventions affect the use and distribution of metadiscourse within a single genre. Editorials of American and Iranian newspapers are examined based on Hyland's (2005) metadiscourse model. The findings found similar metadiscourse resources in both the editorial groups. They also indicated that "metadiscourse resources play a vital role in the construction of persuasion in newspaper editorials. These findings also suggest that metadiscourse is an important device for communication with readers in both cultures" (p. 1054). So, not only is metadiscourse a unique feature of the English language, it is also a rhetorical feature of other languages as well.

Nabifar and Shenasi (n.d.) explored the frequency and categorical distribution of IMD in newspaper editorial sections of two elite newspapers, written by English native, Washington Post newspaper, and non-native speakers, Tehran Times newspaper. The

analysis of the corpus used in this study was based on Hyland (2005) model. The result of Independent Sample t-test showed that no significant difference in the frequency of IMD devices. Based on the editorials written by native English speakers, hedges were the most frequent markers. This was followed by engagement markers. When contrasting these with editorials of non-natives, findings sequenced from most to least frequent were in the order of engagement markers, hedges, boosters, self-mentions, and attitude markers. The similarities between the two groups could be attributed to the newspaper-genre characteristics of opinion articles. Both American and Iranian editors seemed to be familiar with the rhetorical norms and preferences of their genre. It is mainly based on both (native and non-native) writers' cultural and linguistic preferences and the Iranian writers' degree of foreign language experiences.

Interactional metadiscourse was studied by Noorian and Biria (2010), looking at its usage in opinion articles written by American and Iranian writers. This was based on Dafouz-Milne (2003). The findings reveal that IMD is present in both sets of data, but that there are significant differences for the subtypes of hedges and commentaries (American uses more) and certainty markers (Iranian use more). According to Noorian and Biria (2010) American use heavy IMD devices, it is probable that in American culture, the writers opt for the use in order to gain acceptance and solidarity, especially with a general audience. On the other hand, frequently use certainty markers by Iranian writer might indicate that the Iranian writers are probably more assertive in their persuasive writing

Khabbazi-Oskouei (2013) conducted a study on editorials circulated in the British news magazine. He addressed the distinction between propositional and non-propositional material in IMD and to propose a categorization for interactional metadiscourse applicable to editorials. His study is not directly related to the present study because it

does not investigate the frequency used for markers. However, it can be confirmed that all categories of IMD; hedges, boosters, attitude markers, self-mentions and engagement markers are found in this genre.

To conclude, the purpose of the present study is to identify the rhetorical move structure of English language editorials and also to classify the type and frequency of interactional devices used in this kind of writing. The investigation will enable us to perceive how metadiscourse devices are used in editorial genres, besides exploring the relevance of the selected models. The two level-analyses will allow us to better understand move structures and IMD that are used in editorial text. These findings may provide researchers who are new to the field, with successful communication tools. Furthermore, the teaching of trainee writers may also be affected by the findings of this study.

In short, while interpersonal metadiscourse, particularly IMD category is new to the field, more study should be done on the reading, writing and text structure. Nonetheless, studies of metadiscourse devices outside of European or U.S. contexts have not been attended to as much as their importance is. Furthermore, very few studies have examined rhetorical moves and IMD devices in persuasive newspaper articles and, to the researcher knowledge, no study so far have analyzed move structure and metadiscourse devices in editorials sections of Thai English language newspaper, the Bangkok Post. Considering all this, the researcher decided to present a genre study, analyzing a corpus of English newspaper editorial regarding to the use of rhetorical moves and IMD devices in the articles to express their opinions and propositions in this important genre to the readers.

2.8 Conclusion

This chapter has reviewed several definitions of newspaper editorial, genre concept, and metadiscourse. The theoretical frameworks, the rhetorical move model adapted from Bhatia (1993, 2004) and Hyland (2005) are also discussed. Finally, a number of related studies of rhetorical move analysis and interactional metadiscourse devices have been included.

University of Malaya

CHAPTER 3: METHODOLOGY

3.1 Introduction

Chapter Three presents the methodology and data collection of the thesis. The objectives of the present study are to illustrate the rhetorical move structure and interactional metadiscourse devices in English language newspaper editorials. To identify the rhetorical moves based on communicative purpose, the moves structure proposed by Bhatia (1993) and Tongsibsong (2012) are adapted to employ as a research framework. And to investigate the linguistic features in the English editorial, the interpersonal metadiscourse model (Hyland, 2005) is used. A mixed-method approach is employed in the present study.

3.2 Research Design

To conduct the study, a mixed-method approach is used. As Tashakkori and Teddlie (2010) reported that mixed methods research is a type of research design in which QUAL and QUAN approaches are used in type of questions, research methods, data collection and analysis procedures, or in inferences. In the present study, a qualitative approach is employed to identify each move and strategy as well as to demonstrate the communicative purpose in newspaper editorials. Following Tashakkori and Teddlie (1998, p.126) mixed method design can be described as the process of “transforming coded qualitative data into quantitative data”. Applying that to the current study, the coded qualitative data is then converted to frequency and percentage data. This approach to research is similar with other move analysis studies done by Tan and Eng, (2014) and Zarza et al. (2015). The basic calculation in Microsoft word program is employed for quantitative analysis.

In part of data analysis and conclusion chapter, presenting number or percentage, narrating and describing techniques are required to reveal the research findings completely which conform to Johnson and Christensen (2013, p.35) suggestion that “form of final report of mixed research is mixture of number and narrative”

Moreover, AntConc (Anthony, 2011), a program for analyzing corpus linguistics in order to find and reveal patterns in language is employed to determine interactional metadiscourse use in the editorial corpus.

3.3 The Analytical Framework

The analytical framework used to analyze the move structure was based on Bhatia (1993) and Tongsibsong (2012) models. The study used Hyland (2005) to analyze interactional metadiscourse concept.

3.3.1 An Adapted Move Model Based on Bhatia (1993) and Tongsibsong (2012)

Bhatia (1993, p. 170) has defined Editorials “as the newspaper’s analysis, discussion, opinion or verdict on the issue of the day.” He also suggests that this phenomenon can be discovered in a type of persuasive academic writing and commonly appears in terms of discourse strategies and discourse regularities in many academic essays like lead articles. As mentioned in previous chapter, the present study does not completely Bhatia’s (1993) framework. Therefore, a more suitable model is designed based on the data collection of the current study. While different labels to the moves are stated by different writers, an editorial move model adapted from Bhatia (1993) and Tongsibsong (2012) is used to analyze the rhetorical moves and strategies of English editorials in the present study.

To achieve this research, a pilot study is conducted to make sure that a framework will be suitable for the data. Ten (10) articles, 20% of the whole data, are randomly selected to conduct a pilot study, and it reveals that English editorials in Thai newspaper have four moves and nine strategies in realizing the move (see figure 3.1). The researcher prefers the term “strategy” instead of step, to reflect variability among elements within a move since strategy can be used in different sequential order as opposed to step which conformed to the pilot study findings. In addition, in this study, the researcher adopts a terminology that would convey a clearer communicative purpose of the moves. For example, Justifying or refuting events is selected instead of Offering the argument or Arguing the case and Reaching the verdict and Recommending the action is changed to Expressing prediction and Expressing opinion which both are strategies under Move 4: Articulating a position.

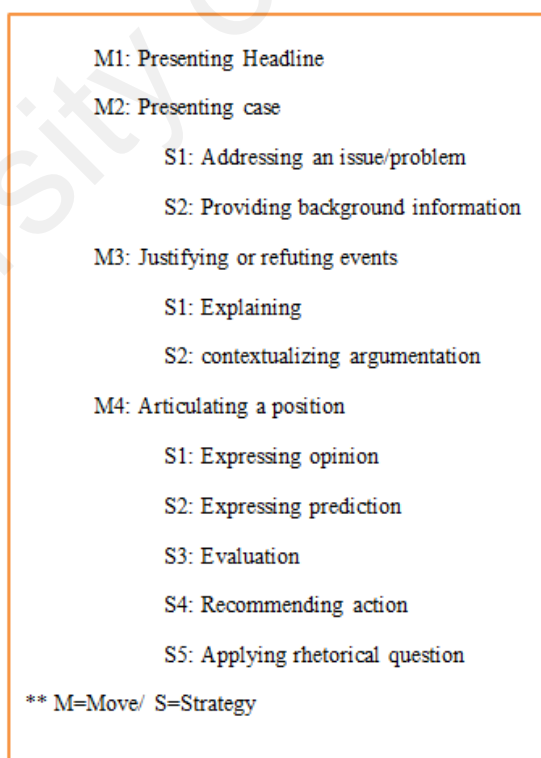


Figure 3.1: Editorial move model adapted from Bhatia (1993) and Tongsibsong (2012)

According to the adapted model, new moves or strategies which are not stated in earlier frameworks but found in the current study are added. For example, Presenting headline is added as the first move. The aim of this move is to attract the readers which it is defined as establishes a theme in editorial genre. This kind of move has not mentioned both in Bhatia (1993) and Tongsibsong (2012) models. But headline is the common move that can be discovered in every typical discourse. Move2: Presenting the case likes many others in professional genres (Bhatia, 1993) which equal to identifying the case in legal cases. Move 2 is realized through two strategies: Addressing an issue and Providing background of the event. The next move is Move 3: Justifying or refuting event; it can be considered as an important section of editorial article. Its function is similar to arguing the case in legal case which there are two strategies, Explaining and Contextual argumentation to realize the move. And the last one, Move 4: Articulating a position, this move is entirely adapted from reaching the verdict and recommending action based on Bhatia (1993) and Tongsibsong (2012). On the other hand, some move types have been ignored because of not related to editorials function such as pronouncing judgment in legal case genre. The detailed contents of the adapted move model are explained below:

- (a) **Move 1: Presenting Headline** are to set up a theme in which the editorials revolve and to attract as well as capture readers' attention.
- (b) **Move 2: Presenting case**, Concerns the actual event that will be discussed, i.e., what is and what was in the world of everyday events. It may be seen as framing issues and defining area of concern.

(1) **Move2 Strategy1: Addressing an issue/problem** indicates the issue brought up in the editorials and notifies the readers of what this article is about to discuss.

(2) **Move2 Strategy2: Providing background information** Portrays addition background, information or matter related to the issue such as specific place, historical or situation fact about people or events, which allow the readers to learn necessary points about the event.

(c) **Move 3: Justifying or refuting events** is to argue the discussed issue by giving details about it, attempting to display and elaborate aspects of the stated issue, i.e., analyzing cause and effect of the issue

(1) **Move3 Strategy1: Explaining** offers an argument by explaining in detail which attempt to present and elaborate aspects of the stated problem, i.e., analyzing cause and effect of the issue

(2) **Move3 Strategy2: contextualizing argumentation** Provides fact and evidence to support the argument to make editorials plausible and acceptable, i.e., providing figures, statistics, references or well-known people quotations.

(d) **Move 4: Articulating a position**, presents and describes the newspaper's viewpoint or how the newspaper positions itself regarding the issue or problem discussed in the previous move.

- (1) **Move4 Strategy1: Expressing opinion** presents the newspaper's feeling, belief or understanding about the subject in order to persuade the readers to agree with the newspaper position.
- (2) **Move4 Strategy2: Expressing prediction** shows the newspaper's idea about how the issue can possibly result in or anticipates actions that are likely to be taken in the future.
- (3) **Move4 Strategy3: Evaluation** Presents the newspaper's evaluation or critical view towards situation discussed in Move 3. He/she judges whether something is good or bad.
- (4) **Move4 Strategy4: Recommending action** Gives suggestion or calls to action to resolve the problems or issues.
- (5) **Move4 Strategy5: Applying rhetorical question** Asks question to make readers think about the issue discussed or challenges them to be informed.

3.3.2 Interactional Metadiscourse (IMD)

The researcher looks at the linguistic features based on Hyland's (2005) interpersonal metadiscourse. Five resources of IMD category are used in the present study. (See Figure 3.2)

Figure 3.2: The interactional category of interpersonal metadiscourse model (Hyland, 2005)

Interactional	Function	Resources
Hedges	Withhold commitment and open dialogue	Might; perhaps; possible
Boosters	Emphasize certainty or close dialogue	In fact; definitely; it is clear
Attitude markers	Express writer's attitude to proposition	Unfortunately; I agree; surprisingly
Self-mention	Explicit reference to author(s)	I; we; my; me; our
Engagement markers	Explicitly build relationship with reader	Consider; note; you can see that

3.4 The Corpus

A purposeful sampling method is employed in the data collection of this study. The main reasons for doing so are because the study focuses on editorial of the news section, not editorial cartoons, only political theme is collected, and the editorials which its length exceeded six hundred (600) words are not included. The corpus of this study is a set of fifty newspaper editorials written in English taken from the electronic version of the newspaper, The Bangkok Post.

In Thailand, there are two English language newspapers; *the Bangkok Post* and *the Nation*. The Bangkok Post is a broadsheet, English-language daily newspaper published in Thailand. It is the Thailand's oldest newspaper in any languages with history of 67 years, and the first issue was sold on 1 August 1946. And according to Vanhaleweyk (n.d.), the Bangkok Post is the most widely circulation English language daily newspaper

in Thailand. With these reasons, the researcher chooses the Bangkok Post as the corpus in the present study.

3.5 Data Collection

The first step involved the everyday collection of 151 newspaper editorial articles from the website, <http://www.bangkokpost.com/opinion/columnist/936>. The Bangkok Post newspaper was chosen since it is a broadsheet English-language daily newspaper with the biggest player in term of daily circulation in Thailand (Vanhaleweyk, n.d.). The corpus was collected from January to May of 2015. This time frame was selected because it coincides with the time that the researcher decided to undertake this study. All the texts were saved into the computer to form a database of corpora. Then, a set of fifty articles were finally chosen for the analysis. The corpus was collected surrounding the topic concerning political issues which was attracting most audience attention and interest in the society at that time. The length of each article is limited to 600 words per text to avoid the complexity in corpus analyzing. The documents contained a total of 26,918 words ranging from 400 to 600 words; an average length amounted to 538 words.

3.6 Data Analysis

To define rhetorical moves and strategies in editorials, an adapted move structure based from Bhatia (1993) and Tongsibsong (2012) is employed as the framework in the present study.

In the process of move identification, the notion of communicative purpose was considered. As Bhatia's (1993) framework suggested that move and step boundaries can be identified based on the content and linguistic features. The definition of moves and strategies are very useful for the analysis of editorial discussion. In this regard, this study employed the definition proposed by Swales (1990) that a move is a semantic unit connected to the writer's purposes and regarded to the function it performs concerning the overall function of the article. After identifying moves and strategies, the rhetorical structure of English editorial in Thai newspaper were analyzed for the communicative purposes and interpreted into common move structures of those editorials in order to answer research question 1: *What are the communicative purpose of the English editorials in the Bangkok Post newspaper?* And question 2: *What are the rhetorical moves of English editorials in The Bangkok Post newspaper?* To answer question 2 of the study, the frequency of occurrence of moves or strategies and also identifying obligatory, common and optional moves in Thai English newspaper editorial were found by the method of calculating the occurrence as follows:

$$\frac{\text{Number of editorial articles containing a particular move or strategy}}{50 \text{ (The total number of editorial article)}} \times 100$$

(Tongsibsong, 2012)

The frequency of each move in each editorial article was recorded in order to verify the extent to which a particular move or strategy was used. The criteria for justifying and classifying the frequency of each move and strategy found in the corpus are defined based on Kanoksilapatham (2005). The three levels are obligatory, common and optional. (see table 3.1)

Table 3.1: An adaption of Kanoksilapatham (2005)

Level	Frequency range
Obligatory	100%
Common	60-99%
Optional	60% below

Based on the table above, the criterion is differentiated by grading them using percentage. If the range of frequency of the occurrence is 100%, then the level of the data is considered as obligatory while if the range of frequency is 60% to 99%, then it is considered as common. Consequently, the optional one is the move or strategy that is below 60%.

In analyzing a genre, there were some difficulties caused by the use of language in professional settings and an ESP approach. Each analyst may identify the function of a particular move by using their knowledge. And, these differences may happen in identifying moves due to different analysts' background knowledge or experience. Therefore, the notion of discourse community which was applied in this genre analysis may overcome the difficulties that may happen in move identification and interpretation of genre's communicating intentions.

As for the analysis of the linguistic features in the editorials, IMD resources proposed by Hyland (2005) were used in this study. It was important to note that metadiscourse instances usually play a multifunctional role; therefore, in this research, data are analyzed based on the primary function of each category. All editorial articles were store electronically and in addition to automatic search by AntCont (Anthony, 2011), and also requires an individual and manual analysis of all the IMD elements present in the selected articles to ensure its validity. After identifying and categorizing the devices, a quantitative analysis was conducted to determine the frequency and types of metadiscourse devices

and then to answer research question 3: *What are interactional metadiscourse features used in the corpus?* the frequency of interaction devices was found by the method of calculating the occurrence as follows:

$$\frac{\text{Number of occurrence every 1000 words}}{39.34 \text{ (The total number of occurrence every 1000 words)}} \times 100$$

(Noorian & Baria, 2010)

Since the texts' length is not the same, the results are standardized to a common basis by applying 1,000 words approach which is a usual method employed by many researchers to analyze the frequency of occurrence in the texts. (was the case in Mauranen, 1993, Hyland, 1998, 1999, 2005; Dafouz-Milne, 2008; Noorian & Biria, 2010). And to avoid probable errors of identification and in order to have a uniform set of data, all the editorial corpus was examined and analyzed twice.

3.7 Inter-coder Reliability Analysis

At this juncture, it is noted that, due to the semantically driven characteristic of genre analysis, different individuals may identify different move boundaries. Therefore, inter-raters are needed to boost the strength of the analysis. In this study, qualified coder, an English language instructor who is specialist in the field of genre analysis, familiar, and have experience in rhetorical move investigation is involved in checking the analysis to confirm that the researcher's interpretation is similar with other interpretations.

As a part of a procedure, a coding protocol consists of all moves and strategies is devised. Coding is also based on reading and works done on rhetorical moves and strategies as

well as IMD. There are a lot of reading materials that are used as a guide to do the analysis such as Bhatia (1993), Katajamaki and Koskela (2006), Tongsibsong (2012), Zarza et al. (2015), and many more. The inter-raters are asked to analyze a subset of the corpus (3 articles), representing almost 1/3 of the number of editorials (from the pilot study). The coding is conducted more than one time to get the accurate results. The inter-raters' reliability or satisfactory agreement level of 90% was obtained which indicated the coding was acceptable. As for the interpersonal metadiscourse study, works done by Dafouz-Milne (2003, 2008), Abdollahzadeh (2007), Noorian and Biria (2010), Khabbazi-Oskouei (2013), Kuhl and Mojood (2014) are used as a guideline to analyze IMD devices in the corpus.

3.8 Conclusion

In this chapter, data collection and data analysis have been presented. In Chapter 4, research findings will be discussed to address and respond to the three main research questions with regard to the rhetorical move structures and interactional metadiscourse devices produced by the Thai English language newspapers on editorial articles.

CHAPTER 4: FINDINGS AND DISCUSSION

4.1 Introduction

This chapter has two parts, the first section focuses on the analysis of move structure of the English editorials in the Bangkok Post newspaper and the second section, presents the analysis of interactional metadiscourse. This chapter begins with the analysis of the move structure specifically in identifying the obligatory, common and optional moves. This will inform us of the communicative purpose of the genre in focus. Next, the strategies realizing the moves are presented. The second section of this chapter looks at the analysis of interactional metadiscourse. The analysis will stand on both qualitative and quantitative approaches to answer the research questions. This chapter ends with a discussion of the findings in relation to the research questions.

Part 1: Move analysis

4.2 Rhetorical Moves Structure of English Editorials in the Bangkok Post

For analyzing the data, 50 editorial articles from The Bangkok Post are reviewed to answer the research questions. The analysis reveals that all four moves; Presenting headline, Presenting the case, Justifying or refuting event, and Articulating a position are considered as obligatory with 100% of the occurrence of frequency (see table 4.1).

The functions and realizations of each move and strategy found in the present study are provided in the following parts to illustrate how communicative purposes in each individual editorial is expressed.

Table 4.1: Percentage occurrence of moves in the editorials

Moves and Strategies	Percent (100%)	Consideration
M1: Presenting Headline	100%	Obligatory
M2: Presenting the case	100%	Obligatory
• S1: Addressing an issue/problem	78%	Common
• S2: Providing background information	34%	Optional
M3: Justifying or refuting events	100%	Obligatory
• S1: Explaining	70%	Common
• S2: contextualizing argumentation	64%	Common
M4: Articulating a position	100%	Obligatory
• S1: Expressing opinion	90%	Common
• S2: Expressing prediction	54%	Optional
• S3: Evaluation	50%	Optional
• S4: Recommending action	64%	Common
• S5: Applying rhetorical question	22%	Optional

* n = 50

**The criteria: Obligatory move = 100%, Common move= 60-99%, and Optional move = 60% below

4.2.1 Move 1: Presenting Headline. Headline is considered an obligatory move with 100% of occurrence. It appears in every editorial article as to get intension to the readers. The result shows that the writer of the Bangkok Post newspaper writes the headline in different ways; punchy, short structure and informative.

- (1) *“Phone fees must change”* (A.4)
- (2) *“Kids need more support”* (A.7)
- (3) *“Huge, clumsy and corrupt”* (A.49)

As the examples (1) and (2), the headlines are written in short sentence but informative. The editorial readers can easily understand and get what is issue about.

4.2.2 Move 2: Presenting the case. This move occurs 100% in the BKK's editorials. Presenting the case showcases actual events or everyday situation. Event or concerned issue is framed and defined in order to inform readers what this article is going to discuss, such as presenting what, when, where, how the issue is happening. According to the analysis, the writer uses two different strategies to realize the move- Addressing an issue/problem (M2S1) and Providing background information (M2S2) which will be illustrated in detail below.

Table 4.2: Percentage occurrence of move 2 in the editorials

Strategies of Move2: Presenting the case	Occurrences (50 articles)	Percent (100%)	Consideration
<ul style="list-style-type: none"> • M2S1: Addressing an issue/problem 	39	78%	Common
<ul style="list-style-type: none"> • M2S2: Providing background information 	17	34%	Optional

4.2.2.1 M2S1: Addressing an issue/ problem is considered as the common strategy with 78% frequency occurrence (see table 4.2). It is the main strategy that the writer uses to realize Move 2 and is the second highest strategy found in the data. Addressing an issue functions as presents the case briefly as well as intends to inform the readers what this

article is going to discuss. The examples below show how an editorial writer of the Bangkok Post employs facts and figures to elaborate issues.

(4) *“The Department of Primary Industries and Mines on Tuesday ordered the Akara Resources gold mining company to suspend its gold extraction operations at its plant in Phichit's Thap Khlo for 30 days. In the same order, the company was told by the department chief to take care of medical services for the villagers affected by mining operations”* (A.6)

(5) *“A few days after the whole country celebrated children as the future of the nation, the Public Health Ministry dropped a bombshell about the state of our youngsters.”* (A.7)

(6) *“The military has ordered the Civil Aviation Department of the Transport Ministry to act against drones. As outlined by director-general Somchai Phiphutwat, the new laws and regulations are draconian. The public is to be banned from flying any drones with cameras. But those most likely to oppose such a restriction will be exempted — professional media including, but not bloggers and the like.”* (A.13)

4.2.2.2 M2S2: Providing background information. This strategy is an optional strategy which was found in 34% of corpus (see table 4.2). This strategy is rarely used in the English editorials. However, the writer mostly provides more background, information or related matter of the issue such as specific place, historical or situational fact about people or events in order for the readers to have more knowledge about the

issue. The following examples indicate how providing background information works in Bangkok Post editorials.

- (7) *“The BRN and Pulo have long been connected with separatist activities in the deep South. Pulo was active more than 45 years ago and conducted some of the most atrocious terrorist attacks, including an attempted bombing of the high institution. Pulo was funded by Libyan terrorism backer Moammar Gadhafi, and then by the new revolutionary government that seized power in Iran in 1979. But since the mid-1980s, the Pulo leadership has aged.”* (A.14)
- (8) *“Japan, a key player in Asia, was in a particularly difficult situation after the May 22 coup. It is a member of the G-7 with a Western-style democracy whose international policies and stances are closely aligned with the United States. But it also has long-standing, traditional and historical ties with Thailand as well as considerable investments — the highest in the region.”* (A.17)
- (9) *“The release of a tiny hotair balloon certainly has traditional roots. It was a symbol of releasing earthly problems, then watching as they soared away. In this way, the lanterns are linked to the similar intention of the Loy Krathong festival during the full moon of November. But what once was an authentic, singular event has turned into a travesty”* (A.3)

4.2.3 Move 3: Justifying or refuting events. This strategy is considered as an obligatory move (100%) in the editorials. It attempts to justify or refute an event or point of view through an argument by expressing or presenting different aspects related to the issue. This communicative purpose is carried out through using different strategies such

as providing facts, figures or references. To indicate this move, some linguistic signals or expression associated with numeral value and reporting verb were employed extensively. This move is realized through strategies of Explaining and Contextualizing argumentation. The characteristic of each strategy and their realization are presented below.

Table 4.3: Percentage occurrence of move 3 in the editorials

Strategies Move3: Justifying or refuting events	Occurrences (50 articles)	Percent (100%)	Consideration
• M3S1: Explaining	35	70%	Common
• M3S2: contextualizing argumentation	32	64%	Common

4.2.3.1 M3S1: Explaining is a common strategy with 70% of occurrences (see table 4.3). The writers aim to present various aspects of the stated issue by explaining information in detail. It explains the advantages and disadvantages or analyzes cause and effect of the event. Also, this strategy has the ability to fortify the conditions for acceptance or rejection of a particular action by the readers.

(10) *“Their traditional water sources have been contaminated; they now have to buy water for drinking. Their natural water sources which were once used for agriculture have dried up because they have been blocked for use in mining” (A.6)*

The example 10 explains the causes and effects of some action taken, such as how a rhetorical strategy clarifies the editorial writer’s point of view. Acceptance or rejection of a particular action by the readers can be triggered by conditions created with writing strategy.

(11) *“At this stage, the incriminating information against the 21 defendants in particular and the government of former prime minister Yingluck Shinawatra in general for its failure to stop the rice-pledging scheme is yet to be proven in court.” (A.10)*

(12) *“People who disagree with the process also argue that the military and the NLA are only pushing the impeachment because they want Ms. Yingluck to be banned from politics for five years, reducing the chances of the Pheu Thai Party winning the next election.” (A.11)*

4.2.3.2 M3S2: Contextualizing argumentation is considered as common strategy with 64% frequency occurrence (see table 4.3). Facts and evidence are essential to support expressed opinion in order to make them plausible and acceptable in argumentation. As a basis for arguments, the evidence is liable to strengthen the editorial persuasive stance. Examples of such evidence are shown below.

(13) *“Mr. Thienchay said the morals council would "oversee" the standards of morals, ethics and good governance for public figures, state agencies, and private companies doing business with the government.” (A.2)*

(14) *“The Yingluck government spent more than 700 billion baht to "pledge" 26.75 million tonnes of paddy from farmers from 2011, but only managed to sell 12.75 million tonnes worth about 139.4 billion baht. That represents just 18% of the amount the government spent.” (A.10)*

- (15) *“The department chief Niphon Chotiban told the press on Tuesday that his men had encountered several problems when they tried to obtain important land documents from the Phuket office” (A.15)*

4.2.4 Move 4: Articulating a position. The task of this move is to identify the editor’s perspective towards the issue which is also considered as an obligatory move (100%) of the articles. It is a part that presents and expresses the editor’s opinion on the issue and tries to induce the public to his or her point of view. There are various strategies that the writer chooses to use to realize this move.

Table 4.4: Percentage occurrence of move 4 in the editorials

Strategies of Move 4: Articulating a position	Occurrences (50 articles)	Percent (100%)	Consideration
• M4S1: Expressing opinion	45	90%	Common
• M4S2: Expressing prediction	27	54%	Optional
• M4S3: Evaluation	25	50%	Optional
• M4S4: Recommending action	32	64%	Common
• M4S5: Applying rhetorical question	11	22%	Optional

4.2.4.1 M4S1: Expressing opinion is the highest strategy with 90% of frequency occurrences which is considered as common strategy of editorials (see table 4.4). Therefore, it is respective of the main function of this kind genre. Out of the strategies under move 4, this particular strategy is the most commonly found because a specific function of an editorial is to allow editorial writers to convey messages regarding their ideas, feelings, beliefs or understanding about the issue discussed of the day. The writers’ point of view is presented in order to convince and persuade readers to agree what they

are expressing. However, this strategy is not meant to praise or depreciate any action or situation. Its purpose is only to show the editorial writers' opinion. See examples below.

(16) *“Regrettably though, the NCPO had not touched a handful of big wholesalers who have been given a huge chunk of the quota under long-term contracts and are alleged to have control of lottery prices.” (A.15)*

(17) *“Actually, price negotiations have been the norm between the two organizations for the past 12 years” (A,16)*

(18) *“The process may be lengthy, but it is definitely not something insurmountable. In fact, the difficulty mentioned here does not sound like something that normal ministerial power cannot overcome” (A.38)*

4.2.4.2 M4S2: Evaluation. Evaluating issue is an optional strategy that the writers use to express their position in the editorial article. This is where the writers present the newspaper' evaluation or critical view towards situation discussed in Move 3. In other word, the writer judges whether something is good or bad.

(19) *“The problem of underdeveloped children is undeniably tied to the country's glaring disparity and social injustice.” (A.7)*

(20) *“The Japan visit sends a message to Thailand's partners near and far that it will continue to adopt a policy of balancing its relations with political and economic superpowers in the region despite the rapid rise of China as a global superpower.” (A.17)*

(21) *“Their unfounded fear that condom machines will encourage youngsters to have more sex speaks volumes on why sexual education has failed in Thailand.” (A.18)*

4.2.4.3 M4S3: Recommending action. This strategy is one of the most explicit strategies (64%) found in the editorials (see table 4.4). The writers give the readers a suggestion about the event and they also recommend ways of making alternative solution or possible choices of event to occur. It aims to suggest what should be done in the actual event.

(22) *“The Public Health Ministry cannot do it alone. The government and business sectors must give longer paid leave or introduce work flexibility so parents can take care of their newborns. Since local communities can better meet the parents and children's needs, the Education Ministry must stop top-down policies and centralized administration to let schools have room to maneuver. More support for migrant children is mandatory.” (A.7)*

(23) *“The conflict between the DNP and Phuket office or the Land Department should not be allowed to drag on. The NCPO or the government must step in to show the Phuket Land Office a big stick. Failure to address this problem will reflect badly on the NCPO.” (A.15)*

(24) *“The government must not repeat past mistakes. About 60 Rohingya have survived the death camps. They are the key witnesses to catch the traffickers and must receive proper help and protection. This time, data collection must be thorough, without infiltration by traffickers' spies.” (A.45)*

4.2.4.4 M4S4: Expressing prediction occurred 54% in the articles which is considered as an optional strategy (See table 4.4). This strategy acts as a kind of prediction or forecast about possible outcome or any event that the writer supposes it to happen in the future. The writer may convey his desired events in terms of what should be taken.

(25) *“Although the health problems of the affected villagers are not evident now for many of them, there is a serious concern the problem will emerge in the future, and more people will be affected if the mining operations are allowed to continue unchecked.”* (A.6)

(26) *“Without child care and education support, migrant children may grow up to be problematic. But given proper assistance to realize their potential, they can become valuable human resources when the country needs more young people to shoulder an elderly society.”* (A.7)

(27) *“There are even strong, persuasive arguments that if all choices are rejected in a referendum, a political vacuum and chaos could result.”* (A.46)

4.2.4.5 M4S5: Applying rhetorical question. This strategy acts as an optional strategy (22%), (see Table 4.4). It is the lowest frequency of the strategies found in the corpus. In the editorial articles, the writers ask questions without expecting an answer but to make people think about the issue or to persuade for literary effect instead.

(28) *“But what's next after the end of the suspension period? Is there any guarantee that resumption of the operations will be safe and will no longer pose any harm to the health of the villagers?”* (A.6)

(29) *“If deterrence does not work, then what can be done to tackle these issues?” (A.18)*

(30) *“What the cabinet and the NCPO should be worried about is what to do if the draft charter is voted down at the referendum. Will we have to start the process all over again and waste more time? Should there be an alternative draft handy?” (A.47)*

4.3 The Move Sequence of the English Editorials

Based on the analysis in Table 4.5, it shows that M1-M2-M3-M4 is the common move sequence of English editorials in Thai newspaper. M1-M2-M3-M4 gains the highest percentage of the occurrence frequency of move structures, 70% of occurrence. However, in either set of data, there are no straightforward linear structures, for example, *M1-M2-M4-M3-M4* or *M1-M4-M2-M3-M4*. Some moves of editorial structure as Presenting case, Justifying or refuting event, and Articulating opposition appears in more than one places in an article. This is feasible because the moves are analyzed based on communicative purpose.

Table 4.5: The occurrence of move sequence of the editorials

No.	Move structure	Occurrence (50 articles)	Percentage (100%)
1	M1-M2-M3-M4	35	70%
2	M1-M2-M4-M3-M4	6	12%
3	M1-M4-M2-M3-M4	5	10%
4	M1-M4-M3-M4-M3-M4	2	4%
5	M1-M2-M3-M2-M4	1	2%
6.	M1-M2-M4-M3-M4-M2-M4-M3-M4	1	2%
Total		50	100%

4.3.1 The Examples of Identification of Moves and Strategies on the Editorials

Below are some of the editorial articles from The Bangkok Post, written by the editorial board. The rhetorical moves and strategies have been marked as follows:

M1: Presenting Headline	=M1: H
M2: Presenting the case	
S1: Addressing an issue/problem	=M2: AI
S2: Providing background information'	=M2: BG
M3: Justifying or refuting events	
S1: Explaining	=M3: EX
S2: contextualizing argumentation	=M3: CA
M4: Articulating a position	
S1: Expressing opinion	=M4: EO
S2: Expressing prediction	=M4: EP
S3: Evaluation	=M4: EV
S4: Recommending action	=M4: RA
S5: Applying rhetorical question	=M4: RQ

i) Move structure: M1-M2-M3-M4.

An example of article that follows the linear M1-M2-M3-M4 can be seen in Example 1 below.

Example 1

Article	Move/ Strategy
<p>“Don’t turn technophobe”</p>	M1:H
<p>“The military has ordered the Civil Aviation Department of the Transport Ministry to act against drones. As outlined by director-general Somchai Phiphutwat, the new laws and regulations are draconian. The public is to be banned from flying any drones with cameras. But those most likely to oppose such a restriction will be exempted — professional media included, but not bloggers and the like.”</p>	M2S1:AI
<p>“In just a couple of years, the public's use of drones has massively increased. Flying machines such as the quadcopter have quickly developed, and are well past the "toy" stage. Internet retailers are planning to deliver millions of packages directly to homes via drones. This newspaper has used drones to photograph political marches, tourist spots and forest encroachment.”</p>	M2S2:BG
<p>“At least a dozen Thai schools are aggressively teaching students about the properties and uses of drones. Mr Somchai weakly replies that they can continue — with no cameras and prior approval for every flight, which must not last more than an hour. And now the minister of transport has claimed that bans and heavy regulation of drones are necessary because the pilotless aircraft might be used in crimes. They have national security implications, the government claims.”</p>	M3S2:CA
<p>“Like all inventions, drones can be used for criminal purposes by anti-social elements. This is no reason to ban them. One does not ban knives because they can be used in murders and mayhem. Bank robbers wear motorcycle helmets to avoid identification, so carefully written regulations came in to address the problem. A "military solution" would impose bans on motorcycle helmet sales, at least to young men.”</p>	M4S1:EO

Article	Move/ Strategy
<p>“The harsh new laws that are being proposed thus illustrate the problems that arise when the government is dominated by the military. Because of their mission, military men and women make binary decisions: attack or retreat, shoot or hold fire, permit or ban. This works in military situations but in governance, not so much.”</p>	M4S1: EO
<p>“The fast-growing research, manufacturing and use of drones requires far more thought than Transport Minister ACM Prajin Juntong has so far been willing to give. A ban on drones with cameras will hurt numerous industries as far separated as shipping and real estate, customer service and petroleum research.”</p>	M4S2: EP
<p>“It seems the Ministry of Transport and its Civil Aviation Department are determined to do the wrong thing. With the lantern balloons, the department took no action at all for years. Only when the long-predicted collision of a balloon and a civil airliner actually occurred did the Department take notice. With drone aircraft, the opposite is true. Without consultation with the industry, technology experts or the public it supposedly serves, the department is issuing unfortunate and measurably harmful bans.”</p>	M4S1: EO
<p>“Neither hot-air lanterns nor aerial drones can be allowed to fly willy-nilly in any airspace, nor should they be quickly banned. The obvious solution is carefully considered regulation of the devices, written after wide consultation with all those involved.”</p> <p>(Article 13)</p>	M4S4: RA

ii) Move structure: M1-M2-M4-M3-M4

The second highest occurrence of move sequence is M1-M2-M4-M3-M4. It was found that there were 6 articles that employed this structure. An example of an article that follows this move can be seen in Example2 below.

Example 2:

Article	Move/ Strategy
“Kids need more support”	M1: H
“A few days after the whole country celebrated children as the future of the nation, the Public Health Ministry dropped a bombshell about the state of our youngsters.”	M2S1: AI
“More than 30% of Thai children suffer delayed development, said Dr. Somsak Chunharas, deputy minister of public health at an international congress entitled “Our Children, Our Future”	M2S2: BG
“That is very bad news for top leaders who are struggling to pull the country out of economic and political stagnation. They have pinned their hopes on mammoth infrastructure investment worth trillions of baht. They have also talked about the need to shift away from labor-intensive industries to catch up with the world’s digital economy and get Thailand out of the middle-income trap.”	M4S1: EO
“Dr Somsak’s sobering statistic gave them a difficult question: With Thailand, soon to become an elderly society, how can the country realize economic health — let alone its ambitions — when 30% of young people do not have the physical, emotional and intellectual capacity that is appropriate for their ages?”	M3S2: CA
“The good doctor has prescribed a set of remedies to redress the problems. Since close parental care is crucial for early child development, newborn babies until the age of three should be raised by parents. To help, the government must provide parental training to ensure proper childrearing.”	M3S2: CA
“To ensure proper care during the children’s formative years, children aged three to five must also receive quality preschool education, he added.”	M3S2: CA
“To rescue teenagers from self-destructive behavior, Dr. Somsak recommended more focus on life skills and self-esteem strengthening so they will not fall victim to drugs, violence and unprotected sex.”	M3S2: CA
“No one can argue against his prescriptions. But delayed development is not exclusively a health issue. The lack of proper child care through their teenage years is primarily caused by rapid social changes that prevent parents from continuing traditional childrearing roles. It is a social problem that cannot be solved by the Public Health Ministry alone.”	M3S1: EX

Article	Move/ Strategy
<p>“The problem of underdeveloped children is undeniably tied to the country’s glaring disparity and social injustice.”</p>	M4S3: EV
<p>“It is clear that the majority of those 30% of youngsters with delayed development are from poor families.”</p>	M4S3: EV
<p>“We need the state to intervene and give them an extra push through better support for parents with young kids, better preschool education and better access to higher education that fits their individual needs.”</p>	M4S4: RA
<p>“Without the government’s commitment to give them a head start, these children will be forever stuck in the lower strata of society, a fertile breeding ground for social and political alienation, antisocial behavior and youth violence.”</p>	M4S2: EP
<p>“The potential dangers from youth alienation should also make the government include migrant workers and their children as beneficiaries.”</p>	M4S4: RA
<p>“Without child care and education support, migrant children may grow up to be problematic. But given proper assistance to realize their potential, they can become valuable human resources when the country needs more young people to shoulder an elderly society.”</p>	M4S2: EP
<p>“The Public Health Ministry cannot do it alone. The government and business sectors must give longer paid leave or introduce work flexibility so parents can take care of their newborns. Since local communities can better meet the parents and children’s needs, the Education Ministry must stop top down policies and centralized administration to let schools have room to manoeuvre. More support for migrant children is mandatory.”</p>	M4S2: EP
<p>“The children are our future. But the future is grim indeed if delayed child development refuses to go away.”</p>	M4S4: RA
<p>(Article 7)</p>	

iii) M1-M4-M2-M3-M4

An example of the editorial article that follows M1-M4-M2-M3-M4 can be seen in Example 3 below.

Example 3

Article	Move/ Strategy
<p>“Thaksin fires mustn’t flare”</p>	M1: H
<p>“The military regime must handle the investigation into former Prime Minister Thaksin Shinawatra for an alleged slur against the monarchy carefully.”</p>	M4S4: RA
<p>“There is no doubt that this is a highly sensitive issue. A misstep could easily inflame the still volatile situation and prompt it to spiral out of control.”</p>	M4S1: EO
<p>“Prime Minister Prayut Chanocha on Thursday appeared to have toned down an earlier report that Thaksin could be charged with lese majesty in relation to an interview he gave during an Asian leadership conference in Seoul last week.”</p>	M2S1:AI
<p>“Gen Prayut said the authorities are still considering the issue.</p>	M3S2:CA
<p>Gen Prayut's statement seems more prudent than an earlier announcement by the Foreign Affairs Ministry that the exiled former premier has come under criminal investigation for violating Section 112 of the penal code, or lese majeste law.</p>	M3S2:CA
<p>The ministry said in its statement released on Wednesday that parts of Thaksin's interview given to Korean newspaper Chosun Ilbo undermined national security and dignity. Police believe the interview might be a violation of the lese majeste law, constitute defamation and breach the Computer Crime Act. The Foreign Ministry has thus proceeded to revoke the former premier's two Thai passports. Police, meanwhile, are preparing for criminal action against Thaksin.</p>	M3S2:CA
<p>In the interview that launched the ferocious reaction, Thaksin claimed that privy councillors supported the anti government People's Democratic Reform Committee (PDRC) protests that culminated in the coup that toppled the government of his sister Yingluck.</p>	M3S2:CA

Article	Move/ Strategy
<p>Gen Prayut promptly dismissed Thaksin's allegation. The premier said he made his own decision and risked his life in staging the May 22 coup. He also insisted he was not ordered by anyone to do it.”</p>	M3S2:CA
<p>“There can be no denying that the ousted prime minister is a polarising figure who inspires both admiration and hatred among people in the country. The claim he made in the Seoul interview is also controversial.”</p>	M3S2:CA
<p>“Still, the military leaders should look to the past many years of political conflicts and take into account how rampant use of the lese majeste law to taint and silence people seen as standing on the opposite side have backfired on the institution of the monarchy.”</p>	M3S2:CA
<p>“It is not only ungraceful for people to involve the revered institution in political matters, but the lese majesty law is a problematic piece of legislation in itself.”</p>	M4S1: EO
<p>“It has a major loophole in allowing any individual to file a charge against other people without being the damaged party, which does not conform to an acceptable legal standard. It also carries a harsh jail term of three to 15 years.</p>	M4S3: EV
<p>To use the lese majeste law in its present shape against anyone, be they a controversial former premier or an ordinary citizen, inevitably means starting a new controversy in which the person being prosecuted may claim they are victimised by a contentious law.</p>	M4S3: EV
<p>The news that police are investigating Thaksin for the alleged royal insult has already provoked strong reactions from people who are for and against the deposed prime minister, as well as from those who support and oppose the lese majeste law.</p>	M4S3: EV
<p>With the army assigning one of its officials to file a formal complaint against Thaksin for violating the lese majeste law, the issue is set to become more intense in the days to come. The onus is on the military regime to ensure that the situation will remain under control.”</p>	M4S3: EV
<p>(Article 50)</p>	

Part 2: Interactional Metadiscourse Analysis

4.4 Interactional Metadiscourse in the English Editorials

To investigate the frequency and types of IMD on editorials, the model of interpersonal metadiscourse classification introduced by Hyland (2005) is used in the study. Figure 4.1 shows the frequency and types of the IMD features that occur in the English editorial of the Bangkok Post newspaper.

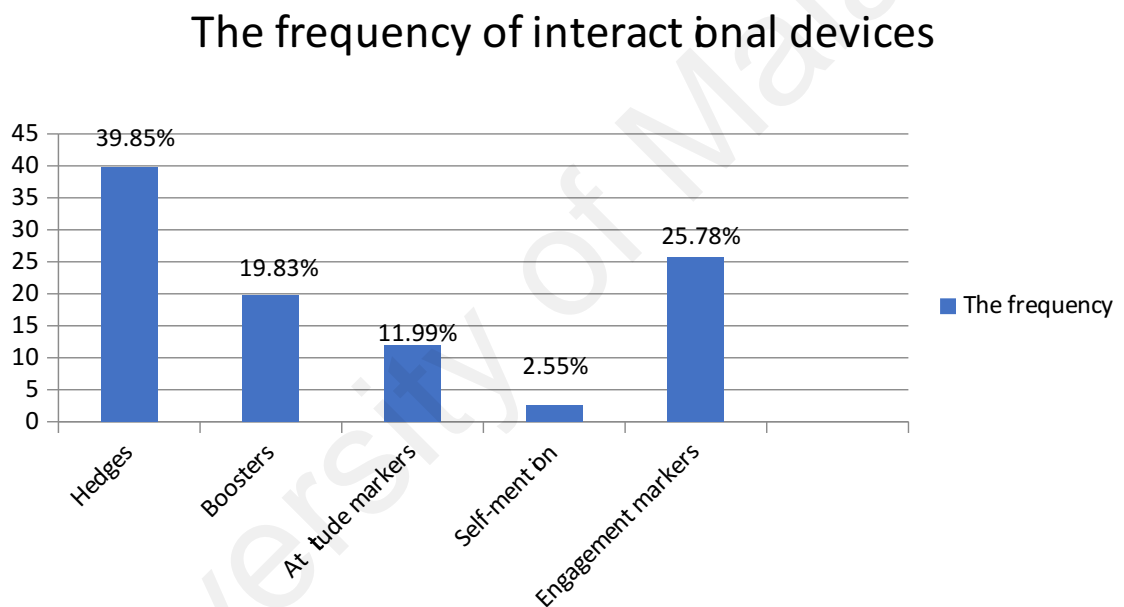


Figure 4.1: Frequency of interactional metadiscourse devices in the editorials

As seen in Figure 4.1, all IMD devices can be found in the data. The highest frequency of IMD is hedges which is 39.85% (e.g., would, may, might, almost, about, possibly). Engagement markers including inclusive we, consider, not are found to be the second highest IMD which is 25.78%. Boosters (e.g., must, clearly, certainty, definitely) and Attitude markers (e.g. interesting, unfortunately, understandable, important, regrettably,) occurred 19.83% and 11.99% respectively. And finally, self-mentions (e.g., we, us, our)

appears to have the least occurrences in the data (2.55%). The functions and realizations of each IMD devices found in the present study are explained in detail below.

4.4.1 Hedges

In editorial, writers steer from possible conflict with readers by employing hedges to reduce the depth of their propositions, and presenting them as opinions instead of facts. This is often done to persuade readers and eventually accept the writer's perspectives, without seeming forceful or pushy. For the purpose of this study, 'hedges' are classified into 3 sub-groups: 'expressions of uncertainty', 'conditional clauses', and 'impersonal expressions and reported speech'.

Epistemic modality has a significant role when indicating doubt, and can be articulated in various means. Modal verbs such as *may*, *might*, *can*, and *could* are one way of communicating uncertainty as hedges when used to refer to a likelihood or uncertainty. Epistemic verbs such as *seem*, and *appear* can also show probability and uncertainty from the writers. Other ways of communicating doubt are with probability adverbs and adjectives such as *probably*, *perhaps*, *maybe*, and *rather*. For example:

(31) "A "warning" from Chiang Mai airport officials that legal charges **might** be brought in the future is meaningless, merely dusting off old rhetoric." (A.3)

(32) "But the situation now looks bleak, and the main reason **seems to be** reluctance by the Phuket Land Office to cooperate with Department of National Parks, Wildlife and Plant Conservation (DNP)." (A.15)

(33) “The premier **may** assume that the special powers will allow him to make changes quickly as all it will take is for him to issue an order.” (A.35)

(34) “The discovery of the mass grave of what is **probably** trafficked victims on our shores needs to be followed by the most swift and decisive action possible.” (A.44)

(35) “They are **likely** to be in the news again next year” (A.18)

Another way of expressing uncertainty is through the use of approximately (e.g., *around*, *about*, *almost*). For example:

(36) “It should be noted that **almost** all big cities in the world have neither multiple bombings nor martial law.” (A.26)

In this example, *almost* has been used to reflect the uncertainty of the writer about the number of cities in the world. Besides, hedges can also be expressed through the use of verbal modals:

(37) “After all, the “roadmap to democracy” will not actually be completed until a new election is held, **possibly** in early 2016.” (A.2)

4.4.2 Engagement Markers

In the present study, ‘engagement markers’ are used as 25.78%, a second highest after hedges which can be expressed through pronoun, rhetorical question, imperative and obligation modals. For example:

(54) “*If the government really cares for the livelihoods of the people and the environment more than the economic gains from the mining industry, it **should** rethink its policy on mining operations.*” (A.6)

(55) “*Their traditional water sources have been contaminated; they now **have to** buy water for drinking.*” (A.6)

(56) “*The Education Ministry **must** stop top down policies and centralized administration to let schools have room to maneuver.*” (A.7)

The examples above (e.g., *must*, *have to*, and *should*) are using engagement markers through necessity modals or obligation modals. They are functioned to direct readers to action or thought as the editorial writers suggested. Second person pronoun is also found in the data. The writers intend to address the readers as participants in an argument with ‘*You*’ as the following example.

(57) “*This is an overstatement, especially when **you** consider the original gender quota proposals in comparison to what the CDC finally conceded.*” (A.34)

In fact, rhetorical and non-rhetorical questions have also been included in this study to address and immerse readers in a specific discussion. Here are some examples:

(58) *But what's next after the end of the suspension period? Is there any guarantee that resumption of the operations will be safe and will no longer pose any harm to the health of the villagers?* (A.6)

(59) *Will we have to start the process all over again and waste more time? Should there be an alternative draft handy?* (A.47)

4.4.3 Boosters

'Boosters' allow the writers to close down alternative, head differing views and conveys assurance in their thoughts. Boosters imply that the author acknowledges a potentially varied position but has chosen to limit this diversity rather than expand it. In the English editorials, 'boosters' are used in term of 'expression of certainty' and 'attribution'. Each of these sub-groups is discussed and exemplified below.

When epistemic modality plays an important role in displaying the writer's lack of confidence such as 'hedges', or in case of 'booster', adverbs, e.g., *certainly*, *clearly* could be used to express the certitude of the writer. Consider the following examples:

(38) *"Clearly, the army has control of Thai forces. However, for the last two years, there has been no sign that those across the table have the same control."*
(A.14)

(39) “**Actually**, price negotiations have been the norm between the two organizations for the past 12 years.” (A.16)

(40) “**Certainly**, questions remain about this "roadmap" produced by Isoc's southern command.” (A.30)

Whole phrases or sentences can also be an indication of a high degree of certainty, e.g., *there is no doubt that*, in the example below.

(41) “**There is no doubt that** this is a highly sensitive issue.” (A.50)

In addition, ‘attributors’ are defined as a sub-category of ‘certainty markers’ when they verify the truth of information in reference to a reliable source of information. For examples:

(42) “**As outlined by director-general Somchai Phiphutwat**, the new laws and regulations are draconian.” (A.13)

(43) “**According to Mr. Thienchay**, the national morals council would be set up under the constitution.” (A.2)

The writer refers to *Somchai Phiphutwat* and *Mr. Thienchay*, who are well-known persons as the source of information and tries to prove his opinion accurately using the source’s credibility.

4.4.4 Attitude Markers

‘Attitude markers’ indicate the effectiveness, instead of epistemic, outlook of a writer. Attitude markers usually impart surprise, agreement, importance, obligation, and frustration, rather than commenting on the status of the information, its probable applicability and accuracy of the facts. In the present study, ‘attitude markers’ can be expressed through attitudinal adverbs and adjectives such as *unfortunately*, *remarkable*, and *regrettably* as in the following examples:

(44) “**Unfortunately**, it is questionable whether this design will become effective.” (A.20)

(45) “What has been most **remarkable** about the military intervention is a return to stability.” (A.48)

(46) “**Regrettably** though, the NCPO had not touched a handful of big wholesalers who have been given a huge chunk of the quota under long-term contracts and are alleged to have control of lottery prices.” (A.15)

In the example (44) attitude has been expressed thematically using the attitudinal ‘*unfortunately*. For the same reason, all phrases with these impersonal structure: *It is important that ...*, *it is true that...*, and *it is understandable that...*, are considered to be ‘attitude markers’ for examples:

(47) “**It is true that** using Section 44 to speed up stalled transport projects might be considered a benevolent exercise of the power.” (A.38)

(48) “***It is understandable that*** initially closed forums are sometimes necessary when sensitivities still run high and confidentiality may be more conducive for conflicting parties to be able to express their views honestly and in a straightforward manner.” (A.40)

(49) “***It’s important*** that the CDC limits its work to laying the groundwork for reform.” (A.22)

Attitude can also be expressed using attitude phrases such as *it is not surprising* as in the example below:

(50) “***It is not surprising*** that after this big raid in Padang Besar, no traffickers were arrested.” (A.45)

4.4.5 Self-mentions

This kind of IMD devices provides information on a writer’s character and stance, referring to a clear authorial presence in the text through using the first-person pronoun and possessive adjectives like *I, me, mine, exclusive we, us, and ours*. According to the result of the present study, Self-mention has the least occurrence in the editorial corpus. Only three words, *we, us, and our*, are occurred in the editorial texts. For example:

(51) “*There never has been a law like it in Thai history. This law, if passed, throws **us** back in time.*” (A.19)

(52) *“That there have been no protests or rallies during the past nine months does not mean **we** are closer to achieving lasting peace. **We** all know this.”*

(A.40)

(53) *“A few days after the whole country celebrated children as the future of the nation, the Public Health Ministry dropped a bombshell about the state of **our** youngsters.” (A.7)*

As the results explained above, it can be seen that the editorial writers of the Bangkok Post newspaper used hedges more often than other categories. These manifestations of forms of interactional devices revealed that the Bangkok Post newspaper editorial writers preferred using various words to express their position and idea in the articles.

4.5 Discussion

4.5.1 Communicative Purpose of English Editorials in the Bangkok Post

The result shows that the communicative purpose of English editorials in the Bangkok Post is similar to any other editorials that attempt to persuade and motivate readers to agree with the newspaper's position through argumentation. In persuading the readers, claims are often argued where possible choices are usually laid out and discussed. The editorial writers also expressed their opinions, criticized the events as well as suggested what should be done in relation to the issue.

Table 4.6 Communicative Purposes of Obligatory Move of English Editorials

Moves	Communicative Function
M1: Presenting Headline	To attract and capture readers' attention.
M2: Presenting the case	To present actual information of the issue discussed in the article.
M3: Justifying or refuting events	To discuss possible choices of events by presenting fact information in order to persuade readers.
M4: Articulating a position	To recommend to act as suggested.

According to Tongsibsong (2012, p. 175), she suggested that communicative purposes of English editorials are, “to present actual events and to frame concerned issues, to discuss possible choices of events or alternative solutions, to give opinions and to convey writers’ desired events, and to suggest or recommend what should be done in actual events”. The findings of this study conform to Tongsibsong’s (2012) communicative purposes.

Example 1:

“A few days after the whole country celebrated children as the future of the nation, the Public Health Ministry dropped a bombshell about the state of our youngsters. More than 30% of Thai children suffer delayed development, said Dr Somsak Chunharas, deputy minister of public health at an international congress entitled ‘Our Children, Our Future’” (A.7)

The first communicative purpose of newspaper editorial is to present actual information of the issue discussed in the article like what the issue is about, when it takes place, and who is involved that can see in example 1.

The next communicative purpose is highlighted since it is to discuss possible choices of events by presenting fact information in order to persuade readers. In the example below (Example 2), the editorial writer clearly refers to a doctor's statement to the readers. Many readers may not believe or agree with the writer's stance until the quote of doctors or any well-known persons related to that issue are being presented to them. At the same time, editorial criticizes cause and effect of the issue in order to support the editorial's position.

Example 2:

“Dr Somsak’s sobering statistic gave them a difficult question: With Thailand soon to become an elderly society, how can the country realize economic health — let alone its ambitions — when 30% of young people do not have the physical, emotional and intellectual capacity that is appropriate for their ages?” (A.7)

Example 3:

“The lack of proper child care through their teenage years is primarily caused by rapid social changes that prevent parents from continuing traditional childrearing roles” (A.7)

Based on the editorial corpus, analysis shows that the editorial clearly states its communicative purposes by using some elements such as Justifying and refuting events, articulating position and many more. Therefore, the other communicative purpose of newspaper editorial is to recommend to act as suggested. Articulating a position is to provide points of view and to illustrate what writers want to see in events and suggest preferable events, presenting opinion, feeling, and position of writers on the issue and it can be seen in every single one of the English editorials collected.

Example 4:

“Public Health Ministry cannot do it alone. The government and business sectors must give longer paid leave or introduce work flexibility so parents can take care of their newborns. Since local communities can better meet the parents and children’s needs, the Education Ministry must stop top down policies and centralized administration to let schools have room to maneuver. More support for migrant children is mandatory” (A.7)

For conclusion, the communicative purposes of English newspaper editorial in the Bangkok Post are to present actual information of the event to readers, to persuade and motivate readers to agree with the writer’s position by offering argumentation, discussing possible choices, expressing opinion or criticizing the event. It seems to be the main communicative purpose and highlighted as part of this kind of genre. And the last communicative purpose is to recommend and suggest the readers to do or act as the newspaper editorial writers offer.

4.5.2 The Rhetorical Move and Strategies of English Editorials

Based on the analysis, the moves such as presenting headline, presenting the case, justifying or refuting the events, and articulating the position are concluded to be obligatory move in the Bangkok Post newspaper’s editorial articles with 100% of occurrences. All these moves occurred in every editorial corpus. This finding affirms the views of Ansary and Babaii (2005) and Zarza et al. (2015) that editorial genre is unified or has a ‘generic integrity’ (Bhatia, 1993, 2004). However, in terms of rhetorical strategies, there is significant difference in choosing strategies to realize the moves that are in line with Bhatia’s (1993) view that cultural conventions do not affect the structure

of a genre at the move level. However, cultural inventions have influence on the strategies (steps) taken within a move.

As mentioned above, presenting headline (Move1) is an obligatory move which can be found in every editorial article. This is in line with the findings of Gunesekar (1989), Ansary and Babaii (2005), Fartousi and Dumanig (2012), and Zarza et al. (2015) in which they found “headline” as an obligatory element in the structure of editorials.

The finding also shows that headline in the Bangkok Post newspaper is more informative. This is possibly because the Thai-English language newspaper serves to variety of audiences such as, Thai and foreigners who stay in Thailand, as well as oversea readers who are interested in Thailand news. Thus, a particular news story needs to be clarified by elaborating issues to allow readers to understand the topics of the editorials. In addition, the topic of editorials in The Bangkok Post focuses on events that happened in the country.

Presenting the case (Move2) is also interesting. It is considered as obligatory move of the data. The finding confirms Fartousi and Dumanig’s (2012) study that presenting the issue is obligatory element in editorial articles. Addressing an issue (M2S1) is commonly used in the editorials with 78% occurrence frequency which is the second highest of strategy on the corpus. This is similar to the study conducted by Zarza et al. (2015) in which they found this strategy to be the second highest occurrence in their corpus. While providing background information (M2S2) is considered as optional with 34% frequency occurrence which is the second to last of strategy from rhetorical question (30%). The finding conformed Ansary and Babaii (2005), and Fartousi (2012) also considered providing background information as a structural element in editorials although they said

it was optional. Providing background information is considered as optional since editorial article is based on interesting news report topic which is up to date news whereby readers or audiences already have basic information about the news. However, providing background (M2S2) is still used in some issues like the event that happened in many years ago - history. The writers intend to inform some background of the event in order to make the readers well understand of the issue and comprehend what is discussed in the article. In addition, providing background information (M2S2) in the articles could be ascribed to the type of people who read the particular newspapers. According to Audience & Insight (n.d.), the Bangkok Post is a newspaper that serves both local and international readerships. Majority of The Bangkok Post newspaper's readers "are Thai, Americans, Australians, British and Canadians living in Thailand while top oversea readers are from US, AUS, UK and Canada who are interested in Thailand news". To interact with various types of readers, it would be the writer's responsibility to make sure the readers have clear understanding of the context of the issue. To do so, background information needs to be provided on some topics of the editorials to clarify the context of the issues.

As editorial is persuasive and argumentative in nature, its characteristics support the findings of the present study that one important function of editorial article is offering argumentation by 100% occurrence of justifying and refuting event (Move3) and two strategies under Move3, explaining (M3S1) and contextualizing argumentation (M3S2) are used quite often in realize that the move are considered as common strategies with 70% and 64% respectively. As the result, it shows that the writers take an important step to realize the credibility of the articles by presenting fact information, providing evidences as figures, statistics, reporting statements, presenting famous persons quotations and many more to support arguments in the articles in order to persuade the readers. Factual and provable information cause the writers' presentation to be more credible and reliable.

Although the writers like to present fact information, they still have strong stance on the issue by presenting their belief and feeling as the finding of the study shows that the frequency occurrence of explaining (M3S1) and contextualizing argumentation (M3S2) follow by expressing opinion (M4S1) which is the highest strategy used in the editorial articles.

In newspaper editorial, expressing the writers' opinion is always highlighted. According to the findings of the present study, articulating position (Move4) is 100% found in the corpus and strategy of expressing opinion (M4S1) is the highest number of application with 90% occurrence frequency in the editorial articles.

Expressing opinion strategy is commonly used to realize Move4 which can indicate that editorial writers of the Bangkok Post newspaper prefer to persuade readers by presenting their thought on the issue. The writers not only prefer to present their stance on the issues, but also like to suggest and recommend the solution to solve the problem to the readers. Hulteng's (1973) believes that in the persuasiveness of directives as they enable writers to engage readers in a direct manner. As a result, this strategy is a common strategy found in English editorials. This finding corresponds with Babae (2010) and Zarza et al.' (2015) studies, which showed that stating recommendation or suggestion is one rhetorical strategy appear in editorial genre.

The results of current study show that strategy of recommending action (M4S4) is used as 64%. In contrast, strategies of evaluation (M4S3), expressing prediction (M4S2), and applying rhetorical question (M4S5) are used as optional strategy in realize Move 4. The finding is similar to Zarza et al. (2015, p. 185) study that "expressing prediction is considered optional to both the American and Malaysian newspapers."

The editorial writers of the BKK fairly express prediction and evaluation in their writings. This could be due to the belief that editorial article presents the institute's voice, and not individual. Apart from that, the Bangkok Post is indeed part of the government's machinery. Thus, they could avoid judging sensitive issue, especially the ones related to government administration. Therefore, such comments are not preferable and usually avoided by the writers who choose not to create concerns and tension in society. By doing so, the writers help to assist the government to maintain the calmness of the sociopolitical situation in the country. Additionally, as the analysis of their functions, it could be inferred that the Bangkok Post's writers tend to adopt a more informative stance and avoid doing judgement. Plausible reasons for this are contextual factors or social issues that have been mentioned. In a way, by using less presenting prediction, commendation, or evaluation on the issue, the writers tend to take less risk and have more tentative stance. This style of writing could be related to government intervention.

4.5.3 Interactional Metadiscourse Used in English Editorials

In linguistic features analysis, to write persuasively in editorial articles, writers need to create a credible textual persona and express proper stance towards their readers and the claims they present. Interpersonal metadiscourse is one of the linguistic features applicable to build a good relationship with the audience through writing. In the present study, the Bangkok Post's writers use IMD devices to persuade the readers through argument. IMD is a feature of overtly argumentative and persuasive genres (Hyland, 2005). Therefore, it is not surprising to find that the writing style makes up a larger portion of metadiscourse resources in editorial genre. Similarly, Dafouz-Milne (2003) highlighted the explicit persuasive nature of interpersonal (interactional in Hyland's category) metadiscourse, and stated that interpersonal metadiscourse "constructs a textual

persona that appears attractive, convincing and reliable to the readers” (Dafouz-Milne, 2003, p. 33). Hence, the findings suggest that the editorial writers are more likely to apply IMD than to put effort into earning readers’ acceptance and solidarity in order to persuade (the main purpose of every editorial writer). The presence of IMD in the selected articles supported Dafouz-Milne’s (2008) idea concerning the essential role of this important element in the construction of persuasion in the genre of newspaper opinion article as editorial. With regard to the analysis of IMD, the findings indicate that there are different devices used in the editorial articles in order to perform a particular communicative purpose for each move. In order to persuade and motivate readers to agree with the writers’ stance, Hedges were obviously used in the highest proportion among the five devices.

Hedge is important in academic discourse because it contributes to an appropriate rhetorical and interactive tenor, conveying both epistemic and effective meanings (Hyland, 1998). In the present study, hedges occupied a high position in the data. This is in line with the findings of many studies (Hyland, 1999; Abdi, 2002; Dafouz-Milne, 2003, 2008; Noorian & Biria, 2010) in which it was shown that hedges hold a predominant position among different interpersonal metadiscourse categories. Hedges can help make the text more reader-friendly by reducing the writer’s control of the discussion (Camiciotolli, 2003). Furthermore, the data collected is political theme which mainly relates to government administration, particularly Junta government, thus, toning down is necessary for expressing the idea. This reason may be the main cause of the highest application of hedge devices in editorial articles of the Bangkok Post newspaper. Hedges can be considered as an important characteristic of professional writing. EFL students may find it hard to hedge efficiently and successfully since it is a relatively difficult skill thus, should be analyzed in detail by both teachers and students.

Other category as engagement marker is also important in the editorial corpus. Engagement markers are used to create an effect of authority, integrity, and reliability, and usually address readers directly, often to aim their thoughts on, or include them as discourse participants (Hyland, 2005) which are mostly used in strategy of recommending action (M4S4). The writers commonly suggest readers to take action or thought as they present directly by using *should*, *have to* or *must*. As the findings, it can be seen that the frequency occurrence of M4S4, also considered as common strategy, and engagement markers, the second highest interaction devices in the corpus, go hand in hand since they link in terms of their functions to realize the move in the editorial articles.

Boosters and attitude markers are another interesting interpersonal device present in the corpus. Boosters (also called certainly marker) are regarded as an important aspect of opinion articles since they allow readers to find out about the writers' opinion, and they create a sense of solidarity with the readers (Dafouz-Milne, 2008). In editorial writing, it is often necessary for the writers to clearly point their positions in regard to a certain issue to readers. In the present study, the Bangkok Post's editorial writers express their opinion or their stance confidently through the use of boosters such as *clearly*, *actually*, and *certainly*. For expressing the writers' opinion in editorial articles, attitude markers are acknowledged as an important part of the articles. Using 'attitudinal makers', writers are able to give their own opinion about a point they make. Besides, they are persuasive enough to gain others' approval and to convey their feelings, tastes or normative assessments they are expressing. Thus, "declarations of attitude are dialogically directed towards aligning the addressee into a community of shared value and belief" (Martin & White, 2005, p. 95). The application of boosters and engagement markers categories of the Bangkok Post's writer in editorial texts in order to present their stance goes along with

the communicative purpose of newspaper editorials that aims to persuade and motivate readers to agree with their positions by expressing opinion.

To present an opinion in editorial texts, self-mention devices like “we” is often used instead of “I”. This may relate to the nature of editorial that belongs to a newspaper as an institution – a social institution (Ukonu, 2005). It is more of a corporate view which therefore carries an institutional flavor. Similar to Ate (2009, p. 4) who stated that “editorial is an organizational affair, any credit or blame in an editorial usually goes to the organization, rather than the individual.”

In a nutshell, analyzing the communicative purpose, the rhetorical moves and strategies together with their functions as well as exploring linguistic feature as interactional metadiscourse in the Bangkok Post’s editorials has provided a comprehensive thought about writer’s points of view on the topic of discussion, while also revealing the extent to which the editorials of the newspaper have a universal rhetorical structure.

4.6 Conclusion

In conclusion, this chapter described the research findings in three parts of analysis: 1) communicative purposes of English editorials, 2) moves structure of English editorials in the Bangkok Post, and 3) the frequency and types of interactional metadiscourse used in editorial articles. In the next chapter, summary of the findings and discussion of the three research questions will be presented. The implication made by this study, as well as the recommendations for further study along with its limitations, will also be discussed.

CHAPTER 5: CONCLUSION

5.1 Introduction

This final chapter summarizes all the research findings of the study and attempt to ascertain the communicative purpose of editorials. This does not mean however, that the study is trying to identify the global communicative purpose of editorials. The communicative purpose discusses in this chapter is the result of the overall findings of the study. In other words, this study is not trying to make any generalizations with regards to the communicative purpose of this genre. This is because there are several limitations to the parameters of the study which have been discussed in Chapter 1. This chapter also presents some pedagogical implications especially focusing on the teaching and learning of journalism. Several suggestions on further research are be briefly discussed at the end of this chapter.

5.2 Summary of the Study

Newspaper editorial is a type of media discourse which a writer argues persuasively to offer an opinion that he believes in to readers. Since, it is a professional writing and has specific structure, it attracts many researchers to study them. The purpose of this study is to analyze English editorials in the Bangkok Post newspaper using a genre analysis approach to explore communicative purposes, rhetorical moves, strategies and linguistic features in this kind of genre.

The summary of the present study will go to the following perspectives, rhetorical moves and strategies, IMD devices and the communicative purpose of newspaper editorials in the Bangkok Post.

To analyze the rhetorical moves and strategies of the study in order to answer research question 2: *What are the rhetorical structures of The English editorials in the Bangkok Post newspaper?* an adapted model based on Bhatia (1993) and Tongsibsong (2012) is the most suitable framework since it is designed from the data of the present study. Four moves are considered as obligatory move with 100% occurrence. They are Presenting headline (Move 1), Presenting case (Move 2), Justifying and refuting event (Move 3), and Articulating position (Move 4). Presenting headline is important that appears in every editorial article as to get intension to the readers. Presenting the case is functioned as presents actual event or everyday situation. The issue is framed and defined in order to inform readers that what this article is going to discuss. Justifying or refuting event is crucial as It attempts to justify an event or point of view through an argument by expressing and presenting different aspects related to the issue. It seems to be the highlight move of editorial articles. And the last move, Articulating a position is important that is a part that presents and expresses the writers opinion on the issue and tries to induce the public to their point of view. And to realize the moves, the editorial writers use various strategies in their writings; some are considered as common strategy and some are optional ones. According to the analysis, Addressing an issue/problem (M2S1), Explaining (M3S1) and contextualizing argumentation (M3S2) as well as strategies of Expressing opinion (M4S1) and Recommending action (M4S4) are considered as common strategies that editorial writers of the Bangkok Post chose to use in their writing. Besides, there are some strategies that are considered as optional since they have been used less than 60%. They are, strategy of Providing background information (M2S2),

Expressing prediction (M4S2), Evaluation (M4S3), and Applying rhetorical question (M4S5) in move 4.

Moreover, structure of Move1-Move2-Move3-Move4 is the common move configuration found in the present study. And in either set of data, there are no straightforward linear structures, for example, *M1-M2-M4-M3-M4* or *M1-M4-M2-M3-M4*. Every single editorial begins with Move1: Presenting headline. But some moves of editorial structure as Presenting case (Move2), Justifying or refuting event (Move3), and Articulating opposition (Move4) appears more than one places in an article. This is possible to happen because the moves are analyzed based on communicative purpose.

For the perspective regarding the analysis of the linguistic features of the editorial articles, interactional metadiscourse category is focused which is to answer research question 3, *What are interactional metadiscourse features used in the corpus?* The study revealed that the highest is hedging devices which employed to reduce the depth of writers' propositions, and presenting them as opinions instead of facts. The frequency of use of Hedges is 15.68 (39.85%) (e.g. may, might, can, could, almost, and possibly). For another category, 'Engagement markers', used to create an effect of authority, integrity, and reliability, and usually address readers directly. (e.g. should, have to, must), 'Boosters' which allows the writers to closedown alternative, head differing views and conveys assurance in their thoughts; for example, must, clearly, certainty, definitely, and 'Attitude markers' such as interesting, unfortunately, understandable, important, regrettably, used to express the writers own attitude towards a proposition are 11.14 (28.33%), 7.8 (19.83%) and 4.72 (11.99%) occurrences respectively. Self-mentions which provides information on a writer's character and stance, referring to a clear authorial presence in

the text, is the least occurred devices in this kind of genre, 1.0 (2.55%) (e.g. us, we, our). This indicates that the Bangkok post writer uses hedges more often than other categories.

For the aspect of communicative purposes to answer research question 1, *What are the communicative purposes of the English editorials in the Bangkok Post?* Based on obligatory moves in the findings of editorials in the Bangkok post newspaper, the main purposes are to inform readers the general information of the event, it is like to tell what is happening by mentioning the place, time and also providing some background of the issue and to persuade and motivate readers to agree with the writer's position by offering argumentations, discussing possible choices, expressing opinion or criticizing the event. It seems to be the main communicative purpose and highlighted as part of this kind of genre. And the last communicative purpose is to recommend and suggest the readers to do or act as the newspaper editorial writers offer.

Based on conducting this research study, there are many interesting points has been discussed both making confirm previous research findings and discovering new things relate to newspaper editorial genre. However, the finding of the present study is not trying to identify the global communicative purpose or make any generalizations with regards to the communicative purpose and rhetorical move structure of this genre. Since the communicative purpose discusses in this chapter is the result of the overall findings based on collected data of the present study which is English editorials in Thai newspaper, the Bangkok Post.

5.3 Pedagogical Implications

Editorial, as a kind of newspaper genre, can be used as a resource to write academic genre. Connor (1999) has indicated, the research in this area is of importance “because editorials perhaps more than any other type of writing reflect national styles regarding mode of persuasion” (Connor, 1999, p. 143). Moreover, editorials can be considered as a kind of public discourse influencing the academic writing of the students.

The significance of the study reiterates that metadiscourse is quite a new concept in the area of discourse analysis. Despite the importance of metadiscourse in composition, reading, rhetoric and text analysis and being investigated from different angles recently, it is still unknown to many of those who are involved in the field of linguistics and rhetorical structure and surprisingly little is known about the ways metadiscourse devices are realized in English editorials, especially in Thai newspapers as the Bangkok Post. Thus, it deserves more investigation and warrants comprehensive research. In this perspective, therefore, the present study sheds more light on the subject and seeks to address this gap.

The findings will contribute to further broadening the genre. Both language teachers and learners will be able to use the knowledge of the rhetorical move and strategies, communicative purposes and interpersonal metadiscourse in editorial articles gleaned from the findings of the study to better prepare themselves in term of writing editorials or persuasive discourses both in academic and professional settings.

Since this study based on the corpus in Thailand context, the finding of the study may have much benefits for professionals in language teaching and learning to develop syllabus especially English for Journalism such as editorial writing class, broadcast and

journalism (Media content development) programs in Thailand institutes. These courses are designed to teach students to learn and develop expertise in media and communication as reporting, producing, designing, performing, graphic editing and writing. For writing, journalism is the investigation and reporting of events, issues and trends to broad audience which need specific technique and style in their communication, whether speaking and writing, included newspaper editorial writing.

The professionals and scholars can apply this research to study editorial genre and may use as editorial writing direction of how the English editorial articles are produced both in term of editorial structure and linguistic features used in order to get well organized, present information creatively and persuasively as well as to produce effectively conveying arguments and opinions texts. In addition, it also serves knowledge to international level to study across cultures of English newspaper editorial, and this case is editorial genre in Thai newspaper.

5.4 Suggestions for Further Study

There are some suggestions for future study will be detailed. Firstly, the data of this study is small in size because it is only collected from the Bangkok Post newspaper. By increasing the number of editorials by referring to other newspapers, collecting more than one newspaper and various themes of articles like education, general news, business or others would enhance the validity of the findings.

Secondly, in the study, the researcher only analyzes text of editorial corpus. The suggestion for further study, whole content of the editorials both photo, text, and layout

(e.g. header, body, footer, right and left panel) of editorial page could be examined. In addition, personal factor and other relevant variety variables such as writer's background, writing experience, native speaker involvement and culture are beyond the scope of this study. Particularly interviewing the editorial writer or those who are prolific article writer would make the result more reliable (Kanoksilapatham, 2005; Amnui & Wannaruk, 2013) because interview can contribute to a better understanding of the writer's intention and the conventional structure of the writing in this particular genre.

Thirdly, in the current study, the researcher only focuses on three aspects to try to explore the application of communicative purposes, move structures, and linguistic features as IMD devices of newspaper editorials. Genre analysis of English editorials in Thai newspapers can be carried out in other aspects in future studies. For example, cross-cultural study of English editorial in Thai newspapers and American English editorial or else.

Fourthly, it is interesting to conduct genre analysis of English editorials published in other kinds of written communication, such as magazines, academic books, etc. The strategic analysis of the present study can also be applied to study the conventionalized rhetorical situations, rhetorical structures, and communicative purposes. Further study in this aspect may show the specification of written structures in a particular discourse community as well as writing styles or trends. The results will be beneficial for writers in order to meet readers' expectation by better expressing their messages through the move structures' model in their writings. In addition, they are also useful for readers in making sense of words, language styles, and forms of texts in genre specificity. It will develop a smooth communication between writers and readers.

Fifthly, regarding linguistic feature analysis, only interactional metadiscourse categories (hedges, boosters, attitude markers, self-mentions, and engagement markers) were investigated. To expand the scope of the study, both categories of metadiscourse, interactive and interactional could be examined.

Sixthly, an adapted framework which was specifically drawn up for the study was capable of teasing out the various moves and strategies in the Bangkok Post editorials. As stated earlier, there are four main moves and nine strategies. Although the comprehensive framework, which was data driven, seems suited for the analysis of the data of this study, it needs further confirmation by future researchers. As can be seen in the review of various models of rhetorical moves in the literature (see Babae, 2010; Gunsekara, 1989; Van Dijk, 1993), the classification of moves and steps or strategies has never been watertight. Depending on the types of text under study, the best framework would normally be the one which is built from the data of the study.

Last but not least, hopefully, the recommendations for further study provided in this study can be useful pilots of genre analysis and increase interest of genre study in professional settings as well as in English for Specific Purposes (ESP).

5.5 Conclusion

In this chapter, the findings of the study were discussed and concluded in the section of research summary. The results showed that an adapted model is applicable in analyzing the samples. Furthermore, the pedagogy application, the suggestions for future study are also provided in order to guide editorial genre researchers in the future.

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