

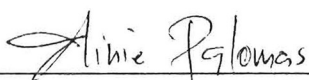
Elinie Palomas 2007: A Dynamic Genre Analysis of Muscle-building Supplement Products Advertised in English Language Health and Fitness Magazines Distributed in Thailand in the Early 1990's and 2000's.
Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Assistant Professor Wipada Ingkanart, Ph.D. 157 pages.

This research is a genre-based analysis of muscle building product advertisement in health and fitness magazine distributed in Thailand. The study mainly aims to explore the organization and linguistic features of muscle building product advertisement. The first part concerns the analysis of the move structure of the advertisement. In the second part of the analysis, three linguistic features namely personal pronoun, modal auxiliary verb and verb tense were studied. Furthermore, the overall characteristics and the percentage of space devoted to pictures in the advertising were investigated.

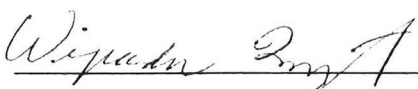
Thirty-six advertisements were analyzed using the framework of move analysis developed by Swales (1990) and Bhatia (1993). The communicative purpose of each move, and that of the muscle building product advertising as a whole were determined. Dynamic genre were referred to Foulger (2004) and Yoshika and Herman (1999) to verify the differences between two periods in this study. In addition, a computerized concordance program was used to identify and analyze prominent linguistic features of move 3 'Describing Product'.

The result reveal that the muscle building product advertisement contain four prototypical moves; 1.) 'Identify Product', 2.) 'Attracting Readers', 3.) 'Describing Products' and 4.) 'Noting Suggestions'. The personal pronoun 'it' and 'you' appears most in the early 1990's and 2000's respectively as well as the modal verb 'can'. Surprisingly, the verb tense found in advertising both period are present, past and perfect in the proportion in 8:1:1.

The output from the analysis could be used as model for writers of muscle building product advertising. Besides, the findings can be guidelines for teachers of the genre in the English for advertising courses. This would contribute strategies for advertising of the muscle building product advertisement particularly in Thailand and other countries where English is not the first language, thus serving as a way to improve marketing communication in muscle building product as a health supplement product.



Student's signature



Thesis Advisor's signature

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