

Titiporn Phongsuwan 2009: A Genre Analysis of Homepages of Serviced Apartments in Bangkok. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Assistant Professor Nongnuch Sriussadaporn, Ph.D. 186 pages.

The study aims to explore the organization and linguistic features of the homepages. The study includes the investigation of general characteristics of the homepages. The second part is the analysis of the move structure of the homepages. In the third part, five linguistic features, namely personal pronouns, modal auxiliary verbs, adjectives, imperatives and complex noun phrases were particularly studied.

Twenty-nine homepages were purposively selected as a corpus from 3 accommodation web directories which drawn up from 2 international search engines. The homepages were analyzed using the framework of move analysis of Bhatia (1993). Communicative purposes of each move were determined. In addition, a computerized concordancing program was used to identify and analyze prominent linguistic features of move 3 'Introducing the Apartment'.

The results show that the homepages analyzed contain five prototypical moves: 1) 'Identifying the apartment'; 2) 'Introducing the apartment'; 3) 'Calling for action'; 4) 'Giving contact information'; 5) 'Giving information'. The personal pronoun 'your', the modal verb 'can', the adjective 'serviced', the imperative 'contact us' and complex noun phrases are prominently used in the text.

The finding of the analysis could be used as a model for writing promotional materials for website designer. In addition, the output would be a helpful guideline in one aspect of teaching in tourism courses for teachers of the genre.

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