

TABLE OF CONTENTS

	Page
LIST OF TABLES	(iii)
LIST OF FIGURES	(vi)
CHAPTER I INTRODUCTION	1
Rationale of the Study	1
Objectives of the Study	4
Benefits of the Study	5
Scope of the Study	6
Definitions of Terms	6
CHAPTER II LITERATURE REVIEW	8
Marketing and Advertising in Hospitality Industry	8
Genre and Genre Analysis	13
Related Studies on Promotional Genres	18
Language of Advertising	36
CHAPTER III METHODOLOGY	43
Data Collection Procedure	43
Data Analysis	44
Validity and Reliability Assurance	46
CHAPTER IV RESULTS AND DISCUSSIONS	47
General Observations of the Hotel Brochures in the Corpus	47
Move Structure of the Hotel Brochures in the Corpus	50
Position of Moves on the Pages of the Hotel Brochures in the Corpus	78
Examination of Pictures in the Hotel Brochures in the Corpus	82
Analysis of Linguistic Features of Move 2 ‘Attracting Potential Guests’ and Move 3 ‘Presenting Hotel’s Facilities’	84

TABLE OF CONTENTS (Cont'd)

	Page
Comparison of the Findings of the Present Research and Those of Some Previous Research on Promotional Genres	99
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS	107
Conclusions of Issues from the Analysis of Move Structure of the Hotel Brochures	107
Pedagogical Implications	112
Conclusion and Recommendations for Further Research	116
REFERENCES	118
APPENDICES	124
Appendix A List of the Names of the Hotels in the Corpus	125
Appendix B Photocopies of Hotel Brochures in the Corpus with Marked Moves and Steps	127
Appendix C Criteria for Assigning Page Numbers to the Hotel Brochures in the Corpus	313
BIOGRAPHICAL DATA	319

LIST OF TABLES

Table		Page
1	Sequence of Adjectival Pre-modifiers	41
2	Frequency of Occurrence of Moves in the Brochures in the Corpus	52
3	Frequency of Occurrence of the Moves that Appear on the Cover Page	53
4	Frequency of Occurrence of the Moves that Appear on the Back Page	54
5	Frequency of Occurrence of the Moves that Appear on the Pages between the Cover Page and the Back Page	54
6	Moves Listed in order of Appearance on Pages of the Brochures in the Corpus	56
7	Frequency of Occurrence of Steps Found in Move 1 'Identifying the Hotel'	59
8	Frequency of Occurrence of Steps Found in Move 2 'Attracting Potential Guests'	65
9	Frequency of Occurrence of Minor Steps Found in Step 1 'Promoting Guest Rooms'	69
10	Frequency of Occurrence of Steps Found in Move 3 'Presenting Hotel's Facilities'	74

LIST OF TABLES (Cont'd)

Table		Page
11	Frequency of Occurrence of Steps Found in Move 4 'Giving Necessary Visiting/Booking Information'	76
12	Frequency of Occurrence of Move 1 at Different Position of Cover Page of the Brochures	78
13	Allocation of the Area of the Brochures to Each Move	79
14	Frequency of a Map at Different Position of the Back Page of the Brochures	80
15	Characteristics of Photos Found in the Brochures in the Corpus	82
16	The 100 Most Frequently Found Words in Move 2 'Attracting Potential Guests' and Move 3 'Presenting Hotel's Facilities'	84
17	Frequency of Occurrence of the Personal 'you' Used with Modal Auxiliary Verbs in Move 2 and Move 3	88
18	Percentages of Sentences in Move 2 and Move 3, in which Personal Pronouns and Modal Auxiliary Verbs Appear	91
19	Percentages of Imperatives in Move 2 'Attracting Potential Guests' and Move 3 'Presenting Hotel's Facilities'	94

LIST OF TABLES (Cont'd)

Table		Page
20	Brochures with No Imperatives Found in Move 2 and Move 3	96
21	The 60 Most Frequently Found Adjectives in Move 2 'Attracting Potential Guests' and Move 3 'Presenting Hotel's Facilities'	96
22	Collocates of the 60 Most Frequent Adjectival Pre-modifiers	97
23	A Summary of Moves of the Hotel Brochures and their Prominent Linguistic Characteristics	114

LIST OF FIGURES

Figure		Page
1	Styles of Hospitality Advertising	11
2	A CARS Model for Article Introductions	16
3	The Moves and Steps of the Tourist Leaflets	27
4	The Conceptual Framework of the Styles of Advertising and The Name of the Move of Promotional Genres	35
5	Functional Constituents in Complex Noun Phrases	41
6	Moves and Steps Found in the Brochures in the Corpus	51
7	A Model for Writing a Prototypical Hotel Brochures	81
8	Language Patterns for the Pronoun 'you', 'your', 'yours' and 'yourself'	86
9	Language Patterns for the Pronoun 'we', 'our' and 'us'	87
10	Language Patterns for the Modal Auxiliary Verb 'can' and 'can't'	89
11	Language Patterns for the Modal Auxiliary Verb 'will'	89
12	Language Patterns for the Pronoun 'we'	90

LIST OF FIGURES (Cont'd)

Figure		Page
13	Language Patterns for the Verb 'experience'	92
14	Language Patterns for the Verb 'enjoy'	93
15	Language Patterns for the Verb 'relax'	93
16	Language Patterns for the Verb 'take'	93
17	The Rhetorical Moves of the Hotel Brochures of Leetch (1996), Poonlappanich (2001) Versus those of the Present Study	100
18	The Comparison of Moves and Steps of Hotel Brochures of the Present Study and the Previous Studies	101
19	The Comparison of the Move Structure of Tourist Leaflets of Boonchayaanant (2003) and those of the Present Study	102