

Narumol Weerayangkul 2006: A Genre-Based Analysis of Five-Star Hotel Brochures in Thailand. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Associate Professor Bhikul Punyaratabandhu, M.Ed. 319 pages.  
ISBN 974-16-2670-3

This research is a genre-based analysis of five-star hotel brochures in Thailand. The study mainly aims to explore the organization and linguistic features of the brochures. The first part concerns the analysis of the move structure of the brochures. In the second part of the analysis, four linguistic features, namely personal pronouns, modal verbs, imperatives and adjectival pre-modifiers were particularly studied. Furthermore, the overall characteristics and positions of pictures found in the brochures were investigated.

Twenty-six brochures used to promote five-star hotels in Thailand were analyzed using the framework of move analysis developed by Swales (1990) and Bhatia (1993). Communicative purposes of each move and of the brochures as a whole were determined. In addition, a computerized concordancing program named "Concapp Concordance Browser and Editor" was used to identify and analyze prominent linguistic features of Move 2 'Attracting Potential Guests' and move 3 'Presenting Hotel's Facilities'.

The results reveal that the brochures studied contain four prototypical moves: 1) 'Identifying the Hotel'; 2) 'Attracting Potential Guests'; 3) 'Presenting Hotel's Facilities'; and 4) 'Giving Necessary Visiting/Booking Information'. The personal pronoun 'you', the modal verb 'can', imperatives and adjectival pre-modifiers are prominently used in the texts. In addition, the informative and the persuasive communicative purposes tend to be the main purposes of the texts. The moves and linguistic features found in the brochures tend to contribute to the overall informative and persuasive communicative purposes of the texts.

The output from the analysis could be used as a model for writers of hotel brochures. In addition, the findings would be useful to personnel in hospitality industry in gaining ideas of how to write and organize the texts in the brochures. This would contribute to improvement in the writing of hotel brochures particularly in Thailand and other countries where English is not the first language, thus serving as a way to improve marketing communication in hospitality and travel industry.

Narumol Weerayangkul  
Student's signature

B. Punyaratabandhu  
Thesis Advisor's signature

15 / 9 / 06