

Chinanard Mongkholjuck 2008: A Genre Analysis of Tourist Attraction Leaflet Produced and Distributed in Thailand in 2004. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Assistant Professor Pornsiri Muangsamai, Ph.D. 107 pages.

This study aims to investigate the rhetorical text structure and prominent linguistic features of tourist attraction leaflets produced and distributed in Thailand. The theoretical framework is applied using the genre theories of Swales (1990). The study comprises an investigation of 3 aspects; i.e. the main communicative purpose, the rhetorical move structure, and the prominent linguistic features.

Thirty leaflets used to provide information about tourist attractions in the country were received from one-hundred letters for collaboration and on-site visits. The main communicative purpose of the sample was first investigated. Then, the move structure constructed to achieve such a purpose was revealed. Finally, the prominent linguistic features of each move were examined using a concordance computer program.

The study results reveal that the main communicative purpose of the tourist attraction leaflets produced in the country is informative. There are five obligatory moves, i.e. the Move “Identifying the name of the tourist attraction”, the Move “Providing the background of the attraction”, the Move “Describing the tourist attraction”, the Move “Providing service information”, and the Move “Providing further contact information” found used in order to achieve such communicative purpose and four optional moves to provide additional information to readers. In view of the linguistic features, the use of tense, noun phrases, modal/auxiliary verbs, adjectives, and imperative sentences are highlighted. The output results of the study, therefore, reveals how this particular genre is produced in the country where English is not the official language.

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