

**A GENRE ANALYSIS OF PUBLIC ADDRESS DISCOURSE OF THAI
AIRWAYS INTERNATIONAL PUBLIC COMPANY LIMITED**

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ABSTRACT

In recent decades, the interest in the study of genre and its application in language teaching and learning has been increasing. Many academic and non-academic genres have been analyzed. Among the non-academic ones, also known as professional genre, an analysis of a public address discourse has never been conducted before. To gain new insight into this genre, an analysis has been carried out focusing on the public address discourse of Thai Airways International Public Company Limited. The purpose of the study was to find out the communicative purposes and the rhetorical structure of the genre in question. Four main parts of the public address were chosen to be analyzed. Results revealed that there were many communicative purposes, but the main purpose was discourse used as a means to communicate with the passengers on board aircraft. The study also revealed that rhetorical move-structures exist in the genre-text. These preliminary findings suggest that further studies could be carried out on public addresses of other airlines in order to establish rhetorical patterns in this type of genre.

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