

CHAPTER FOUR

RESULTS

The previous chapter explained the overall coverage of the subjects, the materials, the procedures used in the collection and analysis of the data, and details of the data analysis. This chapter reveals the research finding of a genre analysis of public address discourse. The findings are organized and presented in order to answer the questions posted in chapter 1 as follows.

4.1 COMMUNICATIVE PURPOSES OF PUBLIC ADDRESS DISCOURSE

A public address refers here to announcements made aboard an aircraft during a flight. It is used as a channel for crew personnel to communicate with the passengers on board. It is prepared beforehand as a written text and read (i.e. announced) by the assigned crew personnel, being the flight attendants or the pilots. The language used is rather formal and quite polite. During a flight, public addresses are made several times depending on the purpose and occasion. From the data analysis of the present study, it was found that a public address tends to serve the following communicative purposes:

1. A public address is used to provide information to the passengers. Such information can be the flight details (e.g. flight number, flight time, name of airport at destination, weather condition, etc.), service information (e.g. number of meals served, the menu, details about the entertainment system, etc.), or specific details (e.g. immigration, customs, and quarantine formalities at the destination).

2. As there are many rules and restrictions aboard an aircraft, the public address is also utilized when orders or commands are given. However, due to the fact that good hospitality and politeness is crucial in the service industry, the language used to give the commands and orders are done in such a polite way that it almost seems as a 'polite but firm request'. For example, instead of simply stating 'no smoking', it is more appropriate to use the phrase 'may we remind you once again to refrain from smoking throughout the flight'.

3. The public address serves as a means to greet and farewell the passengers. In addition, it provides the passenger with the sense of comfort and safety that there is a way in which they can communicate with the crew personnel and that they are taken care of.

4. Passengers are solicited by crew personnel through the public address. A request of cooperation is necessary to keep things in order. When it comes to the matter of safety, passengers are asked and reminded to comply with the rules on board. For example, ‘please turn off your mobile phone and electronic devices....’, or, ‘please remain seated with your seat belt fastened’.

4.2 RHETORICAL MOVE-STRUCTURE OF PUBLIC ADDRESS DISCOURSE

After identifying the genre’s communicative purposes and developing a theoretical framework as discussed in chapter 2, the genre analysis reveals that the genre-text can be divided to serve the communicative purposes as follow:

1. Welcoming Announcement

Move 1 Beginning salutation

Move 2 Addressing the audience

Move 3 Providing flight/service information

Step 1 Identifying airline and partner airline

Step 2 Stating the captain’s name

Step 3 Informing flight number

Step 4 Informing destination(s)

Step 5 Informing flight time

Move 4 Ending

Move 5 Ending salutation

2. In-flight service Announcement

Move 1 Addressing the audience

Move 2 Self introduction

Move 3 Providing flight/service information

Step1 Informing about service details

Step 2 Reminding about rules and regulations on board

Move 4 Ending

Move 5 Ending salutation

3. Descending

Move 1 Addressing the audience

Move 2 Providing flight/service information

Move 3 Soliciting cooperation

Move 4 Providing information about destination

Step 1 Informing about immigration details

Step 2 Informing about customs details

Step 3 Informing about quarantine details

Move 5 Ending salutation

4. Farewell Announcement

Move 1 Addressing the audience

Move 2 Providing flight/service information

Move 3 Soliciting cooperation

Move 4 Providing flight/service information

Step 1 Identifying airline and partner airline

Step 2 Stating the captain's name

Step 3 Informing flight number

Step 4 Informing destination(s)

Step 5 Showing gratitude

Move 5 Ending salutation

According to the analysis, it can be seen that every announcements starts with the move ‘addressing the audience’, except for the welcoming announcement where a ‘beginning salutation’ appears first. To be more specific, the phrase “Ladies and Gentlemen....” is used. This is to show respect and politeness as it is expected in the service industry. In addition, this move can act as a tool to get the passengers’ attention.

To the same extent, every announcement ends with the ‘ending salutation’ move which refers to the phrase “thank you”. The reason for using the mentioned phrase is that the announcer wishes to thank the audience for their cooperation and for listening to the announcement. This makes the ending exceptional for this genre. However, in the farewell announcement, step 5 in move 4 indicates that gratitude is shown. The phrase “thank you” is also used here but has a different purpose. As opposed to the former one, this one represents its genuine meaning of showing gratitude to those giving their custom to the airline.

Additionally, move 3 in the first announcement contains the same information as move 4 in the last announcement. This shows that the particular information needs to be confirmed both at the beginning and at the end of a flight.

It should also be noted that move 4 in the welcoming and in-flight service announcement refers to the phrase “We wish you a pleasant flight”. The phrase is used at the end of announcements made towards the beginning of a flight and occurs before the ‘ending salutation’. Move 3 in the descending and farewell announcements, on the other hand, is made towards the end of a flight as it solicits cooperation from the passengers to comply with the safety regulations before landing (e.g. fasten seatbelts, turn off electronic devices, adjust seats to the appropriate position, etc.).

Moreover, the descending announcement is rather unique as it includes specific information concerning immigration, customs, and quarantine. It is obvious, however, that the beginning and ending of this announcement does not differ from others. In addition, the in-flight service announcement holds its own characteristic in move 2; ‘self introduction’. This is for the reason that the public address has its own formality in which the crew personnel supervisor introduces himself to the passengers to encourage a sense of comfort and to show hospitality.

In conclusion, the present study investigates the communicative purposes and the rhetorical move-structure of the public address discourse of Thai Airways International Public Company Limited, using a theoretical framework for a genre analysis based on the work of Swales (1990) and Bhatia (1993). The study reveals that the major communicative purpose of this genre is to convey information to the audience (i.e. passengers). Additionally, this kind of discourse can also be used as a means to request or command the audience to comply with the rules and regulations. Therefore, to achieve these communicative purposes, the moves and steps mentioned above are employed in the public address discourse.

The findings of the study will be summarized and further discussed in the next chapter.