GENRE ANALYSIS ON HEALTH/SLIMMING PRODUCTS
ADVERTISEMENTS IN MALAYSIA

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ABSTRACT

In recent years, health/slimming products adverts in direct sell market has undeniably put pressure on females especially young ladies on weight management. Three forms of health/slimming products namely tea, pills, and beverage were examined in this study. Nine health/slimming products advertisements from Cosway monthly catalogue were selected to be analysed in the study. This study employed the qualitative design and move analysis was adopted in the analysis of the corpus. The main objective of the study was to identify the rhetorical structure patterns of health/slimming products advertisements and the advertiser’s communicative intent. The moves were tabulated and categorised. Based on the findings, Headline (HL), Appraising the Product (AP), Offering Incentives (OI) are the most prevalent moves where AP has the highest occurrence. Lastly, the categorisation of text type on moves includes AP, Pressure Tactics (PT), Endorsement/Testimonials E/T, Justifying the Product (JP) whose function was to inform or (Informative). The OI, AP, Targeting Market (TM), PT moves function as promotional strategy (Operative). On the other hand, HL serves as (Expressive) type of text. Further studies are recommended that would look into other direct sales product as corpus.