BIBLIOGRAPHY

Abbasian, Fatema and Tahririan, Mohammad Hasan. 2008. *The discoursal and formal analysis of e-mails: a cross disciplinary genre analysis.* Online: http://www.sid.ir/en/VEWSSID/J_pdf/87620080202.pdf. (Retrieved 10 Novemeber 2012)

Ajedrez, Luis. 2011. *Introduccion al lenguaje html.* YouTube. Online: http://youtu.be/l9q93yp2VkQ. (Retrieved 10 Novemeber 2012)

Arisawa, Tatsuro Daniel. 2006. *A storyline analysis in Iu-Mienh narrative discourse with some insights from cognitive linguistics.* M.A. Thesis. Linguistics Department, Payap University, Chiang Mai.

Askehave, Inger and Nielsen, Anne Erlup. 2005. *Digital genres: a challenge to traditional genre theory.* Information Technology &People.Vol. 18 No. 2, 2005: 120-141.http://files.ynada.com/archive/Askehave%20and%20Nielsen%20-%20Digital%20genres.pdf.

Bartlett, F. 1967. *Remembering: A study in experimental and social psychology.* University Press: Cambridge, England.

Bawarshi, Anis S., and Reiff, Mary Jo. 2010. *Genre: an introduction to history, theory, research, and pedagogy.* West Lafayette, IN: Parlor Press. Online: http://wac.colostate.edu/books/bawarshi_reiff/genre.pdf.

Beghtol, Clare 2001. *The concept of genre and its characteristics.*Bulletin of the American Society for Information Science and Technology Vol. 27 Issue 2.http://onlinelibrary.wiley.com/doi/10.1002/bult.192/pdf.

Berzlánovich, Ildikó. 2008. *Lexical cohesion and the organization of discourse.* Online: http://www.rug.nl/let/onderzoek/onderzoekinstituten/clcg/berzlanovich.pdf (Retrieved 1 Novemeber 2012)

Bhatia, V.K. 1993. *Analysing genre: Language use in professional settings.* London. United Kingdom: Longman.

Bhatia, V.K. 2004.*Generic paterns in promotional discourse*. In Persuassion across genres: A Linguistic Approach, edited by H. Halmari. pp. 215-225. Philadelphia, PA: John Benjammins.

Biber, D. 1988. *Variation across speech and writing*. Cambridge, UK: Cambridge University Press.

Bird, Drayton.1994, 1995, 1997.*How to write sales letters that sell*. London, United Kingdom: Kogan Page Limited.

Blackbelt Magazine. 1998. *Clugston combat jkd advertisement*. Active Interest Media, California, December Issue, pp. 57-60 Online: http://books.google.co.th/books?id=ydoDAAAAMBAJ&pg=PA59&lpg=PA 59&dq=blackbelt+combat+jkd+clugston&source=bl&ots=7Kw6bsxeQQ& sig=0FwrEjdALyHn7UTgcqMMAN0aJCw&hl=en&sa=X&ei=aAqsUaDELM PArAfGlIHQBA&redir_esc=y#v=onepage&q=blackbelt%20combat%20jkd %20clugston&f=false. (Retrieved 15 May 2013)

Bodomo.A.B. 2005.*Supplementary notes on features of different genres: personal letter*. Quality Education Fund Project, University of Hong Kong Online: http://www.linguistics.hku.hk/qef/GenreFeatures.pdf.

Boese, Elizabeth Sugar. 2005. *Stereotyping the web: genre classification of web documents*. M.A. Thesis. Online: http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.112.3660&rep= rep1&type=pdf (Retrieved 5 June 2013).

British Columbia Institute of Technology. 2013. *Principles of effective advertising*. Online: http://www.bcit.ca/marcom/brand/adprinciples.shtml (Retrieved 5 June 2013).

Businessballs.com.2013.*Introductory sales letters*. Online: http://www.businessballs.com/introletters.htm (Retrieved 25 June 2013).

Campbell, Karlyn and Jamieson, Kathleen. 1978. *Form and genre: shaping rhetorical actions*.Falls Church, VA: The Speech Communication Association.

Chandler, Daniel. 2000. *An introduction to genre theory*. Online.http://www.aber.ac.uk/media/Documents/intgenre/intgenre1.html (Retrieved 10 April 2013)

Cheung, Ming. 2007. *Persuasive communication through sales email: the interplay of belief, interaction, and language.* Chapter. Cambridge, England. Cambridge Scholars Publishing.ISBN 1-84718-173-2.

Clugston, Christophe. 2012. *How to define criteria for subgenre classification.* Online: http://www.forum.santini.se/2012/12/question-how-to-define-criteria-for-subgenre-classification/.

Conversion Voodoo. 2013. *Increase your conversion rate by shutting up.* Online: http://www.conversionvoodoo.com/blog/2010/08/increase-your-conversion-rate-by-shutting-up/ (Retrieved 20 May 2013).

Cook, Guy. 1989.*Discourse.*Oxford, UK: Oxford University Press.

Cook, Guy. 1992. *The discourse of advertising.* London, United Kingdom: Rutledge.

Copyblogger. 2013. *Copywriting, john carlton.* Online: https://www.copyblogger.com/copywriting-john-carlton-2/ (Retrieved 14 August 2013).

Crowston, Kevin and Williams, Marie. 1997. *Reproduced and emergent genres of communication on the world-wide web.* Proceedings of the 30thAnnual Hawaii International Conference on Systems Sciences, 30-39. Los Alimitos IEEE Computer Society.

Crowston, Kevin and Williams, Marie. 1999. *The effects of linking on genres of web documents.*Former Departments, Centers, Institutes' and Projects Paper 3. Online: http://surface.syr.edu/ischool_other/3. (Retrieved 10 Novemeber 2012)

Crowston, Kevin et al. 2001. *Genre based navigation on the web.* Proceedings of the 34th Hawaii International Conference on Systems Sciences.Maiu, USA .http://crowston.syr.edu/sites/crowston.syr.edu/files/09814013.pdf

Crowston, Kevin. 2010. *Internet genres.*Encyclopedia of Library and Information Sciences 3rd Edition.CRC Press.

Crystal, David. 2001. *Language and the internet.* London, England: Cambridge University Press.

Crystal, David. 2003. *English as a global language.* London, England: Cambridge University Press.

Curly, Jim. 2010.*Vampires, werewolves, zombies, & choosing the right weapon.*Online.http://www.john-carlton.com/2010/08/vampires-werewolves-zombies-choosing-the-right-weapon/ (Retrieved 10 April 2013).

Cyberpolin. 2011. *La web hoy y html 5 by tumaestroweb.com.* Universidad Juarez, Mexico. You Tube. Online: http://www.youtube.com/watch?v=lX6ZCpMYc3s&feature=share&list=UU B35LESi1thhWEcqzBX0IfA (Retrieved 12 December 2012).

Cyberpolin. 2011. *Curso de htmlbasico—aprende html desde cero—001.* YouTube.Online http://youtu.be/ur0fHFXPAuM.(Retrieved 1i April 2013)

Daniel, Brenda and Heerring, Susan C. editors. 2003. *The multilingual internet.*Journal of Computer-Mediated Communication, Vol. 9, No 1.

http://jcmc.indiana.edu/vol9/issue1

Dattamajumdar, Satarupa. 2006. *The linguistic patterns of advertising text: a study in kolkata.* Journal of Linguistics and Languages, Vol.5, Number 2 ISBN 1475-8989.

David, Matthew. 2010. *HTML5: designing rich internet applications.* Burlington, MA. Focal Press.ISBN 978-0-240-81328-8.

Devitt, Amy J. 2004. *A theory of genre.*Writing Genres. Carbondale: Southern Illinois University Press.

Dooley, Robert A. and Levinson, Stephen H. 2001.*Analyzing Discourse: A manual of basic concepts.* Dallas, TX: SIL International.

Dutton, Kevin. 2010. *Flipnosis.* London, England. Random House.ISBN 9780099505624.

El'daly, Hosney M. 2011. *Towards an understanding of the discourse of advertising review of research with special reference to the Egyptian media.* African Nebula, Issue 3, June. http://www.nobleworld.biz/africannebula.html (Retrieved 12 Novemeber 2012)

Ferrar, Kathleen, et. al. 1991.*Interactive written discourse as an emergent register.*Written Communication Vol. 8, pp. 8-34.

Fiske, John. 1987. *Television culture.* London: Routledge (Chapter 7: 'Intertextuality').

Foz-Gil, Carmen and Gonzalez-Pueyo, Isabel.2009.*Helping Spanish smes staff to develop their competence in writing business letters.* International Journal of English Studies, VOl 9 (1) 43-63. Murcia, Spain. http://revistas.um.es/ijes/article/view/90631/87441

Freedman, Aviva and Medway, Peter Eds. 1994.*Genre and the new rhetoric.* London. Taylor and Francis.

Furr, Roy. 2011. *Does long copy still work online?*Wealthy Web Writer. Online: http://www.wealthywebwriter.com/2011/02/long-copy-online/ (Retrieved 20 June 2013).

Gallant, Matt. 2011. *AIDA template.*personal communication.

Gardner, Oli. 2013. *New sales letter template added.* Online: https://getsatisfaction.com/unbounce/topics/new_sales_letter_template_adde d (Retrieved 20 June 2013).

Geisheker Marketing, 2013. *How to write a killer sales letter.* Online: http://www.marketing-consulting-company.com/write-killer-sales-letter-free-sample-sales-letters/ (Retrieved 24 June 2013).

Giltrow, Janet (Editor). 2009. *Genres in the internet: issues in the theory of genre.* John Benjamins Publishing Company. ISBN-10: 9027254338.

Gonzalez, Rafael Alejo and Sanchez, CiraFernandez. 2007. *The bank company website from a genre perspective.* Cambridge, England. Cambridge Scholars Publishing.ISBN 1-84718-173-2.

Greninger, David Eugene. 2009. *Aspects of discourse prominence in Solu Sherpa oral stories of personal experience.* M.A. Thesis. Linguistics Department.Payap University, Chiang Mai.

Guffey, Mary Ellen. 2001. *Writing for business audiences.*Thomson Learning

Halliday, M. A. K., &Hasan, R. 1985.*Language context and text: aspects of language in a socialsemiotic perspective.* Oxford, UK: Oxford University Press.

Handke, Jurgen. 2012a. *HTML and css—html fundamentals.* University of Marburg, Germany. Online: http://youtu.be/KiWrZcU0kO0 (Retrieved 3 Jan 2013).

Handke, Jurgen. 2012b. *HTML and css basics—text 1.* University of Marburg, Germany. Online: http://youtu.be/eeXdym9gn78 (Retrieved 3 Jan 2013).

Handke, Jurgen. 2012c. *HTML and css basics—text I1.* University of Marburg, Germany. Online: http://youtu.be/14VMHLcQn1g (Retrieved 3 Jan 2013).

Handke, Jurgen. 2012d. *HTML and css—the making of html documents.* University of Marburg, Germany. Online: http://youtu.be/N2KhpzbtNnk (Retrieved 3 Jan 2013).

Handke, Jurgen. 2012e. *HTML and css—images and hyperlinkss.* University of Marburg, Germany. Online: http://youtu.be/LtRlfsCRdi8 (Retrieved 3 Jan 2013).

Handke, Jurgen. 2012f. *HTML and css—the use of css.* University of Marburg, Germany. Online: http://youtu.be/ar-j872WS_4 (Retrieved 3 Jan 2013).

Handke, Jurgen. 2012g. *HTML and css—css selectors.* University of Marburg, Germany. Online: http://youtu.be/AS4R3KxqSH0 (Retrieved 3 Jan 2013).

Handke, Jurgen. 2012h. *Web development—planning a web site 1.* University of Marburg, Germany. Online: http://youtu.be/k666xeIZWdg (Retrieved 3 Jan 2013).

Handke, Jurgen. 2012i. *Web development—panning a web site I1.* University of Marburg, Germany. Online: http://youtu.be/1dUZl_qUCEo (Retrieved 3 Jan 2013).

Handke, Jurgen. 2012j. *Web development--preparing content 1.* University of Marburg, Germany. Online: http://youtu.be/jnx8y37MsRs (Retrieved 3 Jan 2013).

Handke, Jurgen. 2012k. *Web development--preparing content I1.* University of Marburg, Germany. Online: http://youtu.be/2fqY1jycbiA (Retrieved 3 Jan 2013).

Harrison, Amy. 2012. *Copywriting analysis for magazine advert: yantra mat.* Online: http://harrisonamy.com/copywriting-analysis-magazine-advert-yantra-mat/ (Retrieved 20 May 2013).

Henick, Ben. 2010. *HTML &css: the good parts.*Sebastopol, CA. O'Reily Media. ISBN 978-0-596-15760-9.

Herring, Susan C and SiripornPanyametheekul. 2003. *Gender and turn allocation in a thai chat room.* Journal of Computer-Mediated Communication, Vol. 9, No 1.http://jcmc.indiana.edu/vol9/issue1/panya_herring.html

Hoey, Michael. 1983. *On the surface of discourse.* London, United Kingdom: George Allen &Unwin Ltd.

Hoey, Michael. 1986. *Clause relations and the writer's communicative task.*In Couture (Ed.), Functionalapproaches to writing: Research perspectives (pp. 120-141). Norwood, NJ: Ablex.

Hoey, Michael. 1991. *Patterns of lexis in text.* Oxford, United Kingdom: Oxford University Press.

Hoey, Michael. 2005. *Lexical priming: a new theory of words and language.* London, United Kingdom: Routledge.

Hopkins, Claude C. 1923. *Scientific advertising.* Public Domain: http://www.abrahamclub.com/downloads/ebooks-and-excerpts/claude-hopkins-scientific-advertising (Retrieved 2 November 2012).

Hwang Shin Ja J. and Merrifield William R. (Eds). 1992. *Language in context: essays for Robert E. Longacre.* Arlington, Texas, USA: The Summer Institute of Linguistics and The University of Texas at Arlington.

Instant Sales Letters. 2013. *Sales Letters Templates.* Online: http://www.instantsalesletters.com/ (Retrieved 1 August 2013).

Internet Society. 2012. *History of the internet.* Onlinehttp://www.internetsociety.org/internet/internet-51/history-internet/brief-history-internet (Retrieved 9 April 2012).

Internet World Statistics. 2012. *World statistics.* Onlinehttp://www.internetworldstats.com/ (Retrieved 9 April 2012).

Juez-Alba, Laura. 2009.*Perspectives on discourse analysis: theory and practice.*Newcastle,UK: Cambridge Scholarly Publishing.

Kennedy, George A. 1998. *Comparative rhetoric: An historical and cross-cultural introduction.* Oxford, England: Oxford University Press.

Khankhrua, Passarawee. 2007. *An analysis of linguistic features and language tactics used in body copies of online diet program advertisements.* M.A. Thesis. Stinakhatinwirot University, Thailand.

Kramer, Melinda.2001. Business communication in context: Principles and practice. New York: Prentice Hall

Kress, Gunther. 1988. *Communication and culture: an introduction.* Kensington, NSW: New South Wales University Press.

Kwasnik, Barbara and Crowston, Kevin. 2004. *A framework for creating a facetted classification for genres: addressing issues of multidimensionality.*Proceedings of the 37th Hawaii International Conference on System Sciences.

Kwasnik, Barbara and Crowston, Kevin. 2005. *Genres of digital documents introduction to the special issue of information, technology & people.* Information Technology & People, Vol. 18 Issue: 2, pp.76 - 88. http://crowston.syr.edu/system/files/itp2005genreintro.pdf

Kwasnik, Barbara et al. 2001. *Identifying document genre to improve web search effectiveness.*Bulletin of the American Society for Information Science and Technology Vol. 27 Issue 2.December/January pp. 23-26.

Landa, Jose Angel Garcia. 2007. *Literature in internet.*Chapter. Cambridge, England. Cambridge Scholars Publishing.ISBN 1-84718-173-2.

La Lanne, Lewis. 2011.*A few quick notes on the copywriting god john carlton's process for writing an ad.*Onlinehttp://www.mynotetakingnerd.com/blog/quick-notes-copywriting-god-john-carltons-process-writing-ad/ (Retrieved 5 November 2012).

Lapsanska, Jana. 2006. *The language of advertising with the concentration on the linguistic means and the analysis of advertising slogans.*DiplmovapracaThesis.Faculty of Education, Department of English Language and Literature. Comenius Universit, Bratslavia.

Lee, David WY. 2001. *Genres, registers, text types, domains, and styles: clarifying the concepts and navigating a path through the bncjungle.*Language Learning & Technology. Volume 5, Number 3, pp 37-72 Online: http://www.uow.edu.au/~dlee/genre_register.pdf

Levinson, Stephen H. 2006.*Reasoning styles and types of hortatory discourse.*Journal of Translation, Volume 2, Number 2.

Lindemann, Christoph and Littig, Lars. 2011. *Classification of web sites at super-genre level.* Genres on the Web, Computational Models and Empirical Studies. Text Speech and Language Technology, Vol. 42. Online: http://www.forum.santini.se/2011/04/abstract-classification-of-web-sites-at-super-genre-level/#comment-135089

Longacre, Robert E. 1983.*The grammar of discourse.*New York City, USA: Plenum Press.

Longacre, Robert E. 1992. *The Discourse Strategy of an Appeals Letter*. In Discourse Description: Diverse linguistic analyses of a fund-raising text, Mann, William C. and Sandra A. Thompson (eds.), 109 ff.

Longacre, Robert E. 1996.*The grammar of discourse.*New York City, USA: Plenum Press.

Mann, William C. & Thompson, Sandra A (Eds). 1992. *Discourse description: diverse linguistic analysis of a fund-raising text.* Amsterdam, Nederlands: John Benjamin Publishing.

Martin, J.R. 1985.*Process and text two aspects of semiosis,* within Benson, J. and Greaves, W. Eds. Systemic perspectives on discourse,VOl. 1 Selected Theoretical Papers form the 9thinternational Systems Workshop, Norwood , New Jersey.

Martin, J.R. 1992. *English text; system and structure*. Philadelphia, PA, Benjamins.

Marza, Nuria Edo. 2007.*The digital representation of an industrial cluster through its corporate website image: online discourse and genre analylsis*. Chapter. Cambridge, England. Cambridge Scholars Publishing.ISBN 1-84718-173-2.

Medina, Alicia et al. 2005. *Aproximación a la retórica hipertextual: géneros digitales, captología y nuevos horizontes*. Universidad de las Palmas de Gran Canaria.

Online http://www.cogtrans.net/pubs/Bolanos-Medina2005b.pdf (Retrieved 9 April 2012).

Medina, Alicia et al. 2007.*Persuasive strategies and credibility in corporate website discourse.*Chapter. Cambridge, England. Cambridge Scholars Publishing.ISBN 1-84718-173-2.

Midhele de Oliveira, Sandi.2003. *Breaking conversational norms on a portugueese users networks: men as adjusticators of politeness.* University of Copenhagen, Denmark. http://jcmc.indiana.edu/vol9/issue1/oliveira.html (Retrieved 1 Novemeber 2012)

Miller, Carolyn R. 1984. *Genre as a social action.*Quartley Journal of Speech. 70. pp. 151-167 Online: http://www4.ncsu.edu/~crmiller/Publications/MillerQJS84.pdf (Retrieved 10 October 2012).

Minh ThiTuyet Pham. 2006. *Headhunters and pigs: Aspects of Mae Hong Son Shan narrative discourse.* M.A. Thesis. Linguistics Department.Payap University, Chiang Mai.

Mitra, Sugata.2007. *Can kids teach themselves?.* LIFT Conference, Geneva, Switzerland.http://youtu.be/xRb7_ffl2D0 (Retrieved 4 April 2012).

Mitra, Sugata.2010. *New experiments in learning.* TED talk. Oxford, England.http://youtu.be/dk60sYrU2RU (Retrieved 4 April 2012).

Morris, Amber. 2008. *Selected discourse features of Lahu Shi folk narrative.* M.A. Thesis. Linguistics Department.Payap University, Chiang Mai.

Netplaces. 2013. *Long copy sales letters.* Online: http://www.netplaces.com/writing-copy/special-copywriting-situations/long-copy-sales-letters.htm (Retrieved 4 April 2013)

Neplaces. 2013. *Proven copy writing formulas.* Online: http://www.netplaces.com/writing-copy/get-writing/proven-copywriting-formulas.htm(Retrieved 4 April 2013).

Nodoushan, Mohammad Ali Salmani. 2011. *The place of genre analysis in international communication.*International Journal of Language Studies.Vol. 5. pp. 63-74. http://www.ijls.net/volumes/volume5issue1/salmani4.pdf

Nunan, David. 1993. *Introducing discourse analysis.*London, United Kingdom: Penguin Books Ltd.

Orlikowski, W. J. and Yates, J. 1994.*Genre repertoire: norms and forms for work and interaction.* MIT Sloan School Working Paper #3671-94.http://dspace.mit.edu/bitstream/handle/1721.1/2510/SWP-3671-45181414-CCS-166.pdf

Palmer, Juan Carlos and Posteguillo, Santiago. 1998. *Netvertising, content-based subgeneric variations in a digital genre.*In IEEE Proceedings of the Thirty-Third Hawaii International Conference on SystemSciencesp 10

Palmer, Juan Carlos. 1999. *Netvertising and esp: genre-based analysis of target advertisements and its application in the business English classroom.*UniversitatJaume 1, Spain. Asociación Europea de Lenguas para Fines Específicos.http://www.aelfe.org/documents/text1-Palmer.pdf

Pingdom, 2013.*Internet users worldwide.* Online: http://royal.pingdom.com/2013/01/16/internet-2012-in-numbers/ (Retrieved 4 April 2012).

Platt, Sean M. 2012. *Sales letter shortcut (the only template you will ever need).* Online: http://seanmplatt.com/best-sales-letter-template/ (Retrieved 24 June 2013)

Posteguillo, Santiago. 2003. *Netlinguistics, an analytical framework to study language, discourse and ideology in internet.*Castello: Publicacions de la UniversitatJaume I. Universitas, Spain. ISBN: 84-8021-444-9.

Posteguillo, Santiago. 2003. *Netlinguistics and english for internet purposes.* Online: http://www.aelfe.org/documents/text4-Posteguillo.pdf (Retrieved 9 April 2012).

Posteguillo, Santiago, et.al. Eds. 2007.*The texture of internet: netlinguistics in progress.* Cambridge, England. Cambridge Scholars Publishing. ISBN 13: 9781847181732.

Profstein. 2012. *HTML fundamentals 1.* You Tube. Online: http://youtu.be/YZTJ7DAbU7g (Retrieved 4 December 2012).

Profstein. 2012. *HTML fundamentals 2.* You Tube. Online: http://youtu.be/L1uZERilK44 (Retrieved 4 December 2012).

Profstein. 2012. *HTML fundamentals 3: putting content on a page:* You Tube. Online: http://youtu.be/tiDR96DfPTk (Retrieved 4 December 2012).

Profstein. 2012. *CSS fundamentals part 1*.You Tube. Online: http://youtu.be/zDsPWN6jRKo (Retrieved 4 December 2012).

Profstein. 2012. *CSS fundamentals part 2* .You Tube. Online: http://youtu.be/TCj9S-6Avs8 (Retrieved 4 December 2012).

Rehm, Georg. 2002. *Towards automatic web genre identification.*Proceedings of the 35th Hawaii International Conference on System Sciences. Online: http://csdl2.computer.org/comp/proceedings/hicss/2002/1435/04/1435010 1.pdf (Retrieved 5 March 2012).

Rochat, Alesiha. 2012. *Facebook Language? Functional Stylistics Approach to Postings.*University of Lausanne. Online: http://www3.unil.ch/wpmu/swell2012/files/2012/03/Rochat1.pdf (Retrieved 19 April 2013).

Rosmarin, Adena. 1985. *The power of genre.* MN: University of Minneapolis Press.

Ryan, Marie-Laure. 1981. *Introduction: on the why, what and how of generic taxonomy.* Poetics Volume 10, pp. 109-26.

Samaru-Charles, Leah. 2001. *Rule-breaking in the language of advertising.* Online: http://www.swarthmore.edu/SocSci/Linguistics/Papers/2002/samaru-charles_leah.pdf (Retrieved 20 June 2013).

Santini, Marina.2003. *Identifying genres on the web.*Information Technology Research Institute Technical Report Series, University of Brighton. Brighton, England.ftp://ftp.itri.bton.ac.uk/reports/ITRI-03-06.pdf

Santini, Marina. 2006a. *Interpreting genre evolution on the web.*EACL 2006 Workshop. Online: http://www.nltg.brighton.ac.uk/home/Marina.Santini/06_04_b_MSantini_EA CL_2006.pdf (Retrieved 8 April 2012).

Santini, Marina. 2006b. *Web pages, text types and linguistics features: some issues.* ICAME Journal, Vol. 30, pp. 67-86. http://www.nltg.brighton.ac.uk/home/Marina.Santini/icame_journal_30-pp_67-86.pdf (Retrieved 9 April 2012).

Santini, Marina. 2006c. *Linguistic facets for genre and text type identification: a description of linguistically-motivated features.* University of Brighton. Online: http://www.nltg.brighton.ac.uk/home/Marina.Santini/linguistic_facets_tech_rep.pdf (Retrieved 20 June 2013).

Santini, Marina. 2007. *Characterizing genres of web pages: genre hybridism and individuzation.* Proceedings of the Fortieth Annual Hawaii International Conference on Systems Sciences.

Santini, Marina. 2012. *Towards a computational theory of digital genre (1): Working definition of genres for computational purposes.* Online: http://www.forum.santini.se/2012/10/towards-a-computational-theory-of-digital-genre-i-working-definition-of-genres-for-computational-purposes/ (Retrieved 22 April 2013).

Santini, Marina. 2013. *Abstract: classification of web sites at super-genre level.* Online: http://www.forum.santini.se/2011/04/abstract-classification-of-web-sites-at-super-genre-level/#comment-135096 (Retrieved 1 August 2013).

Shepherd, M. and Waters, C. 1998. *The evolution of cybergenres.* Proceedings of the 31st Annual Hawaii International Conference on Systems Sciences: Digital Documents; Genre in Digital Documents. Vol 2. 97-109. Los Alamitos, CA: IEEE Computer Society Press. ISBN:0-8186-8236-1.

Shepherd, M. and Waters, C. 1999. *The functionality attribute of cybergenres.* Proceedings of the 32nd Annual Hawaii International Conference on Systems Sciences: Digital Documents; Genre in Digital Documents. Vol 2. Los Alamitos, CA: IEEE ComputerSocietyPress.

Silveira-Palmer, Juan Carlos, et al. 2004. *Linguistic studies in academic and professional english.* Castello: Publicaciones de la Universitat Jaume I. Universitas, Spain ISBN-139788480214513.

Slaunwhite, Steve. 2013. *Long copy sales letters.* Online: http://www.netplaces.com/writing-copy/special-copywriting-situations/long-copy-sales-letters.htm (Retrieved 24 June 2013).

Sottesbury, Hilkka. 1993. *Lexical patterning in text—a way to 'automatic' summaries.* The Comptenet Intercultural Communicator, AFinLAYearbook 1993. Publicationes de l'associationfinlandaise de linguistique appliqué 51. pp. 333-362. https://www.jyu.fi/hum/laitokset/solki/afinla/julkaisut/arkisto/51/stotesbury

Sumner, Tamara R. and Yates, Simon J. 1997. *Digital genres and the new burden of fixity.* Proceedings of the 30th Annual Hawaii International Conference on Systems Sciences ISBN 0-8186-7862-3/97 IEEE.

Swales. J. M. 1990. *Genre analysis: english in academic and research settings.* Cambridge, England. Cambridge University Press.

Taylor, J. R. 1989. *Linguistic categorisation: prototypes in linguistic theory.* Oxford, UK: Clarendon.

Thill, John V and Bovee, Courtland. 2011. *Business communication today.* New York: Printice Hall

Tianen, Katrina. 2012. *A genre analysis of academic research blogs.* MA Thesis, University of Helsinki Online: https://helda.helsinki.fi/bitstream/handle/10138/37012/agenrean.pdf?sequence=1 (Retrieved 12 December 2012).

Tischer, Stefan et al. 2005. *Methods of text and discourse analysis.*London, England: Sage Publications.

Thompson, Craig W. et al. 2005. *Talk to your semantic web.* IEEE Internet Computing 1089-7801/05/ November December Issue. http://csce.uark.edu/~cwt/DOCS/2005-11--PAPER--IEEE-Internet-Computing--Talk-to-your-Semantic-Web.pdf

Van Dijk, Teun A. 1976. *Narrative macro-structures logical and cognitive foundations.*PTL.: A Journal for Descriptive Poetics and Theory of Literature 1 pp. 547-568.

Van Dijk, Teun A. 1998. *Discourse as structure and process: Discourse studies: A multidisciplinary introduction.* Vol. 1. London, England: Sage Publications.

Van Dijk, Teun A. 2001. *Critical discourse anlaysis.*In D. Tannen, D. Schiffrin&Hamilton (Eds.).Handbook of Discourse Analysis. 352-371. Oxford: Blackwell.http://www.discourses.org/OldArticles/Critical%20discourse%20analysis.pdf

Van Dijk, Teun A. 2006. *Discourse as social interactions: Discourse studies: A multidisciplinary introduction.* Vol. 2.London, England: Sage Publications.

Watters, C. and Shepherd, M. A. 1997.*The role of genre in the evolution of interfaces for the internet.*Halifax, Canada.Internet '97, June.

http://web.archive.org/web/19981207053644/http://net97.dal.ca/970326-03/

W3 Consortium. 2012. *XHTML 2 working group home page.* Online: http://www.w3.org/MarkUp/ (Retrieved 5 April 2012).

Widdowson, H.G. 2011.*Discourse analysis.*Oxford, England: Oxford University Press.

Wise Sloth. 2009. *8 simple formula plot templates.* Online: http://wisesloth.wordpress.com/2009/11/17/4-simple-formula-plot-templates/ (Retrieved 20 May 2013).

Wilson, Lillian. 1994. *How to win and influence friends by letters.* New Delhi, India: Crest Publications.

Yates, JoAnne and Orlikowski, Wanda. 1992. *Genres of organizational communication: a structurational approach to studying communication and media.* Academy of Management Review, Vol. 17 No. 2 pp. 299-326.

Yates, JoAnne and Orlikowski, Wanda. 2002. *Genre systems: structuring interaction through communicative norms.* Journal of Business Communication 2002: 39: 13 Sage Publications.

Yule, George. 2000. *Pragmatics.* Oxford, England: Oxford University Press.

Yus, Fransico. 2007. *Weblogs; we pages in search of a genre?* Chapter 6 in The Texture fo the Internet. Posteguillo et al. Newcastle, UK: Cambridge Scholars Publishing.