



**GENRE ANALYSIS OF SELF DEFENSE  
WEB ADVERTISEMENTS**



**CHRISTOPHER CLUGSTON**

**Presented in Partial Fulfillment of the Requirements for the Degree  
of  
MASTER OF ARTS  
IN  
LINGUISTICS**

**Payap University**  
October 2013



Title: Genre Analysis of Self Defense Web Advertisements  
Researcher: Christopher Ian Clugston  
Degree: Master of Arts in Linguistics  
Advisor: George Bedell, Ph.D.  
Approval Date: 12 December 2013  
Institution: Payap University, Chiang Mai, Thailand

The members of the thesis examination committee:

1. Isara Choosri Committee Chair  
(Isara Choosri, Ph.D.)
2. George Bedell Committee Member  
(George Bedell, Ph.D.)
3. Elissa Ikeda Committee Member  
(Elissa Ikeda, Ph.D.)

Copyright © Christopher Clugston  
Payap University 2013

PAYAP UNIVERSITY

## ACKNOWLEDGEMENTS

The completion of this thesis was undertaken in grueling conditions. Delineating these conditions is a necessary aspect in the acknowledgment process. The actual writing time of this thesis took no less than 500 hundred hours. On the way to competing the four year journey to an MA in a Field Linguistics school saw me endure having my femur pulled out of my body and reattached to the acetabulum along with nearly a kilo of metal. It, also, saw me endure two near death events. One of which was nearly Death by Misadventure: a freak drug interaction set off a chain of events that left me unable to breathe. During the time in the hospital my bank in the USA froze all my assets and effectively stranded me much like a cowboy in the Old West deprived of his horse. This necessitated getting a loan of six thousand dollars to return to the USA to sort their sadistic problem. This was an especially grievous event as I am self-funded and have been unable to produce a notable income during my time obtaining the MA—which has cost me to date in excess of \$120,000. The worst, however, was yet to come. However, at this juncture, I should explicate that there was an additional 40 or so hours engaged in the formatting. I would like to thank Terry Gibbs for making the formatting as pain free as possible. I would, also, like to thank Dr. Marina Santini for her personal communication, expertise and interest in my writing. While this was a boon to my thesis process, I must return to the story of tragedy the entire process entailed. That is suffering two major operations, countless minor ones, two near death events and mortal consequence small minded bankers' decisions did not prepare me for the worst event of my life. The tragedy peaked when it took my beautiful girlfriend and love of my life, Frances McGuire. She died during the midpoint of my thesis writing; she had been the sole source of my continued fight: she believed in me, my life and my writing with loyalty and passion, it is to her that this is dedicated. '*Quem di diligunt, adulescens moritur,*' (Plautus, Bacchides, IV, 7, 18).

Christophe Clugston

Title: Genre Analysis of Self Defense Web Advertisements  
Researcher: Christopher Clugston  
Degree: Master of Arts in Linguistics  
Advisor: George Bedell, Ph. D.  
Approval Date: 12 December 2013  
Institution: Payap University, Chiang Mai, Thailand  
Number of Pages: 132  
Keywords: Online Advertising, Cyber/digital Genre Analysis, Netlinguistics,  
Netvertising

## ABSTRACT

This research examines four Self Defense Web Advertisement, (SDWAs), documents to ascertain whether the former paper genre documents now manifest an extant/variant cyber/digital genre status since their inclusion on the Internet nearly twenty years ago. The top down taxonomical methodology used in this genre analysis represents a merger of advertising and linguistic analysis via the Attention Interest Desire Action (AIDA) paradigm and the move structure paradigms of Cheung and Longacre. This analysis is further aided via a deconstruction description paradigm that includes a purpose/function, form/structure and content examination. The product of this analysis allows for the creation of a prototypical SDWA thereby confirming that Hybridism, fixity and functionality are indeed a part of these documents and meet the requirements of an extant/variant (Shepherd and Waters) cyber/digital genre. The researcher posits that SDWAs are part of a cyber/digital sub-genre he terms Long Scroll Web Advertisement (LSWA). The research is salient to the fields of Netlinguistics, genre analysis and Netvertising for furthering both the research and methodology in all of these fields.

ชื่อเรื่อง:	การวิเคราะห์เว็บโฆษณาที่ป้องกันตนเอง
ผู้จัดทำ:	คริสโตเฟอร์ เอียน คลักสตัน
ชื่อปริญญา:	ศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาศาสตร์
อาจารย์ที่ปรึกษาวิทยานิพนธ์หลัก:	ดร. จอร์จ เบเดล
วันที่อนุมัติผลงาน:	12 ธันวาคม 2556
สถาบันการศึกษา:	มหาวิทยาลัยพายัพ จังหวัดเชียงใหม่ ประเทศไทย
จำนวนหน้า:	132
คำสำคัญ:	Cyber/digital genre, genre analysis, online advertising, Netlinguistics, Netvertising

## บทคัดย่อ

การวิจัยนี้จะตรวจสอบเอกสารของเว็บโฆษณาที่สามารถป้องกันตนเองทั้ง 4 ด้านเพื่อยืนยัน. ในกรณีไม่ว่าจะเป็นเอกสารประเภทกระดาษในอดีตที่ยังหลงเหลืออยู่ในขณะนี้อย่างชัดเจน หรือตัวแปรไซเบอร์ต่าง ๆ หรือสถานะประเภทดิจิทัลที่มีการใช้โฆษณาบนอินเทอร์เน็ตเกือบยี่สิบปีที่ผ่านมา วิธีที่ใช้ในการวิเคราะห์เป็นการจัดหมวดหมู่จากบนมาล่างประเภทนี้แสดงให้เห็นถึงการควมรวมกิจการของการโฆษณาและการวิเคราะห์ภาษาผ่านกระบวนการทัศนคติความสนใจที่กระตุ้นความปรารถนาให้เพิ่มมากขึ้นไปสู่การกระทำ (AIDA) และกระบวนการทัศนคติการย้ายของ โครงสร้างแบบ Cheung และ Longacre การวิเคราะห์นี้จะได้รับความช่วยเหลือเพิ่มเติมผ่านทางกระบวนการทัศนคติของคำอธิบายโครงสร้างที่มีวัตถุประสงค์ หน้าที่ รูปแบบ โครงสร้างและการตรวจสอบเนื้อหา ผลของการวิเคราะห์นี้ช่วยให้การสร้างของแม่บท SDWA เพื่อยืนยันว่า การแก้ไขที่ใช้วิธีผสมผสาน กับการทำงานจริงเป็นส่วนหนึ่งของเอกสารเหล่านี้และตอบสนองความต้องการของที่ยังหลงเหลืออยู่มีความ แตกต่าง (กักและไหล) ของไซเบอร์ ประเภทดิจิทัล นักวิจัยที่วางตัวใน SDWAs ได้เป็นส่วนหนึ่งของไซเบอร์ / ดิจิทัล ประเภทย่อยของเว็บโฆษณาที่ดำเนินการเป็นระยะยาวนาน (LSWA) และ ยังได้ทำการวิจัยการวิจัยที่ สำคัญแพร่ขยายไปยังขอบเขตของเครือข่ายภาษา ประเภทหรือชนิดของการวิเคราะห์ พร้อมทั้ง Netvertising ทั้งนี้เพื่อให้นักศึกษาและวิจัยครอบคลุมทุกด้านเรื่องดังกล่าวต่อไป

## TABLE OF CONTENTS

Acknowledgements.....	ii
Abstract.....	iii
บทคัดย่อ.....	iv
List of Tables.....	ix
List of Figures.....	x
List of Abbreviations and Symbols.....	xi
Glossary.....	xii
Chapter 1 Introduction.....	1
1.1 Overview.....	1
1.2 Motivation for the Research.....	1
1.2.1 Specific Purpose of this Research.....	1
1.2.2 Further Significance of the Research.....	2
1.3 Background Information.....	2
1.4 Genre Analysis subsumes a Genre Theory.....	2
1.4.1 Genre Theory.....	3
1.4.2 Medium Controlled Genre Theory.....	5
1.5 Eclectic Genre Theory.....	7
1.6 Objectives of the Thesis Research.....	7
1.7 Research Questions of the Thesis Research.....	8
1.8 Hypothesis.....	8
1.9 Implications.....	9
1.10 Limitations, Delimitations, Scope.....	9
1.11 Conclusion.....	9
Chapter 2 Literature Review.....	10
2.1 Introduction.....	10
2.2 Genre and Advertising.....	11
2.3 Approaching Genre.....	11
2.3.1 Genre Definition precedes Theory.....	11
2.3.2 Blurred Genres.....	13
2.3.3 Intrinsic Utility of Genre.....	14

2.3.4 Emerging ideas of a New Genre Definition.....	14
2.3.5 Towards a Genre Definition of Purpose .....	15
2.4 Views of Genre Theory.....	17
2.4.1 The Dualistic View of Genre .....	17
2.4.2 Taxonomic View of Genre.....	19
2.5 Views of Advertising .....	20
2.5.1 Audience .....	21
2.5.2 Advertising Concepts.....	22
2.5.3 Advertising Purposes .....	22
2.6 Internet .....	26
2.6.1 Influence of Medium: Cyber/Digital Genre.....	26
2.6.2 HTML .....	28
2.7 Three Lenses Overview .....	29
2.7.1 Lens of Function/Purpose .....	29
2.7.2 Lens of Form/Structure .....	29
2.7.3 Lens of Content.....	30
2.8 Issues Towards Methodology .....	30
2.8.1 Issue of Fixity .....	30
2.8.2 Idea of Macro to Micro Analysis.....	30
2.8.3 Towards Sub-Genre Labeling.....	31
2.9 Conclusion .....	31
Chapter 3 Methodology .....	33
3.1 Introduction.....	33
3.2 SDWAs for Analysis to LSWA .....	33
3.3 Towards the Research Questions.....	33
3.4 Overview of the Theoretical Framework .....	35
3.5 Overview of Philosophy .....	36
3.6 Analysis Framework .....	37
3.6.1 Macro Analysis.....	37
3.6.2 Ascertain Text as Aberrant Document or Genre System.....	38
3.6.3 Online and Offline Genres .....	38
3.6.4 Application of Taxonomy.....	39
3.6.5 Meso Taxonomical Genre Analysis.....	40
3.6.6 Micro Analysis.....	42
3.7 Conclusion .....	45
Chapter 4 Analysis.....	47



4.1 Introduction.....	47
4.2 Macro Component Analysis .....	47
4.2.1 Establishing Aberrant Document or Genre System.....	47
4.2.2 Establishing Cyber/Digital Documents.....	48
4.2.3 Establishing Embedded Genres: Hybridism .....	49
4.2.4 Establishing AIDA/Faux Letter Template Structure .....	50
4.2.5 Micro Comparison of Faux Letter Embedded Structure.....	52
4.2.6 Establishing Proof of Macro Extant Status.....	61
4.2.7 Establishing Form/Structure Micro Aspects of SDWAs.....	62
4.3 Establishing Micro Content Analysis of SDWAs.....	69
4.3.1 Comparison of Punctuation in SDWAs .....	70
4.3.2 Selected Verb Content Analysis of SDWAs.....	71
4.3.3 Possessives Analysis of SDWAs.....	74
4.3.4 Pronoun Analysis of SDWAs .....	75
4.4 Individual SDWA Characteristics.....	76
4.4.1 Combat JKD SDWA.....	76
4.4.2 Hardcore Streetfighting SDWA.....	82
4.4.3 Close Combat Training SDWA .....	87
4.4.4 Target Focus Training SDWA.....	94
4.5 Towards a Prototypical SDWA Template .....	100
4.5.1 Prototypical SDWA Template Steps .....	100
4.5.2 Conceptual Directives.....	101
4.5.3 Taxonomy .....	102
4.5.4 Cyber/Digital Creation.....	103
4.5.5 Hybridism .....	103
4.5.6 4.5.6 Content.....	106
4.5.7 Tone .....	107
4.5.8 Voice.....	107
4.5.9 Verbs.....	107
4.5.10 Possessives.....	108
4.5.11 Pronouns .....	108
4.6 Paragraphs.....	108
4.7 Punctuation .....	108
4.8 Imperatives.....	109
4.9 Testimonials.....	109
4.10 Comment on Prototypical SDWA Template .....	109

4.11 Conclusion .....	110
Chapter 5 Conclusions .....	111
5.1 Introduction.....	111
5.2 Answering the Objectives .....	111
5.3 Answering the Research Questions .....	113
5.4 Answering the Research Hypothesis .....	114
5.5 A Sub-Genre Revealed .....	114
5.6 Implications, Limitations and Further Research.....	115
Bibliography .....	117
Appendix A Cheung’s 2007 Move Structure.....	132
Appendix B Swales’ Six Discourse Community Characteristics .....	134
Appendix C SDWAs.....	135
Resume.....	210

PAYAP UNIVERSITY

## LIST OF TABLES

Table 1 Comparison of Faux Personal Letter Elements in SDWAs.....	52
Table 2 Comparison of Embedded Narratives in SWDAs .....	54
Table 3 Combat JKD AIDA Template Structure.....	55
Table 4 Hardcore Streetfighting AIDA Template Structure.....	56
Table 5 Close Combat Training AIDA Template Structure .....	56
Table 6 Target Focus Training AIDA Template Structure .....	57
Table 7 Comparison of Longacre Move Structure in SDWAs .....	58
Table 8 Comparison of Cheung Move Structure in SDWAs.....	60
Table 9 Colors Used in SDWAs.....	62
Table 10 Fonts Used in SDWAs.....	63
Table 11 Total Paragraphs and Printed Pages in SDWAs .....	64
Table 12 Word Count for Each SDWA .....	64
Table 13 Paragraph End Analysis.....	65
Table 14 Paragraph Sentence Length Analysis .....	66
Table 15 Comparison of Inset Headlines in SDWAs .....	67
Table 16 Comparison of Bullet Listing in SDWAs.....	68
Table 17 First occurrence of Buy Now Hyper Link Buttons .....	69
Table 18 Punctuation Used in SDWAs.....	70
Table 19 Percentage of Punctuation Used in SDWAs.....	70
Table 20 Ranking Punctuation Percentage in Total SDWAs .....	71
Table 21 Verb to be and negative in Combat JKD SDWA .....	71
Table 22 Verb to be and negative in Hardcore Streefighting SDWA.....	72
Table 23 Verb to be and negative in Close Combat SDWA.....	72
Table 24 Verb to be and negative in Target Focus SDWA .....	73
Table 25 Verb to be and negative Percentages in All SDWAs.....	73
Table 26 Possessives Analysis of all SDWAs .....	74
Table 27 Ranking all SDWAs Possessives.....	74
Table 28 Pronoun Analysis of SDWAs .....	75
Table 29 Pronoun Percentage In All SDWAs.....	75
Table 30 Pronouns .....	79
Table 31 Pronouns .....	85
Table 32 Pronouns .....	92
Table 33 Pronouns .....	98

## LIST OF FIGURES

Figure 1 Taxonomic Comparison .....	20
Figure 2 Shepherd and Waters Cybergenre Evolution .....	27
Figure 3 Screen Capture HTML .....	49
Figure 4 Screen Capture of Clugston SDWA .....	50
Figure 5 Headlines .....	104
Figure 6 Faux Letter Start .....	104
Figure 7 Faux Letter Ending .....	105
Figure 8 Embedded Narrative .....	105
Figure 9 Bullet Listing .....	107
Figure 10 Imperative Buy Button .....	109
Figure 11 Testimonials .....	109

PAYAP UNIVERSITY

## **LIST OF ABBREVIATIONS AND SYMBOLS**

SDWA=Self Defense Web Advertisements

LSWA=Long Scroll Web Advertisements

LCA=Long Copy Advertisements

AIDA=Attention Interest Desire Action

HTML=Hyper Text Markup Language

PAYAP UNIVERSITY

## GLOSSARY

- Self Defense Web Advertisements (SDWAs)—Long copy advertisements housed on the Internet promoting DVDs for self-instruction of self-defense.
- Long Scroll Web Advertisements (LSWAs)—Long text advertisements which offer various products for sale via the Internet that employ the functionality of scrolling.
- Long Copy Advertisements (LCAs)—Advertising that is presented in text form (Paper Genre) which runs many pages in length.
- Hybridism—The merging of two or more genres to form a new type of genre.
- HTML—The coding language used to write cyber/digital documents that will be placed on the Internet
- Fixity—Demonstrating that characteristics of texts not to change over space and time, (Yates and Summer).
- Functionality—The capacities offered to texts housed on the Internet which do not exist in the Paper Genre World (e.g., hyperlinks, scrolling).