

CHAPTER III

CORPUS AND METHODOLOGY

3.1 Overview

This chapter describes the corpus and procedures of analyses carried out in this study. The chapter begins with the description of the corpus which discusses the compilation of Thai and British corpora in the study. Selection of the newspapers and advertisements are discussed to ensure the representativeness and comparability of the two corpora. Subsequently, the chapter proceeds to the methodology of the study by focusing on four different stages of data analysis. These analyses include 1) move/step identification of recruitment advertisements; 2) coding protocol development; 3) inter-coder reliability of move identification and 4) comparison of the move structures of Thai and British advertisements in four aspects, namely specificity/generality, frequency, sequence and cyclicity of moves.

3.2 Description of the Corpus

This study analyzes two corpora of recruitment advertisements: the Thai and British corpora. Each corpus comprises 50 recruitment advertisements collected from a leading English language daily newspaper of each country. To ensure that the two corpora are representative and comparable, this study addresses the selection of newspapers and advertisements.

3.2.1 Selection of the Newspapers

The two corpora of this study consist of recruitment advertisements from English language daily newspapers in Thailand and Britain, which are the *Bangkok Post* and the *Times*. The selection of the newspapers is based on the recognition of

the newspapers in their respective markets, indicated by a number of factors such as the number of years in business, editorial coverage and readership.

In Thailand, the publishing business of English language daily newspapers is relatively limited. At present, there are only two English-language daily newspapers with the nationwide circulation – the *Bangkok Post* and the *Nation*. Established in 1946, the *Bangkok Post* is the first English language daily newspaper in the country. The *Nation* entered the market approximately two decades after the *Bangkok Post*. In terms of editorial coverage, the two newspapers are of similar nature with reports on local and international news as well as different features on social issues. With regard to the readership of the newspapers, available facts and figures are not audited by an independent third party. As the ability to read and write English among Thai people is primarily concentrated among the educated middle to upper socio-economic class, both the *Bangkok Post* and the *Nation* target upscale affluent Thai people and expatriates living in Thailand.

Although the editorial coverage and readership of the *Bangkok Post* and the *Nation* might not clearly indicate the recognition received by local Thais, the *Bangkok Post* has been viewed to be better-known and hold a higher position in the Thai market. To determine the prestige of the *Bangkok Post* and the *Nation*, a small-scale survey was conducted among ten educated Thais. They were asked to nominate the most prestigious English language daily newspaper in Thailand. The findings show all respondents ranked the *Bangkok Post* as the number one English-language daily newspaper in Thailand. This survey thus lends support to the selection of the *Bangkok Post* as a source of the Thai corpus in this study.

In the United Kingdom, the publishing industry of newspapers is different and more complex than in Thailand. Daily newspapers are categorized into three groups based upon the editorial coverage and readership. The three categories include the *qualities*, the *mid-markets* and the *populars* (<http://www.nmauk.co.uk>, <http://www.nrs.co.uk>). The *qualities* target the country's highest socio-economic readership or the AB¹ group. They cover both local and international news and

¹ In the British media scene, the readership/viewership is categorized according to their social and economic class ranging from A to E. A is the highest group comprising of aristocrats and *crème de la crème* in the society. B refers to successful business people in managerial positions, entrepreneurs and *nouveau-riches*. C includes those working in lower positions in offices or industries. D is blue collar workers or physical laborers. Lastly, E refers to those in the lowest socio-economic status.

feature a wide range of topics such as businesses, laws, travels, sports and arts. As the name suggests, the *mid-markets* aim for the readers in the CD class. The editorial of these newspapers focuses more on local and regional news. Finally, the *populars* serve the lower D to E class of the country. To attract readership and boost up copy sales, the editorial coverage of the *populars* emphasizes sensational news, gossips and talk-of-the-town social matters.

To ensure that the Thai and British corpora were comparable, it was crucial to find a match of the *Bangkok Post* from one of the *qualities* newspapers in Britain. From this category, the *Times* stands out as most comparable to the *Bangkok Post* for a number of reasons. First, the newspaper has been established in the UK market for more than 200 years. Since its inception in 1785, the *Times* has been one of the most prestigious quality daily newspapers in Britain. Its readership of July – December 2005 period was recorded at 1,801,000, with 63% of the readers belonging to the AB class (www.nrs.co.uk). In addition to the readership figure of the newspaper, a small survey was carried out to gauge the opinion of British people on their daily newspapers. Ten educated British nationals were presented with a list of five daily newspapers from the *qualities*, and asked to rank the most prestigious newspaper. It was found that nine out of ten respondents voted the *Times* to be the most prestigious daily newspaper in Britain. As a result, the *Times* was selected to represent the English corpus in this study.

The data in this study was drawn from the websites of the *Bangkok Post* and the *Times*, which are www.bangkokpost.com² and www.timesonline.co.uk³, respectively. As the primary goal of genre analysis is to describe the communicative purposes of the text by categorizing the various discourse units within the text according to their communicative purposes (Kanoksilapatham et al., 2007), this study focuses on the semantic and functional units within the

² The *Bangkok Post*'s website (www.bangkokpost.com) has never been audited by an independent third party. The only available information is gathered from the website users' registration. According to the *Bangkok Post*'s database, the website visitors come from a wide range of professionals such as finance, marketing, computer-related jobs, engineering and manufacturing. Unfortunately, the number of regular website visitors is not recorded.

³ The *Times*' website (www.timesonline.co.uk) has been audited by Audit Bureau of Circulation in the UK. The latest site traffic was recorded in April 2006 with the number of impressions and visitors at 55,706,975/month and 7,809,862/month respectively. The audit also shows that 92% of the website visitors are ABC1. (Audit Bureau of Circulation, UK, 2006)

advertisements. In other words, this study only looks into the content of the advertisements without taking into account other components such as advertisement size, color, typeface, design, layout and pictures. Thus, the data collection from the actual newspapers was not considered because the content in the website was identical to that in the newspaper. Samples of advertisements from the *Bangkok Post* and the *Times* and their respective websites in Figures 3.1-3.4 illustrate that the content from both sources matched word for word.

Figure 3.1: An advertisement from the *Bangkok Post*

BERNINA⁺

BERNINA (Thailand) Co., Ltd. is a subsidiary of the BERNINA Group in Switzerland. We are located in Lamphun in the surroundings of Chiang Mai. BERNINA is a leading producer of high quality household sewing machines. We sell the sewing machines mainly in the high end market around the world. With our 280 well-educated employees, we are able to keep our good reputation in high Swiss quality sewing machines.

We are looking for a qualified, motivated and proactive

Controlling Officer

Your responsibility will be:
Responsible for analyze and correct work order variances and settlements. Analyze and report the inventory development. Control actual / plan investments. Analyze and report actual / plan costs of cost centers, projects, product cost development & efficiency. Prepare product calculations and quotations. Support cost center & project budgets and forecasts.

Our requirements:

- Thai nationality
- Strong sense of responsibility, good human relations
- Fluency in spoken and written English
- Bachelor's degree of Accounting, Business Administration (minor in Accounting)
- be able to operate Personal Computer
- Experience in Controlling/Cost Accounting of at least 3 years
- Experience in SAP is an advantage

Are you interested to take over a challenging job in a highly motivated team? Mrs. Sirlak Raya, Human Resource Manager, will appreciate to give you more detailed information. Please send your application directly to:

Bernina Thailand Co., Ltd.
Human Resource Department
Mrs. Sirlak Raya
79/1 Moo 4, Tambol Ban Klang, Amphur Muang, Lamphun 51000

Applications will be treated strictly confidential and should contain full details of education transcript, experience, reference, expected salary, copy of ID card, house registration and contact telephone number together with a recent photo.

Tel: 053-581343, Fax: 053-581351 or E-mail: Sirlak_Raya@berninathailand.com

Figure 3.2: The advertisement in Figure 3.1 drawn from www.bangkokpost.com

BERNINA (Thailand) Co., Ltd. is a subsidiary of the BERNINA Group in Switzerland. We are located in Lamphun in the surroundings of Chiang Mai. BERNINA is a leading producer of high quality household sewing machines. We sell the sewing machines mainly in the high end market around the world. With our 280 well-educated employees, we are able to keep our good reputation in high Swiss quality sewing machines. We are looking for a qualified, motivated and proactive Controlling Officer

Your responsibility will be:

Responsible for analyze and correct work order variances and settlements. Analyze and report the inventory development. Control actual / plan investments. Analyze and report actual / plan costs of cost centers, projects, product cost development and efficiency. Prepare product calculations and quotations. Support cost center and project budgets and forecasts.

Our requirements:

- * Thai nationality
- * Strong sense of responsibility, good human relations
- * Fluency in spoken and written English
- * Bachelor's degree of Accounting, Business Administration (minor in Accounting)
- * Be able to operate Personal Computer
- * Experience in Controlling/Cost Accounting of at least 3 years
- * Experience in SAP is an advantage

Are you interested to take over a challenging job in a highly motivated team? Mrs. Sirilak Raya, Human Resource Manager, will appreciate to give you more detailed information.


Please send your application directly to:

Bernina Thailand Co., Ltd. Human Resource Department

Mrs. Sirilak Raya

79/1 Moo 4, Tambol Ban Klang, Amphur Muang, Lamphun 51000

Applications will be treated strictly confidential and should contain full details of education transcript, experience, reference, expected salary, copy of ID card, house registration and contact telephone number together with a recent photo. Tel: 053-581343, Fax: 053-581351 or E-mail: Sirilak_Raya@berninathailand.com

Figure 3.3: An advertisement from the *Times*


TREASURY ACCOUNTANT AND HEAD OF EXCHEQUER FUNDS

Attractive six-figure package • London


The Treasury is the United Kingdom's economics and finance ministry. It is responsible for formulating and putting into effect the UK Government's financial and economy policy.

Following a recent reorganisation we are looking for a new Treasury Accountant and Head of Exchequer Funds and Accounts team to help lead the modernisation of the management of government cash. The government has well over a trillion pounds of transactions flowing through its central exchequer accounts each year.


With sound public finances and efficient public services at the top of the political agenda, this role will be high-profile and critical to developing and improving our operations. You will head a key Treasury team and will have responsibility for issues of financial control, integrity and overall coherence across the exchequer accounts. You will also be responsible for

relevant management and financial reporting. Currently in either the private or public sector, the right candidate will have an impressive track record of treasury management experience gained in an organisation of significant complexity and scale. You will be a CCAB qualified accountant and/or an ACT member, or equivalent, with strong analytical skills, sound judgement, a high level of credibility and strong leadership and influencing skills, combined with an appreciation of public sector values.

For further information and details of how to apply, please visit www.hmtrecruitment.co.uk For an informal and confidential conversation about the role, please contact our advising consultants at Veredus. Call Leanne Stewart on 020 7932 4385 or Roger Russell on 020 7932 4263. E-mail: hmtrecruitment@veredus.co.uk Closing date: 28th August 2006.



HM TREASURY



make things happen **VEREDUS**

Figure 3.4: The advertisement in Figure 3.3 drawn from www.timesonline.co.uk

Treasury Accountant and Head of Exchequer Funds
Attractive six-figure package - London

The Treasury is the United Kingdom's economics and finance ministry. It is responsible for formulating and putting into effect the UK's financial and economy's policies.

Following a recent reorganisation we are looking for a new Treasury Accountant and Head of Exchequer Funds and Accountants team to help lead the modernization of the management of the government cash. The government has well over a trillion pounds of transactions flowing through the central exchequer accounts each year.

With sound public finances and efficient public services at the top of the political agenda, this role will be high-profile and critical to developing and improving our operations. You will head a key Treasury team and will have responsibility for issues of financial control, integrity and overall coherence across the exchequer accounts. You will also be responsible for relevant management and financial reporting.

Currently in either the private or public sector, the right candidate will have an impressive record of treasury management experience gained in an organisation of significant complexity and scale. You will be a CCAB qualified accountant and/or ACT member, or equivalent, with strong analytical skills, sound judgement, a high level of credibility and strong leadership and influencing skills, combined with an appreciation of public sector values.

For further information or details of how to apply, please visit www.hmrecruitment.co.uk For an informal and confidential conversation about the role, please contact our advising consultants at Verdus. Call Leann Stewart on 020 7932 4385 or Roger Russell on 020 7932 4263. Email: hrrcruitment@verdus.co.uk. Closing date: 28th August 2006

Figures 3.1-3.4 show that the content of the advertisements drawn from the newspapers and their respective websites are identical. The data in this study was thus drawn from the *Bangkok Post's* and *Times's* websites.

3.2.2 Selection of the Advertisements

As previous genre-based studies (Swales, 1990; Samraj, 2002; Kanoksilapatham, 2003, 2005; Ozturk, 2006) indicate that the identification of moves and the organizational patterns of moves may vary across disciplines, it is plausible that recruitment advertisements from different job sectors may vary in their move structures. To control the diversity of recruitment advertisements, this study examined recruitment advertisements from the banking, finance and accounting sector. In this job sector, most positions advertised are within the same range in terms of job titles and responsibilities. Other sectors such as marketing, engineering and tourism may have a large number of recruitment advertisements, but the jobs advertised in these sectors tend to vary within their own field. Taking the hotel & tourism sector as an example, jobs cover a wide range such as hotel general manager, guest relations officer, housekeeper, doorman and tour guide etc. The difference in these jobs may affect the length and content of the advertisements. Moreover, the number of advertisements in the banking, finance and accounting sector is large enough to provide sufficient data for this study. In some sectors, namely media/advertising and human resources, the number of recruitment advertisements is quite limited, thus making it impossible to collect sufficient advertisements for this study. Therefore, recruitment advertisements from the finance, banking, and accounting sector are the focus for this study.

3.3 Research instruments

As part of its quantitative analysis, this study applied the agreement rate and Cohen's kappa value to assess the inter-coder reliability between the coding performed by the researcher and the coder. According to Coopers and Hedges (1994), there are a number of methods to determine an index of inter-coder reliability. Agreement rate has been widely used because it is computationally simple and easy to interpret. Percentage agreement can be calculated by taking all agreed units of coding between the researcher and the coder multiplied by 100 and divided by the total number of units coded. For example, if the total coded units are 40, the researcher and coder agree on 36 units, the percentage agreement is 90%.

However, agreement rate does not take into account the agreement occurring by chance, particularly with categorical variables. Given the categorical variables of moves, Cohen's kappa was used to complement agreement rate for a more accurate inter-coder reliability assessment. Cohen's kappa measures the agreement between two raters who each classify a set of items into mutually exclusive categories. For details on Cohen's kappa formula and how to calculate kappa value, refer to Orwin (1994, pp. 148-149) or www.class.unl.edu/psycrs/handcomp/hckappa. The kappa value ranges from 0.00 to 1.00. If the two coders are in complete agreement, the value is 1. In contrast, if they are not at all in agreement, the value is 0. The rules for interpreting kappa value are as follows: $k < .40$ = poor, $.40 < k < .59$ = fair, $.60 < k < .74$ = good and $k > .75$ = excellent. (Fleiss, as cited in Orwin, 1994).

3.4 Data Collection

After identifying the newspapers and job sector to include in the Thai and British corpora in the study, the advertisements were randomly collected with the following criteria.

1. Collection period: The advertisements were collected during a four-month period from Mid October 2006 to mid February 2007. These advertisements were evenly sampled from each of the four months of data collection. This yielded a collection of 12-13 advertisements per month per newspaper and lastly 50 advertisements per corpus in four months. The total number of advertisements of the two corpora was equal to 100.

2. Advertisers: To prevent repetition of data, the selected advertisements were drawn from different advertisers. It is possible that an advertiser may place more than advertisements recruiting several positions. In such cases, only one advertisement from the company was selected.

3. Length: As the length of a text is one factor which determines its move structure (Swales, 1990; Crookes, 1986), all advertisements in this study were of comparable length ranging from 150 words to 300 words per advertisement. It is important to note that the range of the advertisement length in this study is relatively wide due to the general characteristics of recruitment advertisements in Thailand and the UK. Thai advertisements are generally shorter in terms of number of words,

because their linguistic realizations are often in bullet forms. In contrast, most British advertisements are written in full sentences, thus yielding a greater number of words. Shown in Figures 3.5 and 3.6 are sample advertisements drawn from the Thai and British corpora to illustrate the differences in the linguistic realizations of Thai and British advertisements.

Figure 3.5: A sample advertisement from the *Bangkok Post*

ACL Bank (Public) is the fully commercial-formed bank aiming to provide unique services for business operators.
We....are committed to be the bank leader of technology.
We.....emphasize on clearcut and moral ethics.
We.....are the bank of high quality staff under friendly working environment.

ACL Bank (Public) sets the business point from Finance and Securities, being fully licensed operator of commercial bank in 2005. For more than 30 years of operation, today ACL Bank is a well-established and professional service provider.

Come, be a part of new formed bank who gives more opportunity than you expect.

BUSINESS CREDIT LINE / CREDIT AND MARKETING DEPARTMENT

SENIOR VICE PRESIDENT/ FIRST VICE PRESIDENT

- **Supervise teamwork and expand business and new customer base.**
- **Create good relations between customers and the bank as well as present financial products and service to clients.**
- **Plan and follow-up of credit clients to get target according to the bank's policy.**

- **Bachelor/Master Degree in Accounting, Finance or related field**
- **At least 10 years experience in business credit**
- **Skilled in Risk assessment and credit analysis**
- **Possessing leadership**

Interested persons please send an application with your resume and expected salary to:
HR Department, ACL Bank (Public)
Emporium Building, 13th Floor,
622 Sukhumvit Road, Klongton, Klongtoey, Bangkok 10110
Attn.: Khun Phatrachitr Tel: 0-2663-9818 Fax: 0-2663-9786
www.aclbank.com E-mail: recruitment@aclbank.com

Figure 3.6: A sample advertisement from the *Times*

Location: London

Salary: c£ 135,000 plus competitive benefits package

The Financial Services Compensation Scheme (FSCS) is the UK's statutory compensation scheme of last resort for customers of financial services firms, created under the Financial Services and Markets Act 2000. Funded by levies from the industry, it plays a key role in protecting consumers and promoting confidence in the UK's financial services industry. In 2005/6 the FSCS completed over 25,000 claims, up from under 10,000 the previous year, relating to the selling of products such as mortgage endowments and precipice bonds. Its work is diverse, sensitive and often high profile.

Reporting to and often deputising for the Chief Executive, the Director of Claims leads the division responsible for processing all claims from application to rejection or offer of compensation. The role carries a seat on the Board, alongside the Chief Executive and the Scheme's non-executive Directors. This is a challenging, high profile leadership position with an important external role to play.

The role requires an exceptional leader who can inspire outstanding performance in an unpredictable and fast changing environment. You will need the ability to make objective judgements backed by in-depth knowledge of the financial services industry and its regulation. Your previous experience of process redesign to promote economy, efficiency and service will be invaluable. A strong communicator at all levels, you will also need the personal credibility to develop relationships across the industry, government and other regulatory bodies.

To receive a pack with more information about the role, including how to apply, visit Veredus' website or call, quoting 4317 (24 hour response). For an informal discussion contact Robin Staveley on 0870 190 4388 or Peter Mason on 020 7932 4308. Closing date for applications is Friday 12th January 2007.

The comparison of Thai and British advertisements in Figure 3.5 and 3.6 illustrates that the Thai advertisement is relatively shorter than its British counterpart. The most striking difference can be seen in the linguistic realizations especially in the parts that describe the job and qualifications (in bold). Generally, it is more common for Thai advertisements to list job responsibilities and the company's requirements in note-like bullet forms. On the other hand, British advertisements tend to express them in sentences. These different linguistic patterns make British advertisements contain a greater number of words than Thai advertisements, although the purpose and message of these advertisements are

identical. This thus explains why the length of the advertisements in the study covers a wide range of 150-300 words.

When advertisements are used as examples, abbreviations and numbering are referred to throughout the study. As for samples taken from the *Bangkok Post*, BP is used to indicate the data source. Similarly, T is used with samples drawn from the *Times*. Numbers are used after each source, e.g. BP 18 or T 25, to correspond to the date of the advertisement as presented in Appendix A. The names of all moves are abbreviated and the names of steps in each move are numbered. For instance, EC, S1 is referred to Establishing credentials, Step 1: Announcing the company's achievements.

3.5 Data Analysis

The data analysis of this study was carried out using following procedures.

1. Move/step identification: Swales' (1990, 2004) and Bhatia's (1993, 2004) genre analysis were applied. Although move analysis studies have no generally recognized rules, decisions in this study was made on the basis of linguistic evidence, comprehension of the text and understanding of the advertising discourse community (Dudley-Evans, 1994, Kanoksilapatham, 2003).

2. Coding protocol development: After completing the coding of the entire corpus, a coding protocol was developed to serve three main purposes; 1) to provide operational criteria for identifying moves/steps in the advertisements; 2) to provide possible control of coding variations and 3) to conduct the reliability assessment between the researcher and the coder. The coding protocol was used for coding training, coding practice and independent coding of a portion of recruitment advertisements taken from the corpus. For this study, the coding protocol developed by the researcher posits six moves and their steps which are delineated as follows:

Move 1 Establishing credentials

Step 1: Announcing the company's achievements

Step 2: Publicizing the company's missions and policies

Move 2 Encouraging prospective candidates

Step 1: Announcing availability

Step 2: Inviting applications

Move 3 Detailing job specifications

Step 1: Describing work scope

Step 2: Specifying work location

Move 4 Stating requirements

Step 1: Identifying level of education

Step 2: Indicating work experience

Step 3: Describing required attributes

Step 4: Detailing demographic data

Move 5 Offering remuneration

Move 6 Providing application procedures

The identification of moves and steps is not systematic due to the lack of explicit rules or guidelines. To enhance the reliability and empirical validity of move identification, analysis of rhetorical moves should be made by more than one coder by an inter-coder reliability procedure.

3. Inter-reliability of move identification: As mentioned earlier, a major weakness of genre analysis is its dependence upon the semantic component of the text. Depending upon communicative functions, the demarcation of moves and steps is normally carried out without explicit rules. This qualitative assessment typically involves the analyst's subjective judgment (Crookes, 1986; Bhatia, 1993; Bachman & Palmer, 1996; Kanoksilapatham, 2003). To confirm the researcher's move assignment, an inter-coder reliability assessment was conducted using following steps.

3.1 Selection of coder: A qualified coder for this type of genre-based studies should possess three characteristics; 1) be a competent and trained specialist of the discourse community in which the genre is used; 2) have a feel for the specialist language and 3) be in a position to explain clearly what he believes expert members of the discourse community do when they exploit language in order to accomplish their generic goals (Bhatia, 1993: 35-36).

The coder for this study is an expert in the advertising business at both local and international levels. A British national who has worked in Thailand for almost 20 years, the coder possesses extensive knowledge and experience in the publishing, media and advertising industry. He held the position of managing director of the *Bangkok Post* from 1987 to 1996. After leaving the *Bangkok Post*, he has worked with a number of publishers and media owners around the world such as the *Hindustan Times* (one of largest English-language daily newspapers in India) and the *Hong Kong I-Mail* (a leading English-language daily newspaper in Hong Kong). At present, he is actively involved in managing and publishing numerous lifestyle magazines in the Asian region. With his experience and expertise in the field of advertising and media, he is a qualified coder for this study.

3.2 Coder training: A three-hour training session was conducted by the researcher to ensure that the coder understood the coding procedure. At the beginning of the session, the researcher explained the purpose of the task, the concept of move analysis, together with instructions about genre analysis. Then, the coder was provided with a prepared coding scheme. The researcher went through all moves and steps in the coding scheme illustrated by examples taken from the *Bangkok Post* and the *Times* (See Appendices B, C and D). During this process, the coder was free to raise any questions in case he felt that some explanations or examples were ambiguous. Finally, to ensure that the coder clearly understood the task, the coder was given an hour to independently code four samples. Then, the researcher together with the coder checked the results and discussed any coding disagreement, leading to clarification of the criteria for coding assignments.

3.3 Independent coding of a portion of the corpus: Upon completion of the training session, the coder was asked to independently code 25% of the advertisements in each corpus. A total of 25 advertisements was randomly selected from the *Bangkok Post* and the *Times* for the assessment of inter-coder reliability. The coder was given one month to finish the task.

3.4 Analysis of inter-coder reliability: To compare the coding carried out independently by the researcher and the coder, an inter-coder reliability of move identification was measured. A high degree of agreement in move coding between the researcher and the coder would indicate that two persons either conceptualize the moves similarly or apply the coding protocol in quite similar ways. This thus

suggests that the move identification possesses some stability and empirical validity. By contrast, a low level of agreement demonstrates that the move identification lacks reliability as two coders may have different understandings with regard to the concept of moves and their operational definitions.

The correlations between the researcher's coder and the coder's coding of Thai and British corpora are computed and presented in Tables 3.1 and 3.2. The tables show the numbers of all units coded, the number of units agreed and disagreed upon, the percentage agreement and the Kappa value.

Table 3.1: Inter-coder reliability of move identification
of Thai recruitment advertisements

Advertisements	Coded Units	Agreement	Disagreement	Percentage	Kappa Value
BP 3	4	4	0	100.00	1.00
BP 15	6	5	1	83.33	0.80
BP 16	6	6	0	100.00	1.00
BP 17	7	6	1	85.71	0.83
BP 20	4	4	0	100.00	1.00
BP 22	5	5	0	100.00	1.00
BP 27	5	5	0	100.00	1.00
BP 32	8	7	1	87.50	0.85
BP 34	7	7	0	100.00	1.00
BP 35	5	5	0	100.00	1.00
BP 42	7	6	1	85.71	0.83
BP 49	6	6	0	100.00	1.00
BP 50	6	6	0	100.00	1.00
Average				95.55	0.95

Table 3.2: Inter-coder reliability of move identification
of British recruitment advertisements

Advertisements	Coded Units	Agreement	Disagreement	Percentage	Kappa Value
T 2	4	4	0	100.00	1.00
T 8	9	8	1	88.88	0.86
T 10	10	10	0	100.00	1.00
T 14	7	6	1	85.71	0.83
T 17	6	6	0	100.00	1.00
T 18	4	4	0	100.00	1.00
T 26	6	6	0	100.00	1.00
T 27	5	4	1	80.00	0.74
T 28	9	8	1	88.88	0.86
T 41	8	8	0	100.00	1.00
T 43	7	7	0	100.00	1.00
T 49	5	5	0	100.00	1.00
Average				95.28	0.94

From Tables 3.1 and 3.2, both agreement percentage rates and kappa value of both Thai and British corpora revealed a generally high rate of agreement in move identification. In spite of some divergence in move coding, the findings show that move boundaries in this study were reliably identified by two different individuals.

4. Comparison between the Thai and British corpora: The comparison was made in four aspects.

4.1 Specificity/Generality of moves: As mentioned in Chapter II, genre analysis is somewhat similar to content analysis with temporal aspect. The analysis of the characteristics of moves looks into the content of each move. Although a move conveys the same communicative purpose, its content may be general or elaborated with specific details.

4.2 Frequency of moves: The frequency of each move was investigated to determine whether a move is a conventional or optional move. Following

Kanoksilatham (2005), the cut-off frequency of 60% of occurrence was used as a potential measure of move stability. In other words, a move that occurred at least 60% of the corpus was considered a conventional move. On the other hand, if its frequency fell below 60%, it was categorized as an optional move. Although the 60% cut-off point may seem too high, it will clearly differentiate the two categories of moves.

4.3 Sequence of moves: Comparisons was made in terms of the order of moves such as opening and closing moves. As for other moves in the body of advertisements, the sequence of all six moves in both corpora was also analyzed to find distinct move structures of each corpus.

4.4 Cyclicity of moves: Comparison was made by the number of advertisements that have cyclical moves to find out which corpus has more advertisements with repetition of moves. Then, the cyclical nature of moves in each corpus was investigated in order to pinpoint the most cyclical move of each corpus. Finally, distinct cyclical patterns of each corpus were identified to provide a clear picture of how moves were repeated.

The comparison of move structures of Thai and British advertisements was then used to find out major dissimilarities between the advertisement writing style of Thai and British advertisements. These differences revealed writing preferences of each discourse community.

3.6 Summary

In this study, 100 recruitment advertisements were collected from www.bangkokpost.com and www.timesonline.co.uk to form Thai and British corpora. These advertisements were analyzed within the framework of genre analysis (Swales, 1990, 2004; Bhatia, 1993, 2004). Subsequently, move identification between the researcher and the coder was assessed by inter-coder reliability procedures. Finally, the move structures of Thai and British advertisements were compared in four major areas, namely the specificity/generality, frequency, sequence and cyclicity of moves. The similarities and differences between Thai and British move structures were used to find out

possible factors which determine the variation of recruitment advertisement writing of Thailand and the United Kingdom.