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**A GENRE ANALYSIS OF PROMOTIONAL BUSINESS LETTERS**

**SUBMITTED TO**

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**BY**

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**ABSTRACT****A Genre Analysis of Promotional Business Letters****By****Sutasinee Gromwungkorn**

This research paper analyzed the move analysis of promotional business letters written in terms of training, conference, and course program. The analysis is based on Bhatia's seven-move patterns (1993); *Move 1 – establishing credentials*, *Move 2 – introducing the offer*, *Move 3 – offering incentives*, *Move 4 – enclosing documents*, *Move 5 – soliciting response*, *Move 6 – using pressure tactics*, and *Move 7 – ending politely*. The study of Zhu (2000) on the employment of heading and postscript is also used as a framework to analyze the data. There is a two-step method utilized to analyze rhetorical moves: identifying rhetorical moves and linguistically examining moves and steps. In the data analysis, it was shown that Bhatia's seven-move pattern (1993) could be applied to the corpus. However, Bhatia (1993) suggests that *Move 1 – establishing credentials*, *Move 2 – introducing the offer*, and *Move 5 – soliciting response* are obligatory whilst my data showed that only *Move 2 – introducing the offer* was found in every letter. In addition, headings and postscripts as well as some extra features were employed in several aspects in order to strengthen the power of persuasion.

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