



UNIVERSITI PUTRA MALAYSIA

**GENRE ANALYSIS OF THE INTRODUCTION AND LITERATURE
REVIEW SECTIONS IN HOSPITALITY MANAGEMENT RESEARCH
ARTICLES**

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REVIEW SECTIONS IN HOSPITALITY MANAGEMENT RESEARCH
ARTICLES**



By

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GENRE ANALYSIS OF THE INTRODUCTION AND LITERATURE REVIEW SECTIONS IN HOSPITALITY MANAGEMENT RESEARCH ARTICLES

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This study examined the rhetorical structure of the introduction and literature review sections of the Hospitality and Management research articles and determined the similarities and differences in the two sections. The study also identified the selected linguistic choices used in both the sections. It investigated the moves analysis for principal moves and steps in the introduction and literature review sections and also focuses on how the individual moves and constituent steps are realized by linguistic choices. The samples comprised 20 introductions and 20 literature review sections from the Hospitality and Management journal.

The study used the genre analysis approach to analyse the moves. Swales revised CARS Model (2004) was used to analyse the moves. The findings revealed that the Introductions and literature review sections in Hospitality and Management journal articles used the same move pattern, but are different in their use of steps. The

introduction sections analyzed showed that Move 1, 2 and 3 are obligatory moves and Hospitality and Management research article writers must include them in their introduction sections. The literature review sections display cyclical move patterns that show the presence of the 3 moves and their respective steps postulated in Swales 2004 revised CARS model. The lexico-grammatical information obtained particularly the use of demonstrative pronouns such as ‘these’ and those are often used in both the introduction and literature review sections and the use of hedging devices are rarely used. These findings have valuable implications as these results not only contribute to learners’ understanding to the nature of the introduction genre, but also serve as reliable sources that can be used to incorporate into teaching materials.

The pedagogical implication of this study is that the results obtained may assist teachers in designing instructional materials that support the acquisition of generic skills among hospitality and management students. More importantly, the moves identified in the introduction and LR sections of the Hospitality and Management research articles would be of great help to the hospitality students in writing introductions and literature review for journal articles. The linguistic features such as the use of modals, conjuncts, hedging, sub-headings and citations may be presented as a phrase bank which can be effectively used as a guide to achieve a wide range of communicative intentions.

Abstrak thesis yang dikemukakan kepada senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**ANALYSIS GENRE BAHAGIAN PENGENALAN DAN KAJIAN
LEPAS DALAM JURNAL PENGURUSAN HOSPITALITI**

Oleh

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Penyelidikan ini menguji struktur retorik pada bahagian pengenalan dan kajian lepas artikel-artikel yang berkaitan Pengurusan dan Hospitaliti turut mengenal pasti pilihan pilihan bahasa yang digunakan. Penyelidikan ini mengkaji analisis pergerakan meliputi pergerakan utama dan langkah-langkah dalam pengenalan dan kajian lepas yang menjadi sumber kajian dan juga turut menumpukan ke atas pergerakan individu dan langkah-langkah konstituen yang dicapai melalui pilihan linguistic. Sampel ini mengandungi 20 bahagian pengenalan dan 20 bahagian kajian lepas yang diambil dari jurnal Pengurusan dan Hospitaliti.

Penyelidikan ini menggunakan analisis pergerakan ini berdasarkan kepada modul Swales (2004) yang telah diubah suai. Dapatan mendedahkan bahawa bahagian pengenalan dan kajian lepas dalam artikel jurna Pengurusan dan Hospitaliti

menggunakan corak pergerakan yang sama tetapi berbeza dari segi kaedah dan langkah-langkahnya. Bahagian pengenalan menganalisa petunjuk bahawa pergerakan 1, 2 dan 3 merupakan pergerakan yang wajib dan penulis artikel Pengurusan dan Hospitaliti mesti memasukkannya dalam bahagian pengenalan mereka. Bahagian kajian lepas pula menggambarkan corak pergerakan atau peredaran yang menunjukkan wujudnya 3 pergerakan dan langkah-langkah yang berikutnya sepertimana yang diterangkan dalam modul Swales (2004). Maklumat tatabahasa leksikal yang diperoleh mempunyai implikasi yang penting disebabkan keputusan ini bukan sahaja menyumbangkan pemahaman individu kepada sifat sebenar genre tetapi juga menjadi sumber yang bersesuaian untuk digunakan dalam proses pengajaran dan pembelajaran.

Implikasi pedagogi daripada kajian ini mendapati bahawa keputusan atau hasil yang diperoleh dapat membantu guru-guru dalam proses membentuk bahan-bahan yang boleh digunakan untuk menguasai kemahiran generic antara pelajar-pelajar. Apa yang lebih penting ialah pergerakan yang dikenal pasti dalam pengenalan dan kajian lepas Pengurusan dan Hospitaliti akan berupaya membantu pelajar-pelajar dalam bidang berkaitan menghasilkan lebih banyak jurnal-jurnal. Ciri-ciri linguistic seperti penggunaan model, “conjuncts”, ‘hedging’, sub tajuk dan rujukan boleh dilihat sebagai data frasa yang boleh digunakan secara berkesan untuk mencapai hasrat komunikasi yang lebih luas.

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This thesis was submitted to the Senate of University Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institutions.



GERALDINE DE MELLO

Date: 25 March 2011

TABLE OF CONTENTS

ABSTRACT	Page
ABSTRAK	ii
ACKNOWLEDGEMENTS	iv
APPROVAL	vii
DECLARATION	ix
LIST OF TABLES	x
LIST OF FIGURES	xv
LIST OF ABBREVIATIONS	xvii
	xviii

CHAPTER

1 INTRODUCTION	
1.1 Background to the Study	1
1.2 Rationale for doing a Genre- Based Analysis	3
1.3 Statement of the Problem	4
1.4 Research Objectives	12
1.5 Significance of the Study	13
1.6 Definition of key terms	16
1.7 Outline of the thesis	19
2 LITERATURE REVIEW	
2.1 Introduction	20
2.2 Major Theoretical Orientations and Definitions	22
2.2.1 North American New Rhetoric Studies	24
2.2.2 The Australian School	32
2.2.3 The English for Specific Purposes (ESP) approach	39
2.3 Discourse Community	54
2.4 Critical Features of a Genre	56
2.5 Genre Analysis	60
2.6 The Concept of Genre used in this study	64
2.7 Analyzing Genre: Swales' Move Analysis	67
2.7.1 Studies on Linguistic Features of Research Articles	72
2.7.2 Major Studies based on Swales' Move Analysis	73
2.8 Studies on Research Article Introductions	76
2.9 Literature Review in Research Articles	91
2.10 General Linguistic Features of Research Articles	94

2.10.1	Hedging	95
2.10.2	Citations	96
2.10.3	Other Linguistic Features	97
	Modal auxiliaries	98
	Present Tense	99
	Past Tense	100
	Present Perfect Tense	100
	Personal Pronouns	101
	Adverbial Conjuncts	101
	Use of Headings and Sub Headings	102
2.11	Conclusion	102
3	RESEARCH METHODOLOGY	
3.1	Introduction	103
3.2	Compilation of Corpus	104
3.3	Overview of Analysis	110
3.4	Coding Scheme	110
3.5	Co-Raters	112
3.6	Inter-Rater Reliability	114
3.7	Move analysis of the Introduction and LR Sections of the HM RAs	115
3.8	Linguistic Features of the Introduction and LR Sections of the HM RAs	126
3.9	Conclusion	127
4	RESULTS AND DISCUSSION	
4.1	Introduction	128
4.2	Inter-rater reliability	129
4.3	Structure of HM Research Article Introductions	134
	4.3.1 The CARS Moves and Steps in the HM RA Introduction Section	137
4.4	Frequently observed patterns and Order of Moves in HM RA Introduction section	153
4.5	The rhetorical structure of the LR Section in HM RAs	157
	4.5.1 Move 1: Establishing a territory via topic generalizations	158
	4.5.2 Move 2: Establishing a niche (citations possible) via Step 1A (Indicating a Gap)	159
	4.5.3 Move 3: Introducing the Present Work	163
4.6	Frequently observed patterns and Order of Moves in HM LR section	168
	4.6.1 Order of Moves in HM RA LR section	170
	4.6.2 The similarities and/or differences in the rhetorical structure of Research article Introductions and Literature Review sections in Hospitality Management research articles	171
4.7	The extent of the use of linguistic features, especially lexical and syntactic choices and its relation to the moves and steps found in the Introduction and LR RAs in Hospitality Management	177

4.7.1 Hedging Strategies	178
4.7.2 Modal Verbs	182
4.7.3 Personal Pronouns	190
4.7.4 Demonstrative Pronouns	194
4.7.5 Conjuncts	200
4.7.6 The use of tenses- Simple Past, Simple Present and Present Perfect	203
4.7.7 Use of Citations	209
4.7.8 The use of questions	214
4.7.9 Headings and Sub headings	215
4.8 Conclusion	216
5 CONCLUSIONS, IMPLICATIONS AND SUGGESTIONS	
5.1 Introduction	219
5.2 Questions 1, 2 and 3: The rhetorical structure of the Introduction and Literature review sections and their similarities and/or differences	220
5.3 Question 4: The extent of the use of linguistic features, especially lexical and syntactic choices, citations and hedging in the Introduction and LR sections of the HM RAs	223
5.4 Conclusion	228
5.5 Pedagogical Suggestions	232
5.6 Limitations and suggestions for further research	235
REFERENCES	237
APPENDICES	257
BIODATA OF STUDENT	279
LIST OF PUBLICATIONS	279