Move Analysis of Print and Online Advertisements

Chatnarong Chaidet[1], Chawin Srisawat[2] and Kedsiree Tienprasert[3]

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[1]English Department, Humanities and Social Science Faculty,
Rajabhat Maha Sarakham University
(Email:k.husapong@gmail.com)
[2]English Department, Humanities and Social Science Faculty,
Rajabhat Maha Sarakham University
(Email:srisawatchawin@gmail.com)
[3]English Department, Humanities and Social Science Faculty,
Rajabhat Maha Sarakham University
(Email:kedsiree.ja@rmu.ac.th)

Abstract

This study aimed to explore the moves used in print and online advertisements. The sample used in this study consisted of 45 print advertisements and 45 online advertisements. The purposes of this study were (i) to identify the moves used in both print and online advertisements and (ii) investigate the differences and similarities of both groups. Four obligatory moves were found in print advertisements: Headlines, Detailing the product or service, Soliciting response, and Brand name and Logo. The remaining moves were optional, except Using pressure tactics which was not found in the moves of print advertisements. Regarding online advertisements, the obligatory moves were Detailing the product or service, and Link button.

Keywords: genre analysis, move analysis, print advertisement, online advertisement

Introduction

An advertisement is a communication tool used by advertisers to convey a message to their target audience. Advertisers use advertising to connect with and communicate with target audiences potentially interested in their products or services. They also use advertisements to inform consumers about new products or services, as well as promotions to persuade them to make a purchase. Many different types of persuasive materials can be used, and language is one of the most important tools for persuading

people, transmitting advertisers' intentions, and communicating meaning through media (Sirbu, 2015).

In this era of globalization, English serves as more than just a means of communication; it may also transport western culture and other globalized cultures to people who come into contact with it and are unconsciously influenced by it (Hjarvard, 2004). As a result, advertisers who want to pursue their dream in the global market should recognize the significant advantages of this international language. Advertising and language can be used effectively and creatively to persuade target audiences by revealing lexical units and discursive elements.

The study of genre has been the major focus of linguistic research for decades. Genre study is the examination of recurring linguistic patterns in spoken and written discourse in the situated events of specific discourse communities with the specific communicative purpose of conveying conventionalized communicative settings (Bhatia, 1997; Swale, 1990). It helps the members of such discourse communities to understand the development or concept behind text organization in those particular communicative events (Hyland, 2008). According to Hyon's (1996, 2017) classification of genre traditions, three main genre schools exist; English for Specific Purposes (ESP), North American New Rhetoric studies, and Australian Systemic Functional Linguistics (SFL). Each of these three schools of genre studies has its distinct points. Scholars have studied genre in advertising, especially in the printed

platform (Bhatia, 2004; Dayag, 2008; dos Santos, 2002; Hashim, 2010; Krishnasamy, 2007). In this digital age, however, people can easily connect with one another by clicking buttons or links, touching screen, or using applications on personal computers or mobile devices. Furthermore, the number of internet users using digital devices is rapidly increasing because it (i) provides areas for various media types, (ii) is accessible from anywhere, and (iii) has more functions than only print communication, e.g., financial transactions and, purchasing products or services (Karson & Korgaonkar, 2001; Nielsen, 2009. cited in Briones, Kuch, Liu, & Jin, 2011).

Advertising in the digital era appears to be different in previous times, as it is gaining popularity and advertisers are focusing more on digital platforms (Nakajima, 2016). Because of the increase in revenue for internet advertising, the advertisers in this discourse community must make a transition from traditional advertising to the new digital platform to survive in this fast-growing and competitive world. On the websites, advertisements not only contain static banners but also animated elements or even interactive features (Janoschka, 2004). It is multimodal and uses language, pictures, and music (Cook, 2001). From this point, advertisers have definitely created a new genre of advertisement in digital mediums with the same communicative purposes conveying shared communicative events and settings.

Numerous research studies have investigated the genre of advertisement, especially the print media. However, few studies

concern the moves used in online advertisements (Larbrador et al., 2014). In Chaidet and Pupipat's (2021) study of move of print and online advertisements, Headlines move, Detailing the product or service move, and Link button move are the obligatory moves in both platforms. As Bhatia (2002) stated, genre is "versatile and dynamic in nature" (p. 6). As a result, studies on the genre of online advertisements are emerging and the differences and similarities in traditional forms and more modern patterns are still ambiguous, indicating the need for further research.

The focus of this study is on both online and print advertisement; the online one is emphasized because this is a relatively new form of advertising, as is communication between online advertisers and customers, in order to understand the emergence of the online genre. In the digital age, there is a need to investigate this online communication.

Objectives

The purposes of this study were to accomplish the following objectives relating to online and print advertisement moves:

1. To identify the moves of print and online advertisements in English language magazines and on websites.

2. To investigate the similarities in, and differences between, the moves used in print and online advertisements.

Research Methodology

The framework used in this study was Chaidet and Pupipat's (2021) framework of move analysis of online advertisements for both print and online advertisements. This move pattern itself was adapted from Bhatia's (2005) move structure of promotional discourse in a print platform. As the framework was amended from the print-based framework, this model was suitable to be used to identify the move in both advertisements.

According to Chaidet and Pupipat (2021)'s framework, the move model consists of eleven moves. Move 1 Headlines establishes the features that can attract and maintain audiences' attention. Move 2 Targeting the market provides the significant benefits that serve the needs of target customers in terms of age, interests, gender, and behaviors. Move 3 Justifying the product or service by establishing a niche points out the gap that customers need to fulfill. Move 4 Detailing the product or service clarifies the details of product or service concerning its worthiness. Move 5 Establishing credentials assures consumers by establishing company's achievements, specialty, experience, and positive image regarding the product or service. Move 6 Endorsement or Testimonials assures customers by providing comments or quotation from reliable sources such as specialists, experts, and celebrities. Move 7 Offering incentives entices customers with discounts. Move 8 Using pressure tactics stimulates customers using deadlines for promotions. Move 9 Soliciting response prepares contact information such as website,

telephone number, e-mail, and address regarding product or service. Move 10 Brand name and Logo identifies company's logo, name, and catchphrase. Finally, Move 11 Link button is a new move that was added due to the fact that it was found only in online advertisements and had a specific function. By clicking, the customer are taken to the virtual page where the product is described in more detail or where the consumers can make a purchase.

Table 1: framework used in this present study (Chaidet & Pupipat, 2021)

Move
Move 1 Headlines
Move 2 Targeting the market
Move 3 Justifying the product or service by establishing a niche
Move 4 Detailing the product or service
Move 5 Establishing credentials
Move 6 Endorsements or testimonials
Move 7 Offering incentives
Move 8 Using pressure tactics
Move 9 Soliciting response
Move 10 Brand name and Logo
Move 11 Link button *(online advertisement)* *

Besides the move identification scheme, the study employed the cut-off point proposed by Kanoksilapatham (2005): A move occurring in at least 60% is considered to be an "obligatory move," while a move occurring in less than 60% is regarded as an "optional" one.

Data Collection

The data for this study were English print and online advertisements. Print and online advertisements for three product categories were selected; namely Cosmetics, Personal care, and Clothes and accessories. The main goal of this first stage was to identify the preliminary product categories, which would be used as the genuinely main product categories in this study. In the first step, full-page and two-page English print advertisements were gathered from well-known magazines published in both the US and UK editions; Cosmopolitan, Vogue, GQ, Esquire, Better Homes and Gardens, Forbes, and Times. According to Statista (2019a), Cosmopolitan and Vogue were ranked in the top 10 publications with the largest audiences in 2018 (Statista, 2019a), whereas GQ and Esquire were ranked in the top 10 with the largest audiences among Men's magazines in 2018 (Statista, 2019b). However, these four selected magazines have specific readerships, i.e., Cosmopolitan is a lifestyle magazine and Vogue is a fashion and beauty magazine for generic women readers (Tiggemann & Miller, 2010; Tiggemann & Slater, 2014), and GQ and Esquire are lifestyle magazines for male readers. In order to expand and improve the validity of the study, the readerships of other genre of magazines, namely Forbes Asia in business and marketing topics, The Times in the news genre, and Better Homes and Gardens in the general magazine category (focused on home decorating, gardening, and entertaining), were then added as sources of samples.

A total of 131 English print advertisements were collected from magazines and were divided into eight categories; (i) Personal care products such as cologne, aftershave, lotion, Moisturizer, skin and hair care products, hair dyes, dental care products, deodorants, and personal hygiene products; (ii) Cosmetics such as mascara, eye shadow, lipstick, foundation, and beauty products; (iii) Clothes and accessories such as apparel, earrings, and necklaces; (iv) Food and drinks such as soft drinks, energy drinks, fast foods, and cereals; (v) Medical goods such as health supplements; (vi) Insurance company; (vii) Cigarettes and electronic cigarettes; and (viii) Others.

In the study, the first three product categories that had the highest amount were further analyzed, namely, Clothes and accessories (N=66, 50.38%), Personal care (N=20, 15.27%), and Cosmetics (N=11, 8.40%). Therefore, only print advertisements under these mentioned categories were initially used in this study, and the total number of selected print advertisements was 97. However, the number of selected print advertisements was unequal so the researcher rounded up total number of print advertising texts to 15 in each category, for a total of 45 ads. Online advertisements were compiled using the same product categories as those in the print advertisements section in order to provide comparable features between the two platforms. In order to avoid identical advertisements from print and online versions, the advertisements were retrieved from the official websites of famous brands for which the brands and product types of the selected print advertisements from the

magazines were excluded. Table 2 shows the selected online advertisements.

Table 2 : the selected online advertisements

Cosmetics	Clothes & Accessories	Personal care
MAC Cosmetics	Nike	Olay
Tarte Cosmetics	H&M	Nivea
NYX	Zara Gucci	Dove
Urban Decay	Tiffany & Co.	Garnier
Maybelline		L'Oréal

Results and Discussion

This study was conducted to identify the move structures in English print and online advertisements. The study analyzed 45 print and 45 online advertisements. The present study used the framework from a previous study of Chaidet and Pupipat (2021) on the move structure of advertisements. Moves were coded by the researcher. The move frequency of the print and online advertisements is illustrated in Table 3.

Table 3 : Move frequency of print advertisements

Moves	Print ads (N = 45)	Online ads (N = 45)
Move 1 Headlines	★ 71.11% (N = 32)	● 53.33% (N = 24)
Move 2 Targeting the market	● 2.22% (N = 1)	● 6.66% (N = 3)
Move 3 Justifying the product or service by establishing a niche	● 2.22% (N = 1)	● 8.89% (N = 4)
Move 4 Detailing the product or service	★ 73.33% (N = 33)	★ 75.56% (N = 34)
Move 5 Establishing credentials	● 20.00% (N = 9)	● 13.33% (N = 6)
Move 6 Endorsements or	● 17.78% (N = 8)	● 41.66% (N = 21)
Move 7 Offering incentives	● 20.00% (N = 9)	● 4.44% (N = 2)
Move 8 Using pressure tactics	○	○
Move 9 Soliciting response	★ 71.11% (N = 32)	○
Move 10 Brand name and Logo	★ 91.11% (N = 41)	● 11.11% (N = 5)
Move 11 Link button	-	★ 84.44% (N = 38)

Note: ★ = Obligatory move, ● = Optional move, ○ = No occurrence

As seen in Table 3, all ten moves were identified in the print advertisements. The most frequent move was Move 10 Brand name and Logo with the frequency of occurrence at 91.11% (N = 41), followed by Move 4 Detailing the product or service with the occurrence at 73.33% (N = 33), and Move 1 Headlines and Move 9 Soliciting response with the equal occurrence at 71.11% (N = 32). Based on the cut-off point, all four moves mentioned above were

obligatory. The remaining was an optional move, Move 8 Using pressure tactics which did not appear in the results of the present study.

Online advertisements were also analyzed using the same move model as print advertisements. As shown in Table 3, all eleven moves were identified in online advertisements. Unlike the moves in print advertisements, there were only two obligatory moves, Move 11 Link button (84.44%, N = 38) and Move 4 Detailing the product or service (75.56%, N = 34), the remaining moves were optional. Move 8 Using pressure tactics and Move 9 Soliciting response were not found in the online advertisements. The data indicates that the online advertisements applied fewer move structures than the print advertisements.

In terms of moves, the comparison between print and online advertisements was made. Move 4 Detailing the product or service was an obligatory move in both print and online advertisements which was in line with the result of Labrador et al (2014). This move was important because details and the name of products or services could strongly influence the decision-making process of consumers (Charette, Hooker, & Stanton, 2015). It contained the essential information i.e., the name of products or services, expected results, ingredients, or prominent features. By reading the details that were written in ads, consumers could use the information to determine if they wanted to buy that specific product or another. Furthermore, consumers could differentiate

products or services from competitors by their names (Skorinko, Kemmer, Hebl & Lane, 2006).

Interestingly, the emphasis for Move 1 Headline and Move 10 Brand name and logo was different between the two mediums; these moves were obligatory in print advertisements but optional in online ones, which had a considerably lower frequency. Musté, Stuart and Botella (2015) mentioned that headlines could attract consumers' attention. Moreover, brand names which were a strong element and easily recognized could influence consumers and create a positive brand image (Park & Lennon, 2009). It could be that these moves were obligatory because of their distinct features. Perhaps this move that does not only attract consumers' attention but can also persuade consumers to continue reading, publicize a product or service quality, manipulate consumers to buy products or services, and strengthen consumers' memory of a product or service. This then provides more opportunities for advertisers to reach out and attract more consumers.

Moreover, Move 9 Soliciting response was not found in the move structure of online advertisements, whereas it appeared to be an obligatory move of print advertisements. The obligatory occurrence of this move in print advertisements in line with Luo and Huang (2015) and Yong and Mei (2018). Compared with the print advertisement, the online advertisement did not contain this move but instead contained the Move 11 Link button. This move appeared to be an obligatory move of online advertisements. According to

Askehave and Nielsen (2005), links or symbols that can navigate consumers to another page are one of the characteristics of the digital genre as they have made advertisements more interesting and direct to specific information. By clicking on a button, consumers are automatically navigated to a designated page, for example, a page that contains more information or a purchasing page. Moreover, Move 11 was also beneficial for advertisers or marketers, especially online platforms. To elaborate, advertisers can extend a consumer database by a click-through rate algorithm, which help advertisers track consumers and thus assist with behavioral targeting (Liu, Yan, Fan, Yang & Chen, 2009). With the use of the algorithm, online advertisements that relate to consumers' interests are displayed on their screens and manipulated them to buy a product. As such, Move 11 provides a convenient way for consumers to obtain more details and for product or service owners to get more marketing data which help create more trading opportunities.

Conclusions

There were four obligatory moves of print advertisements: Move 1 Headlines, Move 4 Detailing the product or service, Move 9 Soliciting response, and Move 10 Brand name and Logo. The remaining moves were optional moves, except Move 8 Using pressure tactics which was not found in the print advertisements. Regarding online advertisements, the obligatory moves were Move 4 Detailing the product or service, and Move 11 Link button.

Limitations and recommendations

In the present study, the limitations and recommendations are listed below section. The study provides an understanding of the moves used in personal care products, Clothes and accessories, and cosmetics in print and online advertisements. Further research should be conducted to explore the online advertisements in other product categories such as food and drinks (e.g. fizzy drinks and milk) and electronic devices (e.g. mobile phones and laptops). Accordingly, the results of future research might generate more accurate and broader generalizations of various disciplines in the promotional genre. Additionally, the study focused on online advertisements derived from brands' official websites. Further studies can include advertisements from other platforms: conventional (e.g., print, billboards,) and online (e.g., social media, Facebook, and Twitter). The results of these studies could yield differing and more salient points concerning the moves on various platforms.

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