

## A Genre-Based Analysis of Classified Advertisements in Pakistani English Newspapers

**Abstract:** *The current study analysing the genre of classified advertisement in Pakistani English Newspapers explains how classified ads actually achieve the objectives of selling and buying. The study also supports how the linguistic features are arranged in ads to persuade the buyers. The Move-structure for sales promotion letters of Bhatia (1993) has been adapted to analyse a corpus of 1008 classified ads in Pakistani English newspapers. The classified advertisements represent three moves; out of them, only Move 3 is optional. The linguistic and structural interpretation of the text ensures the communicative purpose of the texts. The use (100%) of adjectives, intensifiers, nominal, imperatives, and nouns by nominative and objective cases and digits is represented as the most common linguistic feature. But only 10.41 % of the use of the pronouns 'you' or 'your' indicates that the classified advertisements serve as a communicative medium to provide information portals for potential customers. Cook (1992) claims that the linguistic use of advertisement is to provide information for a reason/s. The current study can be a source of literature in the field of research on the classified advertisement and pedagogical material in the field of ESP.*

### Contents

- [Introduction](#)
- [Review of Literature](#)
- [Research Questions](#)
- [Methodology](#)
- [Data Analysis](#)
- [The Use of Sentences](#)
- [The Use of Nominal](#)
- [The Use of Ellipsis](#)
- [Soliciting Response](#)
- [Discussion](#)
- [Conclusion](#)
- [References](#)

**Key Words:** Classified Advertisements, Move, Genre, ESP, Linguistic Features, English Writing

### Introduction

The term classified advertising (or sometimes small ads )is used to distinguish this type of advertising-usually classified under headings such as jobs, Vacant, Cars, matrimonial, etc-from; the bigger display advertisements usually stand on their own. [Sama \(2019\)](#) mentions that advertisements can affect the attitudes of buyers, the popularity of products or services and the targets of the market. [Cook \(1992\)](#) predicts that

advertisements, as communicative processes, exchange information and ideas between sellers and buyers through print or electronic media to attain the purpose of purchase or selling. Newspapers are a very important source of media communication. The qualitative and quantitative analysis of structural and linguistic interpretation explains the patterns of classified advertisements to get their communicative purpose. Data consists of the class ads that appear in the English Newspapers. It is to note that each newspaper has

\* Visiting Lecturer, Department of English, Ghazi University Dera Ghazi Khan, Punjab, Pakistan.  
Email: [mzafar@gudgk.edu.pk](mailto:mzafar@gudgk.edu.pk) (*Corresponding Author*)

† Lecturer, Department of English, Government Graduate College, Jampur, Punjab, Pakistan.

‡ Lecturer, Department of English, Ghazi University, Dera Ghazi Khan, Punjab, Pakistan.

its own policy for publishing class ads. Some newspapers like Dawn use the Standard English language and avoid using code-mixing, but other newspapers like The Nation do not do so. Similarly, The News (newspaper) uses images with the headlines, but the other newspapers do not have such a style. An advertisement is a form of communication; what it means is that there is a message in an ad, and the newspaper is the source through which the message is sent. Each ad has its own communication value. Hence it is important to look not only at the advertisement but also at the newspaper in which it appears and from which it has been collected.

### The Significance of the Study

The significance of the current study is louder because it helps to understand the linguistic purpose of the advertisements to persuade the readers of products or services. It also supports the way how the ads have been written. The lexical and structural features of classified ads develop the communicative attitude and attract the customers to attain the benefits of such attitudes. The teachers and ESP trainers can use the findings of the study to teach and learn practical writing skills for ad writing; learners can get a better understanding of the organised advertisement. The identification of the move structure of classified ads guides to knowing the differences in functions of each and every single clause of the ads. The results of the study will not only be fruitful for newspaper writers for ad writing but also train the ads writers of websites. There is a large scope of classified ads on websites. Therefore, the current research in the context of newspapers will direct the same further research in the context of electronic media.

### Review of Literature

[Laverie \(2003\)](#) identifies a large number of traffic of classified ads in modern lifestyle. The linguistic

choices of advertisements surround the urban men to consider the information provided by the ads. [Hashim \(2010\)](#) identified four moves in print advertisements in Malaysia by adopting Swales' model (1990). [Chen and Tian \(2020\)](#) analysed 30 printed ads and found specific discourse structures and patterns of advertisement. [Xia Miao \(2005\)](#) interpreted English tourism ads (TAs) by analysing lexico-grammatical features and moves of samples and highlighted the use of the persuasive language of ads, which attracts the readers of newspapers to develop the intention of buying. The current study focus on analysing the language of classified advertisements in Pakistani English newspapers in terms of linguistic and structural interpretation of the text. [Teo \(2008\)](#) identified six moves in the print ads of skin care products for women; moves of appraising and detailing credentials were more important than introducing the product.

### Research Questions

The current research focused on analysing classified advertisements to answer the following research questions.

1. How do lexico-grammatical features and rhetorical structures of classified advertisements in Pakistani English newspapers perform communicative purposes?
2. How do moves in classified advertisements shape the structure of advertisements?

### Methodology

This study aimed to take classified advertisements as its research sample and adopted a genre-based approach to study the relationship between its communicative purposes, linguistic features and "move" structure. The classified advertisements for the study were collected from three Pakistani English newspapers.

**Table 1.** Data Collection from Three Pakistani English Newspapers

1.	Dawn
2.	The News
3.	The Nation

Eight categories were selected for analysis. From each category, approximately 42 classified advertisements were selected. Thus 336 ads from

each newspaper made the corpus of 1008 classified advertisements.  $8 \times 3 = 24 \times 42 = 1008$  ads.

**Table 2.** The Specified Eight Categories for the Data Collection

1	Matrimonial
2	Tuition
3	Property & estate for sale
4	Accommodation available
5	Pets & kennels
6	Automobiles
7	Job opportunities
8	Electronics

The relevant theories were applied to answer the research questions, and the correlation among objectives, questions and theories is given below.

**Table 3.** The Procedures of the Research Questions in the Study

Number of Research Questions	The objective of the study	Supported Theory
Research Question 1	The communicative purpose of classified advertisements Lexico grammatical features of classified advertisement Rhetoric structures of classified advertisements	Bhatia's(1993) Communicative purpose for sales promotion letters Barber's theoretical framework (1962) Bhatia's (1993) structural description of sales promotion letters
Research Question 2	Obligatory moves and Optional moves of classified advertisements	Bhatia's(1993) structural description of sales promotion letters

This study is eclectic; the data were analysed manually. The data was rendered to a descriptive analysis using [Bhatia's Model \(1993\)](#) for marketing that identified seven moves in sales promotion letters, but the researcher found only three moves in the structural interpretation of the classified ads. The measurable characteristics suggested by [Barber \(1962\)](#) in contribution to English syntax and phonology supported the quantitative analysis of the text.

### **Data Analysis**

The corpus of 1008 ads was analysed on the basis of linguistic analysis proposed by [Bhatia \(1993\)](#) and [Barber \(1962\)](#). The analysis is qualitative and quantitative to study the lexico-grammatical features and moves of the text. Bhatia's theoretical framework for the promotional genre has been found useful as classified advertisements are considered a type of

promotion genre that may share almost the same communicative purposes as other types. The size of the classified advertisement depends upon the information provided in the advertisements. Just a single sentence can represent the image of the classified ad. The analysis of the classified advertisement is at two levels; linguistic interpretation and structural interpretation.

### **Linguistic Interpretation of the Text-Genre**

The linguistic interpretation identifies how sentences, tenses, adjectives, intensifiers, nominal, ellipsis, code-mixing and numerical values have been used in classified advertisements.

### **The Use of Sentences**

It has been found that three types of sentences are present in classified advertisements. They are

named declarative, imperative and interrogative sentences. For instance;

1. *We belong to a middle-class family where education is a precious asset.*

(*matrimonial, Dawn*)

2. *Do you need a car? (Automobiles, The Nation).*
3. *Contact only serious buyers. (Estate & property for sale, The NEWS*

**Table 4.** Types of Sentences with their Frequency

Sentences	Frequency (Percentage)
Imperative sentences	52%
Declarative sentences	40%
Interrogative Sentences	08%

### The Use of Tenses

Present and future tenses are common in classified advertisements. Past tense is not present there. Some compound tenses with auxiliary verbs are also present in classified ads. For Example;

1. *We want to purchase new and old TV, VCR etc. (Electronics, The News)*

2. *We are looking for experienced, energetic and self –motivating personals to fill the position(Job opportunities, The Nation)*
3. *School teachers will be preferred (Jobs opportunities, The News)*
4. *Parents are required to contact (Matrimonial, Dawn)*

**Table 5.** Types of Tenses with their Frequency

Tenses	Frequency
Present tense	53.01%
Indefinite	67%
Continues	33%
Future tense	32.34%
Compound tense with the auxiliary verb	14.70%

### The Use of You or Your

The language of advertising is to persuade the customers of the goods or services. [Myers \(1994\)](#) relates the language of the advertisement with direct impact and rapid persuasion. In the world of persuasion, 'you strategy' is very common. But in a classified advertisement, the situation is different. Since more emphasis is on conveying the information without addressing the customer. So the use of the pronoun 'you' or 'your' is very

limited.

1. *Do you need a car? We have all types of cars Mercedes, Honda, Carolla, Nissan, and Mitsubishi. contact now: 042-7577702. (Tuition, The Nation)*
2. *Ideal matches for your sons/daughters; the parents may kindly contact Mrs Maj. Saleem Tareen ,421-M .Block Mode Town Ext. Lahore. 5169431,0303-6461814(Matrimonial, Dawn)*

**Table 6.** The Representation of the Pronoun You with Frequency and Percentage

The Number of Classified Ads	Frequency of You	Percentage
1008	105	10.41%

### The Use of Adjectives and Intensifiers

There is extensive use of adjectives in classified advertisements. Ha (2008) explains the high use of adjectives in the language of advertising. There are also modifiers or intensifiers of adjectives. Both are helpful in drawing the attention of the

consumers and persuading them to buy the product or services. For instance;

1. *Excellent* communication skills (Job opportunities, Dawn)
2. *Extremely beautiful* (Pets & Kennels, Dawn)

**Table 7.** The Representation of Adjectives/intensifiers with Frequency and Percentage

<b>Adjectives Only</b>	<b>72%</b>
Intensifier with adjectives	28%

They qualify the things and increase the value of the product or service. Adjectives are more in number than intensifiers. But overall, they are performing the same function as putting the emphasis on the value of products or services. In every ad, at least two adjectives are present.

products is the common move labelled as move one. Therefore, classified ads share some common linguistic features with the genre of scientific writing.

1. *Baig family*(*Matrimonial, Dawn*)
2. *Army officer*(*Automobiles, The News*)
3. *French Bulldog* (*Pets and Kennels, The Nation*)

### The Use of Nominal

Classified advertisements represent 100 % nominal expressions; the nominal compound and the complex nominal phrases are the main types. Bhatia (1993) pointed out the high use of complex nominal phrases in ads, and the same was found in the current study. Due to the excessive use of nominal groups, it becomes easy to relate them with adjectives. A noun head with adjectives is a common representation of a complex nominal phrase.

### The Use of Nouns by Case

The case is deceptively important and is the source of a variety of embarrassing problems for the unaware. However, nouns are spelt and pronounced the same in both the nominative and the objective cases. Case classifies nouns according to the function each performs in a sentence. To be classified as a nominative case, a noun will function as a subject in the classified advertisements.

1. *Immediate match* (*Matrimonial, The News*)
2. *Experienced teachers* (*Tuition, The Nation*)
3. *Special service* (*Electronics, Dawn*)

1. *Match* required for the daughter of Urdu speaking Sunni family (*Matrimonial, Dawn*).
2. *We* deal with all kinds of jungle animals. (*Pets and Kennel, Dawn*)
3. *A well-established company* invites applications for the post of Sales Engineer. (*Jobs opportunities, The News*)

The Compound nominal phrases are actually organised nouns attached with adjectives. This is a common feature of classified advertisement with scientific writings; introducing the scientific formulations and introducing the services and

**Table 8.** The Representation of Nouns as Nominative Cases with Frequency and Percentage

<b>The Number of Classified Ads</b>	<b>Frequency of Nominative Case</b>	<b>Percentage</b>
1008	1002	99.40%

To be classified as an objectives case, a noun will function as a direct object, indirect object and the object of the preposition in the classified advertisements. For example;

1. We urgently need a *computer operator*.
2. (*Jobs opportunities, The Nation*)
3. CHINESE Herd and Acupuncture hospital

requires one *doctor* with good *English*. (Jobs opportunities, The News)

4. We purchase all local *breeds*(Pets and Kennels, The News)

**Table 9.** The Representation of Nouns as Objective Cases with Frequency and Percentage

The Number of Classified Ads	Frequency of Objective case	Percentage
1008	1008	100%

### The Use of Imperative

The imperatives are used to intensify the use of command, requests, demands and advice. Since imperatives are used in ads extensively to incite the customers to buy the products or services. The data in the study indicated that 85 per cent of classified advertisements used imperatives, and the functions were to suggest and request the customers to take action. *Please visit us.... Call now... Please contact.... Contact now* is the major example.

### The Use of Ellipsis

The aim of classified advertisements is to provide information about the service or the product.

The classified advertisements do not have visual images or figurative language to attract the customer, but they only have small text. Therefore, an ellipsis is present at the syntax level, morphological level, and punctuation. In some ads, there is just a description of the product or services; information either to buy or sell is not given in a specific manner and arrangement. At the syntax level, it becomes difficult to find a single sentence in one advertisement.

1. *Pure Siamese Kittens six weeks old.* (Pets and Kennels, Dawn)

2. *Owner moving abroad*(Electronics, The NEWS)

*Today's bargain, Men's, Yrs, Pls* are examples of the ellipsis at the morphological level.

Much confusion is raised when punctuated marks are not put at the right place. The meanings would be changed without punctuated marks. For instance;

1. *Kittens in different colours come and see the beauty of Persian Kittens.* (Pets and Kennels, The News)

Some classified advertisements do not have

specified text; either they are for sale or rent of the service or product. To some extent, the headline tells about the theme of the classified advertisements. For instance;

1. *Computers and mobile.23LGF Century town kalma chowk Contact:Usman huja* (Electronics, The Nation)

Similarly, in some advertisements, the information is random or jumbled;

1. *Santro Club 2003 Nov.number IDN,contact Asif 9220748,0300-5327325,900Km, immaculate condition.* (Automobiles for sale, The News)

The contact address is mixed with the description of the automobile. It can confuse the readers.

### The Use of Code Mixing

Code Mixing is also found in the corpus of classified ads. Though it is limited, its presence shows cultural awareness and attracts readers.

1. *Makan Estate*(Estate and property for sale, The Nation)

2. *3.5 crores Rs .only.*(Estate and property for sale, The News)

### The Use of Numbers/Digits

A large number of digits are used in classified advertisements. Afterword "contact, a number of digits are there as telephone numbers, house numbers, and email addresses. Inside the advertising message, the digits are there to show the economy of space, the economy of expression, and the economy of time. For instance;

*2 Kanal, 6 to 7 vehicle, model 1997, age 31, Rajput, Kittens 8 weeks old*

### Structural Interpretation of the Text-Genre

The communicative purpose of the classified advertisements is accomplished only through the

three moves, which give this genre its typical structure. Just as each genre has a communicative purpose that it tends to serve, similarly, each move also serves a typical communication intention which is always subservient to the overall communication purpose of the genre. By using the theoretical framework of [Bhatia \(1993\)](#), the structural interpretation assigned to the classified advertisements proposed three move structures to perform the communicative purpose. [Bhatia \(1997\)](#) explains that a genre is a communicative event with a certain structure, and it is distinguished by communicative purposes.

### **Structural Interpretation of the Text-genre**

---

**Move 1.** Introducing the offer

**Step 1.** Offering the product or service

**Step 2.** Essential detailing of the product or service

**Step 3.** Indicating the value of the product or service

**Move 2.** Soliciting response

**Move 3** Using pressure tactics

### **Introducing the Offer**

---

We call this move introducing the product or service. Informing the customer about the product or service is always essential because if the product is not familiar to the customer, it will not be sold, no matter how good it is. This move is the most crucial part of the classified ads. The first step of the move makes an offer, the second step gives the essential description of the product or service, and the final step of the move evaluates the product or service. Through examples, we will determine the impact of this move in class ads and how this move is there in class ads of English newspapers.

In the *first* part of this move, "introducing the product or service", the writer introduces the product or service in a very precise or brief manner by using such expressions;

1. Match *required* for a smart, attractive girl of 27. (Matrimonial, DAWN)
2. An experienced accounting teacher *offers* revision courses for the O/A level.

(Tuition, THE NEWS).

3. A highly qualified and experienced teacher *is available* to teach accounting at your home (tuition, THE NATION)
4. GULBERG ASKARI associates *offer* 1 kanal, 14 marla, 4-5 bed brand-new houses with all facilities. (ESTATE& PROPERTY FOR SALE, DAWN)
5. ROTTWEILER pups *for sale* (pets & kennels, THE NEWS)
6. AIR COMPRESSOR *available* in the ready stock (electronics, DAWN)
7. Moon communication *deals* with all kinds of electronics (Electronics, THE NATION).

AFTER introducing the product or service, the writer indicates the 'essential detail of the product or service' in the second part of this move. This aspect of the move influences and persuades people to act or believe. As;

1. *DAUGHTER 24,5' 4", MBA, MA ECO, doing banking diploma grade 2 officer in a bank, intelligent, fair & well-mannered belongs to Sunni, educated middle class.* (Matrimonial, DAWN)
2. *A/OLEVEL, Matric, F.A, B.A, M.A, Law, English, Pakstudies, Islamiat, Urdu, Commerce, Buss inessstudues other subjects.* (Tuition, THE NEWS)
3. *Sanro 2001, Islamabad regd. 40,000 km driven, original condition, silver colour.* (Automobiles, THE NEWS)
4. *Defence commercial plots, phase iv, MB, 4 Marla phase 1, 4 Marla 6 Marla plot/ building* (estate & property, THE NATION)
5. *DIPLOMATIC ENCLAVE fully furnished apartment, 2 beds, attached baths, living/ dining rooms, American kitchen, rent only 1000us* (accommodation available, THE NEWS)
6. *Beautiful Persian Kittens eight weeks old, Potty trained, healthy & playful* (pets & kennels, DAWN)
7. *WANTED an Accounts officer by an NGO for its ISLAMABAD office minimum qualification B.com with 5 years experience, send your application with*

*complete bio-data to PO Box 630 Lahore.*  
(job opportunity, THE NEWS)

8. *COMPAQ computer PII, 400 MHZ, 64 MB, 4.3 GB DESKTOP, Rs 3600. Komrez computers.* (Electronics, DAWN).

FINALLY, in this step, the writer indicates the value of the product or service by emphasising that it can be suitable for the full requirements of the customer. In indicating the value of the product or services, it is difficult to miss the predominant use of modifiers.

1. NEW VISION Academy is the name of *trustworthy/devoted/experienced & professional* ladies/gents teachers. (Tuition, DAWN).
2. BMW 3181, model 1997, blue colour, *fully loaded, excellent* condition (Automobiles, DAWN)
3. Plot 50 90 E-11/4 ISLAMABAD 100 ft road, *beautiful scenic Prime location with possession, reasonable* price (Estate & property, THE NEWS)
4. CLIFTON bungalow 1000 yards, *shinning* woodwork, *stylish* kitchen, *solid* construction, *close* to the market, *ample* parking. (Accommodation available, THE NATION)
5. Pure Persian kittens 8 weeks old, *very beautiful & playful* gift for children (Pets & kennels, THE NEWS)
6. Female *experienced* in office work, *good* in computer & English, *handsome* salary, *free* transportation & lunch. (jobs opportunity, DAWN)
7. Object Electronics: just call; we provide repair services at your doorstep. *Reasonable* changes and *guaranteed* work (electronics, THE NATION).

The use of such modifiers is an essential part of product evaluation in the rhetoric of advertising. It is fully exploited by the writers of the classified ads for product or service detailing. As classified ads are very short & precise, so mostly in one simple sentence, we find all three steps;

1. AL- Mansoor *offers* a brand *new* bungalow E -block 4 bed, marble, aluminium,

*shinning* woodwork, and *solid* construction. (Estate & property for sale, DAWN)

2. Nissan Urvan, model 1993, regd.05, *A-1* condition, *reclining luxury* seats, *dual* AC. (automobiles, DAWN)

### Soliciting Response

The classified advertisements condensed in a limited space offer a great challenge to the writer. Just after offering the product or service, soliciting a response is yet another important move in the language of classified advertisements. Here writer makes it a point to include a specific telephone number and/ or the name of the person who is responsible for the service or product.

P. O. Box numbers, email addresses, phone numbers, references of the people or places, shops' addresses or home addresses are given according to the kind of ads by using such words/expressions;

1. *Please visit us....*
2. *Contact number...*
3. *Call now...*
4. *Please contact...*
5. *Contact now...*
6. *#...*
7. *Contact on telephone...etc*

### Using Pressure Tactics

In this move, the writer uses specific terms or impressions as pressure tactics to prompt the already half-inclined customer to take a quick decision about the product or the service. It is not a very common move but to some extent, it is there to put pressure on the customer. This move is not present in all kinds of classified ads. But sometimes it is considered rewarding to use pressure tactics to prompt the already half-inclined customer to make a quick decision about the product or service being promoted. This move we shall call using pressure tactics. In using pressure tactics, the writer tends to use typical formulaic expressions;

1. Plots are available in the G-13 sector; *only contact genuine owners, no brokers*
2. *...for urgent sale*
3. *serious buyers can contact*
4. owner is going abroad, *so contact soon*

5. *very soon start construction, call now*
6. *see the beauty of Persian kittens, call now..*
7. *limited stock is present, so contact now..*
8. *good and immediate results are obtained by studying at our academy.*
9. *Apply immediately to the executive director etc*

From the selected samples in the current study, the frequency of moves and steps in classified advertisements is shown in the table below.

**Table 11.** The Occurrence and Status of Moves in the Classified Advertisement

Move	Step	Status	Frequency	Percentage
Move 1	Step1	Obligatory	1008	100%
	Step2	Obligatory	887	88%
	Step3	Obligatory	1008	100%
Move 2		Obligatory	1008	100%
Move 3		Optional	474	47.02%

### Discussion

The findings of the study guided us to explore of the communicative purposes, move structure and linguistic features of classified advertisements. The framework of [Bhatia \(1993\)](#) helped to interpret the four communicative purposes; informing about goods or services (like name, type, detailing, price, location and contact numbers of the sellers or service providers), persuading the targeted customers to buy. Direct addressing is very limited; essential detailing is considered to persuade the buyer, capturing the attention of the readers. While ‘introducing the offer’ is the very first move that is obligatory and carries three more steps in itself, it captures the attention abruptly. The fourth communicative purpose is accomplished by giving the contact number under ‘soliciting response move’, which is also obligatory. From the perspective of rhetorical structure, the current study explores that two moves of Bhatia’s seven move structure of sales promotion letters are obligatory moves in classified advertisements. They are Introducing offers (Move1) and Soliciting responses (Move 2). Using pressure tactics (Move 3) is an optional move. They are introducing the product or service (100%), essential detail of the product or service (88%) and the value of the product or service (100%). Hence the rhetorical structures of classified advertisements have their own characteristics of three move structures which follow the seven move structure of sales promotion letters by [Bhatia \(1993\)](#). To identify the linguistic features, the current study under the theoretical frameworks of [Bhatia \(1993\)](#) and

[Barber \(1962\)](#) focused on common linguistic features applicable in the genre study. The common linguistic features of classified advertisements are the use of present tense(53.01%) and future tense(32.34%), the use of compound sentences with auxiliary verbs(14.7%), use of imperative sentences(52%), the use of declarative sentences(40%), the use of interrogative sentences(08%), the use of Adjectives (100%= 72 % single adjectives + 28% adjectives with intensifiers), the use of nominal (100%), the use of imperatives(85%), the use of nouns as the nominative case(99.40%) and as the objective case (100%) use of the pronoun ‘you’ or ‘your’ (10.41%), the use of Ellipsis(100%), the use of digits(100 %) and very limited use of code-mixing.

The findings expose the idea that classified advertisements are separate from the other type of advertisements. As only 10.41% of the use of the pronoun ‘you’ shows that the major purpose is to inform the reader, direct addressing is not essential. There is not a single sentence in past tense because the customers are not interested in past happenings, and the ads give detail for present and future use. Similarly, avoidance of negative sentences reflects the marketing strategy of ‘courtesy’. 100 % use of nominal, adjectives, nouns as objective case, ellipsis and digits affirms the big communicative purposes of the small text.

### Conclusion

The linguistic interpretation promotes the idea of

easy language use in classified advertisements so that their communicative purpose of them would be attained. The three moves are very important in developing classified ads. The structural interpretation of genre gives the structural idea of the classified ads. The first move gives the complete idea of the service or product, second move represents the soliciting the response and the third move is used for using pressure tactics. Sometimes, just one sentence performs the functions of all three moves in classified ads. The communicative function of the classified advertisements is accomplished through three

moves, which give this genre its typical cognitive structure, and each move serves a typical communicative intention which is always subservient to the overall communicative purpose of the genre.

Usually, "introducing the offer" is so comprehensive that the other moves are just limited to the phrases. It is tricky to present classified ads in a very short space and language. The writers use three Es' for writing classified ads; Economy of space, Economy of Time and Economy of Expression.

## References

- Laverie, A. D. (2003). *A customised version of Marketing* (7th edition ed.). Thompson, Custom Publishing.
- Barber, C. L. (1962). 'Some measureable characteristics of modern scientific prose' in *contributions to English Syntax and Phonology*, Stockholm
- Bhatia, V. (1993). *Analysis Genre: Language Use in Professional Setting*. London: Longman. <http://doi.org/10.1017/S0272263100013668>
- Bhatia, V. (1997). *Introduction: genre analysis and world English*. *World Englishes*, 331-319. <https://doi.org/10.1111/1467-971X.00066>
- Chen, N., & Tian, C. (2020). A Genre Analysis of Business English Print Advertisements. *European Journal of Literature, Language and Linguistic Studies*, 4(2), <http://dx.doi.org/10.46827/ejll.v4i2.205>
- Cook, G. (1992). *The Discourse of Advertising*. London: Routledge.
- Ha, L. (2008). Online advertising research in advertising journals: A review. *Journal of Current Issues & Research in Advertising*, 30(1), 31-48. <https://doi.org/10.1080/10641734.2008.10505236>
- Hashim, A. (2010). Print advertisements in Malaysia. *World Englishes*, 29(3), 378-393.
- Miao, X. (2005). A Genre-Based Analysis of British printed travel brochure. University of Foreign Trade. <http://doi.org/10.11113/lspi.v6n2.86>
- Myers. (1994). *Words in Ads*. UK: Green Gate Publishing Services.
- Sama, R. (2019). Impact of Media Advertisements on Consumer Behaviour. *Journal of Creative Communications*, 14(1), 54-68. <https://doi.org/10.1177/0973258618822624>
- Swales, J. (1990). *Genre Analysis: English in Academic and Research Settings*. Cambridge: Cambridge University Press.
- Teo, L. M. (2008). *Genre Analysis of Advertisements in Skin Care Products*. University of Malaya: Faculty of Languages and Linguistics University of Malaya Kuala Lumpur.