

GENRE CHARACTERISTICS OF ENGLISH ADVERTISEMENTS

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ABSTRACT

The article explores genre characteristics in English advertising discourses, particularly in book, consumer goods, and tourism advertising discourses. Research results show that 12 moves appear in all three types of advertising discourse. However, the frequency of occurrence of these moves is different. In addition, the article also learns about the layout characteristics of the types of advertising discourse mentioned above.

Keywords: Genre, book advertising, consumer goods advertising, tourism advertising.