

MASTER'S THESIS

Genre analysis of English and Chinese interview articles in "Quality & management"

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**GENRE ANALYSIS OF
ENGLISH AND CHINESE INTERVIEW ARTICLES
IN "QUALITY & MANAGEMENT"**

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Abstract

This study focuses on the genre of interview articles in a bilingual magazine "Quality & Management". The analysis is based on five English texts and five Chinese texts chosen from four issues published from 1997 to 1999. These issues feature the famous quality awards in Hong Kong as the cover stories.

The move structure approach pioneered by John Swales is adopted for analyzing the structural and linguistic features. After that, the communicative purposes of interview articles, their relationship with the production process and the common findings will be studied.

The findings are confirmed by interviewing two specialist informants, who are the Chief Editor and an editor of the magazine. The results suggest that English and Chinese interview articles share the same move structure and some common linguistic features, which can be explained by the communicative purposes of the genre.

撮要

本論文以一雙語雜誌《品質與管理》之訪問文章作為一獨特的文體。文中引用的五篇英文及五篇中文文章，分別選自於一九九七年至一九九九年出版的四期《品質與管理》雜誌。這四期雜誌均以香港著名的品質獎項作為封面故事。

本文採用 John Swales 倡導之流程結構研究法，分析訪問文章的結構及語言特點。本文繼而研究文體的溝通目的，並分析這些目的與其結構特點、語言特點和製作過程的關係。

藉著訪問兩位文體的專家成員，即雜誌的總編輯及其中一位編輯，使本文的研究結果得以確定。本論文的研究結果指出，《品質與管理》雜誌的中、英文訪問文章擁有共同的流程結構和部分語言特點。這些結果均可由文體的溝通目的所解釋。

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