

MASTER'S THESIS

The discourse of advertisements in Hong Kong magazines

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**THE DISCOURSE OF ADVERTISEMENTS
IN HONG KONG MAGAZINES**

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Abstract

The purpose of this study is to investigate the discourse of the advertisements for promoting luxury goods and material necessities in some Hong Kong magazines in order to find out the differences between these two types of advertisements. The advertisements for four types of products, which include two luxury goods and two material necessities, have been chosen for investigation. The main focus of this study is on the analysis of the structural differences between the two types of advertisements and Bhatia's approach of genre analysis has been used. Besides, the illustrations and language codes used in these two types of advertisements have also been compared. The findings show that there are differences between the two types of advertisements in these three aspects. The main structural difference between these two types of advertisements is in the move of *introducing the offer*. As for the difference in illustrations, it is found that illustrations play a more important role in the advertisements for promoting luxury goods than in those for promoting material necessities. Lastly, the findings show that English and other foreign languages are more commonly used in the advertisements for luxury goods than in those for the material necessities.

摘要

本論文旨在研究香港一些雜誌上的奢侈品和必需品廣告，嘗試找出兩者在語言上的分別。本論文選擇了四種商品的廣告作為研究。其中包括兩種奢侈品及兩種必需品。本研究選取了Bhatia研究類型的方法來分析上述兩類廣告在結構上的分別。此外，亦比較了這兩類廣告的插圖和語言。結果顯示這兩類廣告在結構、插圖和語言上都有分別。在結構上，這兩類廣告的主要分別在於介紹產品這個步驟上。插圖方面，結果顯示，插圖在奢侈品廣告中所扮演的角色比在必需品廣告中所扮演的重要。最後，結果亦顯示英文和其他語言在奢侈品廣告中比較普遍出現。