

MASTER'S THESIS

A study of the discourse of pamphlets

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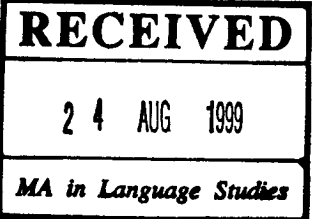
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A STUDY OF THE DISCOURSE
OF PAMPHLETS

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Abstract

Pamphlet writing is a form of mass communication. It elaborates information to the readers in a limited space. Sometimes, a pamphlet persuades readers to adopt a certain point of view. This study attempts to investigate (1) the lexical and grammatical characteristics, as well as (2) the structures and (3) the communicative purposes of pamphlets. The results of the first section will identify the strategies of conveying messages to the public. Writers of the pamphlets try to be close to the readers, so a more personal and less formal relationship is found. Furthermore, pamphlets should have high readability. In the second section, the obligatory and optional moves are discussed in the structures of pamphlets. Also the sequence of moves will be established. In the last section of analysis, it is concluded that writing to inform and writing to persuade will be the main communicative purposes of pamphlets.

論文提要

小冊子是一種向公眾傳播訊息的途徑。它將需要宣傳的資訊刊載於短小的篇幅裡，有些小冊子更可以使讀者接納一些見解。這論文嘗試探討小冊子之(一)用語及文法特點、(二)結構及(三)寫作目的。在第一部份之分析結果中可以得知宣傳訊息的技巧。編寫小冊子的作者，亦多以較個人化及非嚴謹的寫作態度來接近讀者。同時發現，這些小冊子的可讀性甚高。第二部份會討論寫作結構中必須有的和可自由選擇的步驟，也會建立這些步驟的次序式。最後一部份說明小冊子之寫作目的為發告消息和勸說讀者採納見解或行動。

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