

MASTER'S THESIS

Make sacrifice a blessing: a genre analysis of appeal letters concerning cost saving

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**MAKE SACRIFICE A BLESSING :
A GENRE ANALYSIS OF APPEAL LETTERS
CONCERNING COST SAVING**

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Fulfilment Of The
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Abstract

This paper studies a particular type of texts which do not sell to the reader a product or service but a policy decision that results in the reader's limitation of personal resources. Six samples letters, three from the government and three from the private sector, on subjects like expenditure cut, salary reduction, salary freeze are collected and used as study data. Through examining their communicative purpose and structural moves against Bhatia's model, these letters are classified as something more than a sub-genre of the promotional genre. Hoey's Goal-Achievement pattern is further deployed to analyse the ambiguity of goal and problem revealed in these letters which embody a clear conflict between the institutional goal and the reader's goal. Such ambiguity is then addressed by the elements of directive and threat in these letters as depicted in Iedema's Nucleus-Satellite model. The above three levels of analysis help dissect the hybrid quality i.e. persuasion and directive of such texts, which is exactly the reason why I call these letters 'appeal directives'. Taking into account the double-sided quality of appeal directives, the final part of my study goes on examining how the directives and threats are packaged and issued as persuasion through studying the use of other moves which justify the commands and the involvement strategies employed.

摘要

本文所研究的乃一種向讀者推銷一項帶來讀者個人資源限制的政策決定，而非單純推銷一種貨品或服務的文章類型。本文研究之範本共六篇，收集自政府及私人機構的信件各半，內容圍繞部門支出縮減、薪酬削減或凍結等。本文首先透過該等信件的溝通目的及文章結構，並與 **Bhatia** 的推銷文體類型的文章結構互相對照，將這些信件歸類為推銷文體類型中的一種，並確認其性質應不局限於一般推銷文體類型。其次，本文利用 **Hoey** 的目標完成模式 (**Goal-Achievement pattern**)，以揭示該等信件所包含因機構目標與收件人(員工)目標不一致而構成的衝突。繼而再以 **Iedema** 的核心衛星模式(**Nucleus-Satellite model**)中所描述的指示與威脅，試圖處理這種目標不同所引致的問題。以上所述三種層次的分析，有助剖析該類信件的雙面性，即游說與指示，這正是我將這些信件命名為「呼籲指示」的原因。最後，本文透過研究將命令合理化以及建立與收件人關係的策略，探討指示與威脅在這類信件中的意味如何被緩和。