

Scrutinising Moves Used in Job Recruitment Posters for English for Specific Purposes Classrooms: A Case Study of Hotel Job Recruitment

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Abstract

This study investigated the move structure utilised in hotel recruitment posters. To achieve this, a collection of hotel recruitment posters was obtained from groups on Facebook seeking hotel jobs, as this social media service boasts the highest number of members. Three groups were selected for data collection. In total, 525 hotel recruitment posters were collected. Only the English posters were analysed to determine the move structures employed in hotel recruitment posters. The study incorporated inter-coder reliability procedures to ensure the accuracy of the findings. The inter-coder reliability rate was 90.28%, indicating a high level of agreement between the coders. The analysis revealed that hotel recruitment posters comprised 19 distinct moves and 19 individual steps. The move analysis revealed the presence of five mandatory moves, namely Hotel identity (99.43%), Job position (98.29%), Contacts (86.48%), Poster purpose (76.95%), and How to apply (70.48%), along with four mandatory steps, consisting of Hotel name (99.43%), Hotel logo (79.43%), Phone number (74.86%), and Apply by email (65.71%). The findings of this study have implications for both teachers and students, as they can incorporate these results as a chapter in English for Specific Purposes courses, thus enhancing their understanding and application of the topic.

Keywords: move analysis, promotional genre, hotel job advertisement genre, hotel recruitment poster, communicative purpose

Introduction

Job advertisements are formal notifications of specific job vacancies (Kim & Angnakoon, 2016). Sometimes, they are referred to as job postings, job announcements, or employment advertisements, and are defined as “publicly available documents designed to help organisations identify suitable candidates for open positions” (Fu, 2012). Job advertisements serve various purposes, and in the past, newspaper advertisements were the most common media for recruitment (Marsden & Campbell, 1990). However, with the rise of social media, particularly Facebook, the

largest social network worldwide, social media advertising has become highly popular. It serves as a platform that connects people from different regions and diverse cultural backgrounds (Hu et al., 2017). The outbreak of the COVID-19 pandemic had a significant impact on the global economy, leading to recessions, business closures, and increased unemployment rates. The hospitality industry has been particularly affected by these changes (Baum et al., 2020). In response to the new challenges, entrepreneurs must adapt to the *New Normal* and adjust their strategies to mitigate risks and navigate the shrinking economy, which poses threats to the survival of many organisations (Saranrom et al., 2021). Despite the current situation, the hotel industry within the hospitality sector continues to release recruitment announcements. Technological advancements have revolutionised recruitment practices across various industries, offering organisations advantageous ways to enhance their recruitment procedures (Gregory et al., 2013). It is no exaggeration to state that social media plays a significant role as a key battleground in the ongoing competition to recruit talented employees. (Feng, 2019). On social media platforms, such as Facebook, there are numerous hotel recruitment posters. These posters provide a concise overview of job opportunities and aim to disseminate information while also serving as advertising tools. The effective communication of important details and messaging to potential candidates is crucial (Brassington & Pettitt, 2006). The effective communication of messages within a recruitment poster necessitates the inclusion of distinct units known as *moves*. These moves play a pivotal role in enhancing the overall effectiveness of communication.

A move, as defined by Swales (1990), refers to a functional unit within a text that serves identifiable purposes. Commonly, it is used to analyse the structural patterns in specific genres. Moves provide insights into the communicative intentions expressed in a text; within the move structure, submoves can further elaborate on the objectives of each move (Kanoksilapatham, 2007). Both moves and submoves can be expressed as sentences or clauses within a text in different genres, including the job advertisement genre. To the best of our knowledge, although there have been numerous studies exploring moves in advertisements, the move structure in hotel recruitment posters, especially in online media, remains unexplored. Teaching students to understand the key components of job recruitment posters, particularly within the realm of the hotel industry in the digital era, will assist students in the field of hotel business in their English for Specific Purposes (ESP) courses, enabling them to grasp the overall communicative objectives of the poster. In turn, this will lead to accurate and effective job selection aligning with the students' future employment needs and capabilities. Therefore, the current research aimed to examine the move structure used in hotel recruitment posters and to investigate the communicative purposes of each move and to understand how they work together to achieve the objectives of the hotel recruitment poster. This investigation is crucial for enhancing ESP learners' comprehension of hotel recruitment posters, enabling job applicants to comprehend the underlying objectives of authentic communication and allowing recruiters to accurately convey their objectives within recruitment posters. Additionally, this study

should pave the way for future research to analyse the components and communicative purposes inherent in other media such as CVs, portfolios, and related media.

Theoretical Background and Related Studies

Discourse, Genre, and Promotional Genre

The notion of discourse revolves around the idea that language conforms to specific patterns regarding how people express themselves within diverse social situations (Jørgensen & Phillips, 2011). Thus, discourse analysis explores how language, whether spoken or written, expresses social and cultural viewpoints and identities (Gee, 2014). Referring to the Multiperspective Model of Bhatia (2004), discourse can be examined from various angles, such as text, genre, professional discourse, and social practice. Of these four approaches, a primary method for analysing discourse is genre analysis (Askehave & Swales, 2001; Bhatia, 2013; Upton & Cohen, 2009).

Genres are seen as recognisable communicative events defined by particular communicative purposes acknowledged and understood by expert members of a professional or academic community in which they frequently take place, serving as the foundation for the genre (Bhatia, 2013; Gee & Handford, 2012). The theory of genre integrates the advantages of a broad perspective of language use and its detailed application. In this context, genre analysis is authentically concentrated yet comprehensive in its perspective. The concept of communicative purpose is exceptionally flexible. It can be recognised at a relatively abstract level of generalisation, or it can be specified to a highly detailed level. In addition, it might encompass either a single communicative purpose or a more complex array of communicative purposes. Beyond purpose, examples of a genre exhibit resemblances in terms of structure, style, content, and intended audience (Swales, 1990). The utilisation of language, designated as a genre, is inherently linked to a specific social practice, for example, conducting interviews (interview genre) or promoting products (advertising genre) (Fairclough, 1995). It is essential for participants to be familiar with genres and specific text types within specific cultural contexts. Since categorising genres involves classifying different factors of communication based on shared characteristics, conventions, and purposes, many potential genres have been proposed according to these factors. Among the possible proposed genres, the promotional genre is well-known for its distinctive characteristics.

The term promotional genre pertains to language use, both spoken and written, composed with a specific content and style by individuals seeking benefits from recipients, who are not obliged to grant them (Shaw & Okamura, 1998). The main communicative purpose of promotional genres is to provide information and to advocate in order to sell ideas, products, or services to a specific audience (Bhatia, 2004). According to Bhatia (2005), promotional genres have unquestionably emerged as the most adaptable and rapidly advancing domain of discourse. A job advertisement is a particular manifestation within a broader category of promotional genres, including sales letters, job

applications, company brochures, and leaflets. Since a job advertisement is considered as being a promotional genre, the hotel job recruitment poster, which is the main focus of this research, is classified as a promotional genre as well.

Conducting Move Analysis to Examine Genres

Move analysis is a fundamental process applied to examine the structural characteristics of genres (Chang & Huang, 2015). Swales (1981) pioneered the study of move analysis, which aims to identify and describe the function of each move within the rhetorical structure of a specific genre. A move is defined as a unit or a textual section within a text that serves a specific communicative purpose and contributes to the overall coherence of the genre (Kanoksilapatham, 2007; Swales, 1990). Move analysis involves examining the genre to identify its constituent moves, which may also include sub-elements known as steps (Nwogu, 1997). In addition to each move in a genre serving a communicative objective, there are steps within each move that support the achievement of that objective (Bhatia, 2013). Moves can be categorised into two types: mandatory moves, which are more frequently observed in the genre, and optional moves, which appear less frequently (Biber et al., 2007). To decide whether a move is categorised as mandatory or optional, Kanoksilapatham (2005) proposed a cut-off frequency of 60 per cent to distinguish between the two. If a move occurs in 60 per cent or more of the entire corpus, it is considered mandatory; otherwise, it is considered optional. One thing always to be reminded of regarding move analysis is that there are no rigid criteria in move analysis. Move analysis is deemed reliable as long as the analysis is based on appropriate academic reasons, and research can develop essential structural moves that clearly demonstrate the communicative purposes of the genre. However, for novices, it is advisable to study the fundamentals of move analysis to gain a better understanding. Fortunately, Kanoksilapatham (2007) summarises the typical move analysis process, especially when conducted in a corpus-based approach, as shown in Table 1.

Table 1

Typical Move Analysis Process (Kanoksilapatham, 2007)

| Step | |
|------|--|
| 1 | Identify the rhetorical purposes of the genre. |
| 2 | Determine the rhetorical function of each segment within its local context and identify potential move types for the genre. |
| 3 | Categorise functional and/or semantic themes that are either in relative proximity to each other or frequently appear in similar locations in representative texts. These categories represent specific steps that contribute to a broader move. |
| 4 | Conduct pilot-coding to test and refine the definitions of move purposes. |
| 5 | Develop a coding protocol with clear definitions and examples of move types and steps. |

| Step | |
|------|---|
| 6 | Code the complete set of texts, ensuring an inter-rater reliability check to confirm a clear understanding of move definitions and how moves/steps are manifested in texts. |
| 7 | Incorporate any additional steps and/or moves revealed during the full analysis. |
| 8 | Revise the coding protocol to address any discrepancies identified in the inter-rater reliability check or through newly discovered moves/steps, and re-code problematic areas. |
| 9 | Perform linguistic analysis of move features and/or other analyses facilitated by the corpus. |
| 10 | Describe the corpus of texts in terms of obligatory and alternative move structures and linguistic characteristics. |

Following the development of a move analysis outline, it is crucial to subject that move coding framework to a process of obtaining human judgments. The analysis requires a detailed coding rubric explicitly outlining discourse components, such as move types and steps. A crucial evaluation involves assessing whether different raters achieve high inter-rater reliability in applying the coding scheme. This assessment aims to ensure that raters interpret coding definitions consistently, identifying the same discourse components and agreeing on the classification of text segments as move types. Inter-rater reliability can be reported using the percentage agreement, reflecting the number of agreements per the total coding decisions. Another statistic used to investigate inter-rater reliability is Cohen's kappa (k), a chance-corrected measure of inter-rater reliability that accounts for chance agreement among raters. This statistic is applicable when there are two or more raters.

Hotel Job Advertisement as a Genre

Numerous research studies have focused on move analysis in various contexts. For example, studies have explored move analysis in research articles (Fauzan et al., 2020; Vathanalaotha & Tangkiengsirisin, 2018; Yoon & Casal, 2020), writing for specific purposes (Rojanaatichartasakul & Phoocharoensil, 2022; Van Herck et al., 2022; Xu & Lockwood, 2021), and speaking for specific purposes (Hu & Liu, 2018; Laosrirattanachai & Laosrirattanachai, 2023; Li & Li, 2021). In addition, a number of move analysis studies have been conducted in promotional discourse (e.g., Casal & Kessler, 2020; Hoang & Rojas-Lizana, 2015; Isik, 2023; Izquierdo & Blanco, 2020; Martín & Pérez, 2014) including in the context of advertisements, especially for online channels (Chaidet & Pupipat, 2021; Khedri et al., 2022; Labrador et al., 2014; Shi & Wan, 2022).

Nevertheless, there has been insufficient research on the move structure of hotel recruitment posters. Such analysis has only been published in studies of move patterns within job advertisements in industries other than the hotel business. According to the literature review, previous studies have yielded varying findings and identified different elements in the analysis of job advertisements, depending on the specific focus of the study. See Table 2 for previous studies relevant to the move analysis of job advertisements.

Table 2

Development of Move Structure of Job Advertisements

| Rafaeli & Oliver (1998) | Bratton & Gold (2007) | Marchington & Wilkinson (2007) | Feng (2019) |
|--|---------------------------------|--------------------------------|-------------------------------|
| M1 Organisation's identity | M1 Job title | M1 Job title | M1 Titling |
| M2 Requirements of human resources | M2 Department | M2 Location | M2 Introducing the company |
| M3 Specifications regarding what is necessary to meet these requirements | M3 Responsible to | M3 Responsible to | M3 Positions and requirements |
| M4 Contact information | M4 Relationships | M4 Responsible for | M4 Offering remuneration |
| | M5 Purpose of the job | M5 Main purpose of the job | M5 Regulations |
| | M6 Specific responsibilities | M6 Responsibilities | M6 Future aspirations |
| | M7 Physical/economic conditions | M7 Working conditions | M7 Application procedures |
| | | M8 Other matters | |
| | | M9 Any other duties | |
| | | | M8 Contact details |

Table 2 shows four studies that are relevant to the current study. Rafaeli and Oliver (1998) outlined a common structure shared by the majority of job advertisements, referred to as a *skeleton*. This structure comprises four components: 1) details about the organisation's identity, 2) its requirements in terms of human resources, 3) specifications regarding what is necessary to meet these requirements, and 4) contact information for reaching the organisation. According to Bratton and Gold (2007), the essential elements for a job description included seven elements: 1) job title, 2) department, 3) responsible to, 4) relationships, 5) purpose of job/overall objectives, 6) specific duties and responsibilities, and 7) physical/economic conditions. Marchington and Wilkinson's (2007) required components for a job description shared some similarities with Bratton and Gold's but also featured some distinctions. Their structure encompassed nine components: 1) job title, 2) location, 3) responsible to, 4) responsible for, 5) the main purpose of the job, 6) responsibilities/duties, 7) working conditions, 8) other matters, and 9) any other duties. Lastly, Feng (2019) investigated moves used in recruitment posts by universities on WeChat and unveiled eight elements: 1) titling, 2) introducing the university, 3) specifying positions and requirements, 4) offering remuneration, 5) stating regulations, 6) communicating future aspirations, 7) instructing application procedures, and 8) providing contact details.

In addition to analysing the move structure used in job advertisements, the issue of communicative purposes in the advertisement genre is also of interest. Being aware of the communicative purposes of each component helps in understanding the functioning of each element, including the coordinated interaction between various components, to accomplish the main communicative purposes of a job advertisement. Ying (2014) proposed five communicative purposes in job advertisements: 1) to persuade readers, 2) to inform readers, 3) to attract attention and arouse

interest, 4) to filter readers, and 5) to stimulate and urge actions. Presenting these communicative purposes to learners or jobseekers is particularly beneficial, as it enhances a reader's understanding of texts beyond mere comprehension of meaning.

The current study aimed to examine the move structures applied in hotel recruitment posters and to investigate the communicative purposes of each move to understand how they work together to achieve the objectives of the hotel recruitment poster. The primary communicative advantage of understanding the move structure in hotel recruitment posters is to enable prospective applicants to identify key moves that convey the recruiters' objectives. Simultaneously, hotel recruiters and students aspiring to work in recruitment roles can identify mandatory and optional moves within the hotel recruitment posters, facilitating the creation of effective hotel job vacancy posters to attract desired candidates. The typical move analysis process proposed by Kanoksilapatham (2007) was applied in the current study to identify the moves used in hotel recruitment posters. Then, these findings were compared to the moves used in the job advertisements explored in previous studies.

Research Questions

The current study aimed to address two primary research questions:

1. What moves and steps are utilised in hotel recruitment posters?
2. What are the communicative purposes of each move and step found in hotel recruitment posters?

Research Methodology

Data Collection

The hotel recruitment posters utilised in this study were sourced from hotel job search groups on Facebook, specifically, from the groups with the highest number of members, namely 108 Hotels & Resorts Job, Hotel Job งานโรงแรม, and งานโรงแรม คนโรงแรม. Posting hotel job recruitment posters on Facebook occurs frequently and in large volumes. In order to determine specific boundaries for data collection, this study chose to collect hotel job recruitment poster data during one year, from January to December 2021. Only posters containing English text were included. From an initial collection of 3,029 hotel recruitment posters, duplicates were eliminated, resulting in a final analysis dataset of 525 posters.

Data Analysis

To conduct the move analysis, the following steps were undertaken:

Step 1: A preliminary coding framework was devised by examining potential moves and steps within the initial random sample comprising 10 per cent of the hotel recruitment posters,

encompassing approximately 53 posters. Subsequently, the second random sample, also consisting of 10 per cent of the posters, was analysed using the draft move coding. Any newly identified moves and steps that emerged during this process were integrated into the coding sheet.

Step 2: To ensure the robustness of the analysis, three university lecturers specialising in English and hospitality fields were consulted to code the second random sample of 10 per cent of the hotel recruitment posters. Before commencing the move structure analysis, the coders received comprehensive training sessions on move analysis and adhered to the guidelines provided by the researchers. Then, a comparative analysis was conducted between the move structure analysis performed by the researchers and the inter-coders, using a codebook with yes-no categories. The inter-coder reliability rate was established at 90.28 per cent.

Step 3: Subsequently, the remaining collected hotel recruitment posters were analysed using the coding sheet, which had undergone inter-coder reliability assessment as described in Step 2. This analysis aimed to determine the frequency of each move identified within the posters. By applying a cut-off frequency of 60 per cent across the entire dataset, the moves and steps were categorised based on their occurrence as either mandatory or optional.

Step 4: The methodology utilised in this study adhered to the framework proposed by Kanoksilapatham (2005), where a move occurring in 60 per cent or more of the hotel recruitment posters was classified as mandatory, while a move occurring in less than 60 per cent was categorised as optional.

Step 5: After identifying the move structure to identify the moves and steps used in hotel recruitment posters, these moves and steps were analysed to determine their communicative purposes, applying the framework proposed by Ying (2014). However, considering the five communicative purposes of job advertisements suggested by Ying (2014), it was found that the purpose of persuading jobseekers had a broader scope than the remaining four communicative purposes, with the purpose of persuading jobseekers already considered a primary communicative purpose of the job advertisement genre. Additionally, the purpose of persuading jobseekers overlaps in some aspects with the purpose of attracting attention. Therefore, this research applied and utilised only four communicative purposes, comprising 1) Providing information, 2) Attracting attention, 3) Filtering jobseekers, and 4) Urging actions, as the analytical framework.

Results

Structure of Moves and Steps in Hotel Recruitment Posters

Based on a thorough investigation and analysis of the hotel recruitment posters, it was ascertained that they could be categorised into three primary sections: the heading, details, and ending. The examination of all 525 hotel recruitment posters identified 19 distinct moves, each accompanied by their corresponding steps. To offer a comprehensive overview of the interrelations

between these moves and steps, a frequency analysis was undertaken, and the outcomes are presented in Table 3.

Table 3

Moves and Steps within Hotel Job Recruitment Posters

| Code | Move/Step | Number of hotel recruitment posters with this move/step | | Mandatory | Optional |
|-------------------------|----------------------------|---|-------|-----------|----------|
| | | Number | % | | |
| Head (N = 525) | | | | | |
| 1 | Hotel identity | 522 | 99.43 | ✓ | |
| 1A | Hotel name | 522 | 99.43 | ✓ | |
| 1B | Hotel logo | 417 | 79.43 | ✓ | |
| 1C | Hotel slogan | 33 | 6.29 | | ✓ |
| 1D | Hotel description | 125 | 23.81 | | ✓ |
| 2 | Invitation quotes | 241 | 45.90 | | ✓ |
| 3 | Poster purpose | 404 | 76.95 | ✓ | |
| Detail (N = 525) | | | | | |
| 4 | Job department | 260 | 49.52 | | ✓ |
| 5 | Job code | 5 | 0.95 | | ✓ |
| 6 | Job position | 516 | 98.29 | ✓ | |
| 7 | Job description | 46 | 8.76 | | ✓ |
| 8 | Number of vacant positions | 120 | 22.86 | | ✓ |
| 9 | Level of urgency | 61 | 11.62 | | ✓ |
| 10 | Qualifications/skills | 109 | 20.76 | | ✓ |
| 11 | Required nationality | 44 | 8.38 | | ✓ |
| 12 | Employee benefits | 88 | 16.76 | | ✓ |
| 13 | Salary | 4 | 0.76 | | ✓ |
| Ending (N = 525) | | | | | |
| 14 | Post date | 91 | 17.33 | | ✓ |
| 15 | Application period | 11 | 2.10 | | ✓ |
| 16 | Location | 39 | 7.43 | | ✓ |
| 17 | How to apply | 370 | 70.48 | ✓ | |
| 17A | Apply by e-mail | 345 | 65.71 | ✓ | |
| 17B | Mailing | 17 | 3.24 | | ✓ |
| 17C | Walk in | 20 | 3.81 | | ✓ |
| 17D | QR code | 34 | 6.48 | | ✓ |
| 17E | Online application form | 12 | 2.29 | | ✓ |
| 18 | Contacts | 454 | 86.48 | ✓ | |
| 18A | Hotel address | 215 | 40.95 | | ✓ |

| Code | Move/Step | Number of hotel recruitment posters with this move/step | | Mandatory | Optional |
|------|----------------|---|-------|-----------|----------|
| | | Number | % | | |
| 18B | Phone number | 393 | 74.86 | ✓ | |
| 18C | Email | 192 | 36.57 | | ✓ |
| 18D | Website | 120 | 22.86 | | ✓ |
| 18E | Facebook | 57 | 10.86 | | ✓ |
| 18F | Instagram | 28 | 5.33 | | ✓ |
| 18G | Line | 27 | 5.14 | | ✓ |
| 18H | X | 7 | 1.33 | | ✓ |
| 18I | Fax | 22 | 4.19 | | ✓ |
| 18J | QR code | 34 | 6.48 | | ✓ |
| 19 | Transportation | 15 | 2.86 | | ✓ |

The findings presented in Table 1 demonstrated the results of the move analysis, which identified a total of 19 distinct moves accompanied by 19 steps. The move analysis identified 5 mandatory moves and 4 steps, while the remaining 14 moves and 15 steps were deemed optional. The definitions and instances of each move and step recognised in the hotel recruitment posters in the current study are presented in Table 4.

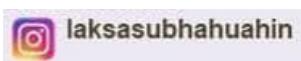
Table 4

Definitions and Samples of Each Move and Step

| Move and step | Definition and sample |
|---|--|
| Head | |
| Move 1 | Name, logo, and other things that identify the hotel |
| Hotel identity | <i>Sample</i> |
|  | |
| Step A | Name of the hotel |
| Hotel name | <i>Sample</i> |
| BANYAN TREE BANGKOK | |
| Step B | |
| Hotel logo | Symbol identifying the hotel |
| | <i>Sample</i> |

| Move and step | Definition and sample |
|---|--|
|  BANYAN TREE <small>BANGKOK</small> | |
| Step C | Phrase or motto for the hotel |
| Hotel slogan | <i>Sample</i> |
| | <i>"Live at ONCE – at least for ONCE in a Lifetime"</i> |
| Step D | Brief description of the hotel |
| Hotel description | <i>Sample</i> |
| | <i>Khaoyai, Thai for big mountain, is home to the Dusit D2 Khao Yai, Dusit's latest hotel to launch in the Land of Smiles.</i> |
| Move 2 | Phrase(s) to persuade candidates to apply for a job |
| Invitation quotes | <i>Sample</i> |
| | <i>Build your career with us.</i> |
| Move 3 | Phrase(s) or sentence(s) used to advise readers about its objective(s) |
| Poster purpose | <i>Samples</i> |
| | <i>1. We're hiring 2. Job vacancy 3. Job opportunity</i> |
| Detail | |
| Move 4 | Division of the hotel |
| Job departments | <i>Samples</i> |
| | <i>1. Housekeeping 2. Food and beverage 3. Front office</i> |
| Move 5 | Unique code with a specific job identified by the hotel |
| Job code | <i>Sample</i> |
| | <i>Job ID# 21121841</i> |
| Move 6 | Position offered by the hotel |
| Job position | <i>Samples</i> |
| | <i>1. Steward 2. Bartender 3. Hotel manager</i> |
| Move 7 | Detail outlining the specifics of a particular job position |
| Job description | <i>Sample</i> |
| | <i>Diffusing conflict or tense situations with guests</i> |
| Move 8 | Number of open job positions |
| Number of vacant position | <i>Sample</i> |
| | <i>Waitress 1 position</i> |
| Move 9 | An additional notification within a job posting, indicating the urgency to fill the position. |
| Level of urgency | <i>Sample</i> |
| | <i>Guest service agent - urgent</i> |

| Move and step | Definition and sample |
|-----------------------|--|
| Move 10 | Skill or accomplishment making someone suitable for the vacant position |
| Qualifications/Skills | <i>Sample</i> <i>Fluent in English and Thai. Be able to communicate in other languages would be an advantage.</i> |
| Move 11 | Identifying the nationality of job applicants |
| Required nationality | <i>Sample</i> <i>The positions are open to Thai nationals only.</i> |
| Move 12 | Any benefits provided to employees |
| Employee benefits | <i>Sample</i> <i>Benefits: service charge, meals, uniform and laundry</i> |
| Move 13 | Total amount of money that an employee is paid monthly |
| Salary | <i>Sample</i> <i>Salary 20,000–23,000 Baht</i> |
| Ending | |
| Move 14 | Job posting date |
| Post date | <i>Sample</i> <i>Update 23/12/2021</i> |
| Move 15 | Date when the hotel recruits the job |
| Application period | <i>Sample</i> <i>Tuesday December 14th, 2021 10:00 – 16:00 hrs.</i> |
| Move 16 | Location of workplace |
| Location | <i>Sample</i> <i>Based in Pattaya</i> |
| Move 17 | Ways to apply for the job |
| How to apply | <i>Sample</i> <i>To submit your application for this job, please send your update resume and photo to: H6323-HR@accor.com</i> |
| Step A | Information suggesting sending a resume or CV to apply for a job via E-mail |
| Apply by e-mail | <i>Sample</i> <i>Interested candidate, please send your resume to email address</i> |
| Step B | Information suggesting sending a resume or CV to apply for a job via mail |
| Mailing | <i>Sample</i> <i>Interested candidate, please submit a resume with recent photo and expected salary to: Banyan Tree Bangkok C/O Human Resource Department</i> |
| Step C | Information suggesting applying for a job by going to the hotel directly |
| Walk in | <i>Sample</i> <i>Ambitious, dedicated candidates are invited to apply in person at Human Resources Department of the Sukhothai Bangkok</i> |

| Move and step | Definition and sample |
|--|--|
| Step D QR Code | The unique pattern of squares that can be read by a smartphone, providing rapid access for an applicant to apply for a job <i>Sample</i>  |
| Step E Online application form | Online form that applicants complete to apply for a job <i>Sample</i>  |
| Move 18 Contacts | Ways of communication to obtain more information from the hotel <i>Sample</i> <p style="text-align: center;">FOR MORE INFORMATION PLEASE CALL 02 650 8800 EXT. 6150, 6152, 6159</p> |
| Step A Hotel address | Address of the hotel <i>Sample</i> <p style="text-align: center;">Maitria Mode Sukhumvit 15 Bangkok - A Chatrium Collection 81 Sukhumvit Soi 15, Sukhumvit Road, Klongtoey-Nua, Wattana Bangkok 10110</p> |
| Step B Phone number | Phone number that applicants use to call a particular hotel <i>Sample</i> <i>Contact: Tel. 02-345-6789</i> |
| Step C Email | Email address for the applicant to use to send messages over the internet to the hotel <i>Sample</i> <i>For more information, please contact us at Email: HRM@xxx.com</i> |
| Step D Website | Place on the internet containing more information about the hotel <i>Sample</i> www.deeprompattaya.com |
| Step E Facebook | An online social networking website where applicants can access hotel profiles and hotel information, such as photos, and provide information about themselves, and respond to the information posted by the hotel <i>Sample</i>  |
| Step F Instagram | A social media website where the hotel can share photographs and short videos <i>Sample</i>  |
| Step G Line | An application for instant communications where applicant can contact the hotel <i>Sample</i> |

| Move and step | Definition and sample |
|----------------|--|
| |  @phothalai |
| Step H | A social networking site where the hotel broadcasts short posts known as tweets |
| X | <i>Sample</i> |
| |  @JoinIHG |
| Step I | Fax details for contacting the hotel |
| Fax | <i>Sample</i> |
| | <i>Fax: 66(0)2 345 6789</i> |
| Step J | The unique pattern of squares that can be read by a smartphone, providing rapid access for an applicant to contact the hotel |
| QR Code | <i>Sample</i> |
| |  |
| Move 19 | How to get to the hotel |
| Transportation | <i>Sample</i> |
| | <i>BTS Chong Nonsi Exit 1</i> |

Communicative Purposes of Moves and Steps Found in Hotel Recruitment Posters

Each of these moves and steps has its specific communicative purposes, combining to proficiently communicate the overall communicative goals. The conceivable communicative purposes for each move and step in the job advertisement genre encompass: 1) Providing information, 2) Attracting attention, 3) Filtering jobseekers, and 4) Urging actions. Moves and steps within hotel recruitment posters are categorised according to their potential communicative purposes, as outlined below.

Communicative purpose: Providing information.

Moves and steps with this communicative purpose aim to provide essential and relevant information to jobseekers about job applications in hotels. This information can be broadly divided into two main parts.

The first part involves details related to the hotel, where moves and steps focusing on providing information about the hotel or how to reach the hotel include: Hotel identity (1), Hotel name (1A), Hotel logo (1B), Hotel slogan (1C), Hotel description (1D), Location (16), Contacts (18), Hotel address (18A), Phone number (18B), Email (18C), Website (18D), Facebook (18E), Instagram (18F), Line (18G), X (18H), Fax (18I), QR code (18J), and Transportation (19).

The second part consists of providing information about the specific job positions available for direct application, which is crucial information that jobseekers want to know, including: Poster purpose (3), Job department (4), Job code (5), Job position (6), Job description (7), Number of vacant positions (8), Salary (13), Post date (14), and Application period (15).

Communicative purpose: Attracting attention.

Specifically, three moves have communicative purposes aiming at drawing jobseekers' attention, consisting of: Invitation quotes (2), Level of urgency (9), and Employee benefits (12). Invitation quotes serve the purpose of inviting jobseekers to apply for a position with the hotel through phrases or sentences. The Level of urgency indicates the urgency of the need for employees and is another move effective in capturing the reader's attention. Lastly, the Employee benefits move has the potential to attract a jobseeker's interest due to the various benefits offered, which extend beyond salary and can be used to entice and engage potential candidates.

Communicative purpose: Filtering jobseekers.

Moves with the communicative purpose of Filtering jobseekers primarily aim to screen out a large number of the individuals who do not possess the qualifications required for the job position. Hotels often use these moves as a means of filtering jobseekers without the need for interview sessions. These moves include: Qualifications/skills (10) and Required nationality (11).

Communicative purpose: Urging actions.

Moves with communicative purposes aiming at Urging actions focus on stimulating jobseekers to take action, specifically to apply for the available positions at the hotel. This is a crucial objective of the job advertisement genre. These moves and steps include: Invitation quotes (2), Number of vacant positions (8), How to apply (17), Apply by e-mail (17A), Mailing (17B), Walk-in (17C), QR code (17D), and Online application form (17E).

Discussion and Conclusion

Having examined the structural elements of the 525 hotel job recruitment posters, the findings revealed the communicative purposes of the hotel job advertisement genre. The primary aim was to provide information to readers about available job positions in hotels for potential employees. The secondary objective was to encourage and persuade jobseekers to apply for the desired positions. Notably, in pursuit of the second goal, job recruitment posters appear to invest substantial effort in convincing jobseekers that they would find fulfilment and success in their work at the hotel. While each move and step has its own communicative purpose, the results of the current study indicated that it is possible for the communicative purpose of each move and step to overlap (Bhatia, 1997). In other words, a single move may serve more than one communicative purpose because the moves and steps

found in hotel recruitment posters are closely related, interconnected, and work together to achieve the purposes of a job advertisement genre. For example, the Invitation quotes (move 2) have communicative purposes such as Attracting attention and Urging actions because inviting jobseekers to apply for a job is a way of drawing readers' attention and leading them to decide to apply in the end. Similarly, the Number of vacant positions (move 8) may serve communicative purposes, such as Providing information and Attracting attention. In this case, the move provides information to jobseekers about the number of positions available at the hotel, while simultaneously stimulating interested individuals to decide to apply sooner, given the limited number of available positions.

When considering the discourse community, the main members directly involved in the hotel job advertisement genre consisted of the human resources or recruitment staff of hotels, along with the public seeking employment or vacant positions in hotels. Furthermore, if we broaden our perspective, peripheral members could include individuals who have a connection due to their awareness of the language patterns used in hotel job recruitment posters. This could include instructors teaching English for Specific Purposes courses, such as English for job applications or English for the hotel industry. As members of this discourse community, instructors may utilise the analysed and extracted move structures from this study in their teaching, along with examples of hotel job recruitment posters, in the classroom.

Genres do not come into existence suddenly (Swales, 1990); instead, they evolve gradually over time and only become recognisable as such when they have achieved a certain level of standardisation. The moves applied within each genre play a major role in upholding a structure that communicates desirable purposes within communities. Specifically, regarding hotel job recruitment posters, there have been ongoing changes and advancements, encompassing both the key elements of the posters and the platforms through which they are circulated. Clearly, hotel job recruitment posters undergo constant evolution, with the influence of new media, as distinct from traditional media, having substantial impacts on these transformations (Askehave & Nielsen, 2005; Bhatia, 2016; Miller, 2017).

These various factors collectively contribute to the evolution of the job advertisement genre. The current study has distinctly illustrated these transformations, particularly when juxtaposed with prior research that examined the elements of job recruitment advertisements (e.g., Bratton & Gold, 2007; Marchington & Wilkinson, 2007; Rafaeli & Oliver, 1998). The current results have revealed new elements emerging in the job advertisement genre, such as online channels for both contacting the hotel and applying for vacant positions. Furthermore, job recruitment posters in the past were often disseminated in print media with detailed content and primarily featured the company's credibility and reputation and contained extensive details (Bhatia, 1997). In contrast, current job recruitment posters, especially as revealed by the current study, have content that is highlighted by its brevity, aligning with the online world's demand for quick information retrieval. From the

examination of the various moves in the studied hotel job recruitment posters, there was an increased number of moves, yet each move had condensed content.

The exploration of the move structure used in hotel recruitment posters yielded noteworthy insights. The effectiveness and reliability of the move structure were confirmed through inter-coder comparisons, making it suitable for employers to craft comprehensive posters that are readily comprehensible to applicants. Consequently, this study identified the transformation of the perspective of readers towards hotel recruitment posters. According to the research findings (Tables 1 and 2), applicants can now easily locate specific details, such as application procedures, within the distinct sections of the posters (Head, Detail, or Ending), and discern between email addresses designated for application submission and contact purposes. Mastering the guidelines and concepts derived from the research findings addressing research questions 1 and 2 would facilitate a more focused comprehension of the poster's content and ensure accurate interpretation of the provided information.

Furthermore, the move structure of hotel recruitment posters holds broader applicability beyond the hotel industry as it can be adopted in recruitment posters across other service sectors, such as aviation, tourism, and various job domains. This study serves as a valuable resource for analysing moves within hotel recruitment posters, distinguishing between mandatory and optional moves, and gaining insights into the poster's overall message. The researchers strongly recommend that educators utilise the findings of the current study as a valuable resource in developing instructional materials for a specific module within English for Specific Purposes courses, such as English for Hotel Business, Business English, or any other relevant subjects pertaining to job recruitment. By incorporating these findings, teachers can enhance the effectiveness and relevance of their teaching to provide students with practical knowledge and skills applicable to a successful job application.

Limitations and Recommendations for Further Study

One limitation of this study relates to the limited reliance on only three Facebook groups for data collection. To address this limitation, it is recommended that future research should expand the scope of study by incorporating data from a more extensive range of websites. Alongside Facebook, prominent platforms such as Instagram, X, or TikTok can be included in the data collection process. Notably, the moves and steps within posters evolve over time. Presently, technological advancements, such as the incorporation of QR codes, have enhanced accessibility to information. It is anticipated that future developments will embrace emerging technologies, such as virtual reality, further transforming the landscape of recruitment posters. Furthermore, prospective investigations could explore job positions within the service industry that extend beyond those examined in the current study. This approach would facilitate comparative analyses across diverse datasets and strengthen the rationale for generalisation. Furthermore, broadening the research beyond the confines of the Thai

context would provide opportunities for comparative studies and enhance the overall understanding of the subject matter.

Another limitation of the study was that it did not delve into the analysis of move sequences applied in the hotel recruitment posters. This limitation arose from the diverse forms of composition in these posters that were contingent upon the design choices made by each hotel. Consequently, analysing move sequences may lead to confusion among individuals from different cultural backgrounds, for example those accustomed to reading vertically, such as Chinese and Japanese readers, rather than line-by-line as for English. Additionally, the direction of reading for some cultures may be from right to left. Therefore, we recommend further research focusing on the examination of move sequences used in posters from different cultural backgrounds. Finally, we propose the incorporation of semiotic analysis to scrutinise the posters in greater depth.

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