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APPENDICES

Appendix A
Advertisements in Thai and British Corpora

The Thai Corpus

No.	Date	No.	Date
BP 1	18 October 2006	BP 26	27 December 2006
BP 2	20 October 2006	BP 27	28 December 2006
BP 3	24 October 2006	BP 28	29 December 2006
BP 4	24 October 2006	BP 29	3 January 2007
BP 5	27 October 2006	BP 30	9 January 2007
BP 6	1 November 2006	BP 31	10 January 2007
BP 7	1 November 2006	BP 32	11 January 2007
BP 8	1 November 2006	BP 33	15 January 2007
BP 9	2 November 2006	BP 34	16 January 2007
BP 10	2 November 2006	BP 35	19 January 2007
BP 11	10 November 2006	BP 36	23 January 2007
BP 12	15 November 2006	BP 37	23 January 2007
BP 13	16 November 2006	BP 38	24 January 2007
BP 14	21 November 2006	BP 39	26 January 2007
BP 15	21 November 2006	BP 40	31 January 2007
BP 16	27 November 2006	BP 41	4 February 2007
BP 17	28 November 2006	BP 42	7 February 2007
BP 18	28 November 2006	BP 43	7 February 2007
BP 19	4 December 2006	BP 44	8 February 2007
BP 20	12 December 2006	BP 45	12 February 2007
BP 21	19 December 2006	BP 46	12 February 2007
BP 22	20 December 2006	BP 47	13 February 2007
BP 23	22 December 2006	BP 48	13 February 2007
BP 24	23 December 2006	BP 49	14 February 2007
BP 25	26 December 2006	BP 50	14 February 2007



The British Corpus

No.	Date	No.	Date
T 1	18 October 2006	T 26	22 December 2006
T 2	23 October 2006	T 27	22 December 2006
T 3	1 November 2006	T 28	4 January 2007
T 4	5 November 2006	T 29	8 January 2007
T 5	8 November 2006	T 30	9 January 2007
T 6	8 November 2006	T 31	9 January 2007
T 7	8 November 2006	T 32	10 January 2007
T 8	12 November 2006	T 33	11 January 2007
T 9	16 November 2006	T 34	12 January 2007
T 10	19 November 2006	T 35	21 January 2007
T 11	22 November 2006	T 36	21 January 2007
T 12	22 November 2006	T 37	21 January 2007
T 13	23 November 2006	T 38	24 January 2007
T 14	29 November 2006	T 39	29 January 2007
T 15	3 December 2006	T 40	30 January 2007
T 16	10 December 2006	T 41	30 January 2007
T 17	10 December 2006	T 42	31 January 2007
T 18	12 December 2006	T 43	4 February 2007
T 19	12 December 2006	T 44	7 February 2007
T 20	12 December 2006	T 45	8 February 2007
T 21	12 December 2006	T 46	9 February 2007
T 22	17 December 2006	T 47	11 February 2007
T 23	18 December 2006	T 48	11 February 2007
T 24	21 December 2006	T 49	13 February 2007
T 25	21 December 2006	T 50	14 February 2007

Appendix B

Coding Protocol for Thai and British Recruitment Advertisements

Establishing credentials (EC)

Step 1: Announcing the company's achievements

- A BOI promoted Thai-Japan-German JV in major manufacture of automotive part with worldwide export. One Robert Bosch group of company, in which 250,000 people working in worldwide,....(BP)
- Our client, Filtronic Components, is a successful and market leading division of Filtronic PLC. For over 20 years our client has taken a pioneering lead in the development of electronic components and systems for the international defence industry. Our client is a progressive and forward thinking company offering challenging and rewarding careers. (T)

Step 2: Publicizing the company's missions and policies

- IRC is committed to freedom, human dignity and self-reliance. This commitment is reflected in well-planned resettlement assistance, global emergency relief, rehabilitation and advocacy for refugees. (BP)
- Catalyst of Change... Evolution, not Revolution (T)

Encouraging prospective candidates (PC)

Step 1: Announcing availability

- UNICEF Thailand Office is urgently seeking to fill the following position: Finance and Account Manager. (BP)
- Our client now needs a Financial Controller. (T)

Step 2: Inviting applications

- We invite an application for the following: Assistant Finance/Accounting Manager. (BP)
- This is your ground floor opportunity to join us. (T)

Detailing job specifications (JS)

Step 1: Describing work scope

- - Under the supervision of the Operations Officer, Common Services Unit (CSU), responsible for the accounting, finance and budget functions of the UNICEF Regional and Thailand offices.

- Assist in managing, preparing, and controlling the integrated budgets for the two offices. Prepare financial reports, recording of income on private sector fund raising and product line and marketing, monitoring and sharing with HQ (BP)

- Your wide-ranging brief will give you responsibility for the provision of high quality analytical support founded upon the production of accurate and timely financial, regulatory and management information. You will also play a leading role in key infrastructure projects such as the implementation of a functional general ledger, and will review and improve the financial control environment of the business. (T)

Step 2: Specifying work location

- This position will be based in Rayong province.
- Location: Channel Islands (T)

Stating requirements (SR)

Step 1: Identifying educational level

- Master's Degree in Finance or Accounting (BP)
- Candidates will be qualified accountants with degree in finance or accounting (T)

Step 2: Indicating work experience

- Minimum 5 years experience in finance or account in manufacturing site (BP)
- Candidates will have a wealth of experience in senior financial management roles ideally within a manufacturing or process environment. (T)

Step 3: Describing required attributes

- - Good judgment, initiative, high sense of responsibility, organization and analytical skills
 - Ability to supervise and conduct training
 - Ability to express clearly and concisely ideas and concepts in written and oral forms
 - Fluency in written and spoken Thai and English (BP)
- Of particular interest will be a combination of entrepreneurial flair and vision coupled with a logical, problem solving, hands-on approach. (T)

Step 4: Detailing demographic data

- Male/Female, age between 33-35 years old (BP)
- No examples are found in advertisements taken from the *Times*.

Offering remuneration (OR)

- We offer attractive remuneration package and challenging long-term career to the successful candidates. (BP)
- Salary: to £60,000 plus benefits (T)

Providing application procedures (AP)

- Interested candidates please submit an application letter attaching your CV with completed detail of qualification and experience to Ms. Rungkarn Ratanaporn via email: rungkarn@ope-sea.theirc.org
IRC-Overseas Processing Entity 888/208 Mahatun Plaza, 2nd Floor Ploenchit Road, Lumpini Bangkok 10330, Thailand (BP)
- A detailed briefing pack containing job and person specifications and details on how to apply is available at www.aquista.com (type DH/1504 into the 'quick link' box on the menu bar) or by calling our 24/7 packline on 0870 042 6502. For further information, please contact David Hunter on 0870 042 6500 (T)

Appendix C

Instructions for Coder

The Concept of Genre Analysis

Every text has a communicative purpose. The purpose of job advertisements is that the advertisers announce to the public that they have job vacancies and are recruiting new staff. Text can be segmented into different discourse units called move. Each move also has its own function which contributes to the overall purpose of the text. Each move contains a number of steps. Those steps are realized to achieve the purpose of the move to which they belong.

The identification of moves and steps is not straightforward due to the lack of explicit rules or guidelines. To enhance the reliability and empirical validity of move identification, analysis of rhetorical moves should be made by more than one coder. A qualified coder for the study should possess three characteristics; 1) be a competent and trained specialist of the discourse community in which the genre is used; 2) have a feel for the specialist language and 3) be in a position to explain clearly what he believes expert members of the discourse community do when they exploit language in order to accomplish their generic goals (Bhatia, 1993: 35-36). With your experience and expertise in the field of advertising and media, you are selected to be a coder for this study.

Move and Step Identification in Thai and British Recruitment Advertisements

The following framework will be used as a coding scheme for the coding training and your independent coding of a portion of the corpus. Identified by the researcher, it posits six moves and their corresponding steps.

1. Establishing credentials (EC)
 - Step 1: Announcing the company's achievements
 - Step 2: Publicizing the company's missions and policies
2. Encouraging prospective candidates (PC)
 - Step 1: Announcing availability
 - Step 2: Inviting applications

3. Detailing job specifications (JS)
 - Step 1: Describing work scope
 - Step 2: Specifying work location
4. Stating requirements (SR)
 - Step 1: Identifying educational level
 - Step 2: Indicating work experience
 - Step 3: Describing required attributes
 - Step 4: Detailing demographic data
5. Offering remuneration (OR) – no steps
6. Providing application procedures (AP) – no steps

Please read the advertisements thoroughly and ascribe a particular move/step to a text section. Following precautions should be taken while coding advertisements.

- Only one move/step can be ascribed to a unit of text.
- The sentence boundary does not necessarily determine a move. A sentence may contain more than one move.
- Advertisements may not contain all six moves.
- The above coding scheme does not indicate a linear order of moves. Advertisements may show different move sequences.
- Both moves and steps can occur more than one time in a cyclical pattern.

Appendix D
Move-Step Analysis of Thai and British Advertisements

Following are the move analysis of Thai and British advertisements.

- A Thai advertisement

UNICEF / EAPRO

(EC, S2) For every child

Health, Education, Equality, Protection

Advance Humanity

(PC, S1) The Common Services Unit of UNICEF East Asia and Pacific Regional Office (EAPRO) and UNICEF Thailand is urgently seeking to fill the following position: Finance and Account Manager (Ref. Code EAPRO-Fin-NOB)

Main Responsibilities

(JS, S1) - Under the supervision of the Operations Officer, Common Services Unit (CSU), responsible for the accounting, finance and budget functions of the UNICEF Regional and Thailand offices

- Assist in managing, preparing, and controlling the integrated budgets for the two offices. Prepare financial reports, recording of income on private sector fund raising and product line and marketing, monitoring and sharing with HQ

- Provide support and guidance to staff and review supporting documents, payment requests for certification and ensure that they are in compliance with established rules, regulation, systems and are within approved budgets/obligations

- Undertake visits to partners to assess that the accounting and internal controls meet with established standards and provide orientation as required to comply with UNICEF requirement

Minimum Qualifications

(SR, S4) - Thai national **(SR, S1)** with a university degree in Accounting, Finance or Business Administration

(SR, S2) - Minimum 2 years of Minimum 2 years of progressive professional experience in finance and accounting. Previous work experience in an international organization an asset

(SR, S3) - Good judgment, initiative, high sense of responsibility, organization and analytical skills

- Ability to supervise and conduct training

- Ability to express clearly and concisely ideas and concepts in written and oral forms

- Fluency in written and spoken Thai and English

(OR) Successful candidate will be offered an attractive remuneration package under the UN system

(AP) Please send application together with a detailed resume (* Mark clearly Ref. Code EAPRO-Fin-NOB on the envelope) no later than 6 June 2006 to: Assistant Human Resources Officer, Operations Section P.O. Box 2-154, Rajdamnern, Bangkok 10200 Only short listed candidates will be notified.

(EC, S2) "UNICEF IS A SMOKE FREE ENVIRONMENT" "QUALIFIED FEMALE CANDIDATES ARE ESPECIALLY ENCOURAGED TO APPLY"

- **A British Advertisement**

- **(JS, S2)** Location: Shipley, Yorkshire
- **(OR)** Salary: to £60,000 plus benefits

(EC, S1) Our client, Filtronic Components, is a successful and market leading division of Filtronic PLC. For over 20 years our client has taken a pioneering lead in the development of electronic components and systems for the international defence industry. Our client is a progressive and forward thinking company offering challenging and rewarding careers.

(JS, S1) This role will form part of the senior management team and report directly to the MD. The Financial Controller will provide dynamic, internationally focused, leadership and direction on all financial matters strategically and operationally.

As part of the senior management team the role will ultimately focus on developing and growing the business. The Financial Controller will bring a high level of financial and commercial innovation and inspirational leadership to the business.

(SR, S2) Candidates will be qualified accountants and have a wealth of experience in senior financial management roles ideally within a manufacturing or process environment.

(SR, S3) Of particular interest will be a combination of entrepreneurial flair and vision coupled with a logical, problem solving, hands-on approach.

(OR) In return for a notable contribution the successful candidate will enjoy a rewarding and challenging career and excellent benefits.

(AP) When responding please state your current remuneration package.

Job ref: EA-Filtronic Comp- FC

Contact: Dale Perrett

Email: dale@novoexec.com

Tel: 01275 375588, Fax: 01275 374080

Eden Business Park, 77 Macrae Road, Ham Green, Bristol BS20 0EB

Appendix E

Recruitment Advertisements from Other Countries

A recruitment advertisement from the *Sydney Morning Herald* (Australia)

Senior Group Accountant up to \$145,000 plus benefits

- **Melbourne CBD**
- **Circa \$150,000 plus benefits**
- **Outstanding role with ASX Listed group**

The Company

This successful and rapidly growing ASX listed organization, who due to recent organic growth and strategic acquisitions, an opening has been created for an experienced Group Financial Accountant.

The Role

Reporting to the Group Financial Controller, you will be responsible for providing financial accounting services to the board, meeting all relevant accounting standards, ASX listing rules and year end deadlines. Additionally, you will be responsible for preparing statutory reports, group consolidations and results for subsidiary companies. You will also be actively involved in various corporate governance initiatives and compliance focused directives.

Your Profile

CA/CPA qualified, this opportunity is ideal for a Big 4 professional, who has preferably moved to a listed organisation, with a solid understanding of consolidations, international and Australian accounting standards, with extensive involvement in due diligence for significant mergers and acquisitions. You will possess excellent communication, interpersonal and analytical skills and display a pro-active and results focused approach to your work. You have extensive experience with group consolidation and ERP Systems Excellent career opportunity exists within this organisation.

Apply Today

To apply please email your CV to melbourneperm@roberthalf.com.au or contact Andrew Medard of Robert Half Finance and Accounting on 03 9691 363.

To be eligible to apply for this position you must have an appropriate Australian or New Zealand work visa.

A recruitment advertisement from the *South China Morning Post* (Hong Kong)

ALTRUIST FINANCIAL GROUP LIMITED

Altruist is a premier Broker who provides one-stop financial services including investment funds, life, accident and health insurance, general insurance, consumer banking products and legal service package plans. We have over 50,000 solid client base serviced by over 140 Financial Consultants and backoffice support. Altruist has been selected as one of the Hong Kong's 100 Most Valuable Companies and Industry High Flyers for 2 consecutive years since 2005. In 2006, we have obtained the official approval for our first joint-venture insurance agency license in Shenzhen

FINANCIAL CONSULTANT / ACCOUNT MANAGER

Job Reference number: SCMP070827

We are inviting high caliber candidates to join our professional sales team to meet our rapid growth in Hong Kong and China.

Responsibilities:

- Identify business opportunities and achieve sales target
- Promote full range of financial products and services

Requirements:

- F.5 or above, preferably degree holder, with at least 2 years of working experience
- Experience in banking/financial industry a distinct advantage
- Positive mindset, result oriented, high level of initiative and integrity

We offer:

- Guaranteed monthly income plus on-target-incentive bonus
- Intensive educational program coupled with on-going training for industrial licensing and professional certification e.g. FLMI, CLU, CFP, FChFP, RFC
- Subsidy for professional examination
- Additional client base for further development
- Excellent career advancement

Interested parties, please send your full resume to :
Ms. Tsang, Altruist Financial Group Limited,
8/F CIGNA Tower, 482 Jaffe Road, Causeway Bay, Hong Kong
or email to hr@altruist.com.hk or fax to 2838 9390.

Visit <http://www.altruist.com.hk> for more information.

All information received will be kept in strict confidence and only for employment-related purpose.

A recruitment advertisement from the New York Times (USA)

When it comes to taking care of our patients, nobody does it like Metropolitan Jewish Health System. We are one of America's pre-eminent, accredited health care systems dedicated to achieving the greatest possible outcomes in patient care. For almost a century, we have been at the forefront of Long-Term Care, Home Care, Hospice and Managed Care services. Today, we have grown into an integrated system of comprehensive agencies and programs.

Financial Analyst:

Assist in the preparation of monthly financial statements, board packets, GAAP reporting and treasury operations. Prepare financial analyses and perform accounting tasks related to monthly budget variances, accounts receivable aging, fixed asset reconciliation and trending, among others. Prepare analyses and supporting documentation for annual audits.

Qualifications:

BS in Accounting or Finance; MBA preferred. Experience in healthcare/managed care a plus but will consider new grads. Strong analytical, planning and computer skills. Familiarity with Crystal and/or Sequel preferred. Ability to meet deadlines and work with all levels of management.

We truly value our staff and further acknowledge their contributions by offering:

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- Competitive salaries
- Employer contributed pension plan
- Generous time off
- Tuition reimbursement
- 403(b) retirement plan

Interested candidates are encouraged to apply directly through our website at www.mjhs.jobs

BIOGRAPHY

Miss Ornuma Tisapramotkul was born in Bangkok on May 23, 1972. She graduated with a B.A. (1st class honor) in English from the Faculty of Arts, Chulalongkorn University. In 1995, she obtained a Master's degree in International Studies from University of Oregon, USA. She had experience working in the advertising sales business for eight years before commencing her Ph.D. studies in 2004. Her research interests are discourse analysis in business writings and cross-cultural communication.



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