Management of Interpersonal Relationships in Cantonese Personal Advertisements

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ABSTRACT

Cantonese has long been described as a spoken language. When it is used in written communication, it has been criticized as signs of the dying of literacy and dooming of civilization. Oral strategies in English, however, have been recognized as a device which serves an interpersonal function in both written and spoken communication. However, this recognition of Cantonese has not been fully achieved as limited studies have been done on this issue for Cantonese. In view of this inadequacy, the following study hopes to reveal the value of the oral strategies in Cantonese through studying their interactional function in Cantonese personal advertisements which were written by a group of teenage advertisers. To achieve this purpose, this study aims at using the functional-oriented approach to explore the promotional nature of the structural framework of personal advertisements and to examine the speech functions mining in personal advertisements, and finally to illustrate how the former and the latter incorporate with each other to achieve the interpersonal communication. The findings of the study reveals that the communication mode (writing/speaking) is not the major factor to determine whether the oral or literate strategies should apply. In fact, the teenage advertisers show a great flexibility in organising their presentation through the structural moves and the oral strategies so as to achieve the interactional purpose in their personal advertisements.
摘要

廣東話一向被認為是一種說話交際的語言。當廣東話應用在書寫的溝通上時，卻被批評為一種導致文學之死以至文明之滅亡的原因。反觀英話的會話策略的交際功能，無論在說話交際或者書寫溝通上都獲得肯定。可惜的是，鑽研廣東話交際功能的研究實在不多，所以廣東話的交際功能並沒有得到相同的認同。有見及此，以下的研究希望通過探討一班年青人筆下的徵友廣告內的廣東話交際功能，從而展現廣東話作爲會話策略的價值。本研究旨在利用針對功能的方式來研究廣東話的徵友廣告架構所含的推廣的特質；並檢視在這些廣告中蘊藏的語言功能；最後，我們會展示前者與後者如何連結一起已達至交際溝通的目的。這個研究的結果發現溝通的模式（書寫/說話）並非決定採取會話或書寫策略的主要因素。事實上，這班年輕的投稿人通過會話策略以及廣告結構顯示非常高的靈活性，以達到一個與讀者交談的目的。
# TABLE OF CONTENTS

1. **INTRODUCTION** ................................................................................. 9
2. **LITERATURE REVIEW** ................................................................. 12
3. **DATA AND METHODOLOGY** ......................................................... 19
   3.1. Data ......................................................................................... 19
   3.2. Methodology .......................................................................... 20
4. **STRUCTURAL ANALYSIS OF PERSONAL ADVERTISEMENTS** ...... 23
   4.1. Personal advertisement as conventionalised genre .................. 23
   4.2. Personal advertisement as personal sales letter ....................... 28
       4.2.1. Opening up the advertisement .................................... 34
       4.2.2. Establishing credentials .............................................. 36
       4.2.3. Introducing candidature .............................................. 40
       4.2.4. Essential detailing of target readers ............................... 48
       4.2.5. Offering incentives ....................................................... 52
       4.2.6. Soliciting responses ....................................................... 55
       4.2.7. Pressure tactics ............................................................ 58
       4.2.8. Ending politely .............................................................. 61
   4.3. Summary ................................................................................. 61
5. **SPEECH FUNCTIONS IN CANTONESE PERSONAL ADVERTISEMENTS** ................................................................. 63
   5.1. The mood system ..................................................................... 64
       5.1.1. Declarative ..................................................................... 65
       5.1.2. Interrogative .................................................................. 66
       5.1.3. Imperative ....................................................................... 71
   5.2. The speech functions ............................................................... 73
       5.2.1. Questions ...................................................................... 74
       5.2.2. Commands .................................................................... 83
       5.2.3. Invitation ........................................................................ 87
       5.2.4. Offers ............................................................................. 91