

Họ và tên: NGUYỄN ĐĂNG PHƯƠNG ANH

Lớp: QH2013.E17

Giáo viên hướng dẫn: Thạc sĩ NGUYỄN THỊ THANH VÂN

Tiểu ban: Tiếng Anh chuyên ngành (ESP)

Tên đề tài bằng tiếng Anh: A genre analysis of business emails in English between Far East Maritime Company Limited and foreign business partners

Tên đề tài bằng tiếng Việt: Phân tích thể loại diễn ngôn trong thư điện tử giao dịch thương mại bằng tiếng Anh giữa Công ty trách nhiệm hữu hạn một thành viên Hàng hải Viễn Đông và các đối tác nước ngoài

Từ khóa: genre analysis; business emails; generic structures; lexico-grammatical features

Bản tóm tắt (Abstract):

With the great technological advancement in the past decades, emails have become indispensable in business communication and email writing has been a part of many Business English courses. This qualitative research aims at identifying generic structures and lexico-grammatical features of business emails and measuring their effectiveness in business communication. A total of 32 business emails between Far East Maritime Company Limited and their foreign business partners involved in this research. Qualitative content analysis, in combination with simple statistics analysis, was employed to identify and synthesize generic structures and common lexico-grammatical features of emails. Then an interview was carried out to gain deep understanding of the use and effectiveness of those features. The findings disclosed the structure of seven moves commonly employed in business emails; five most popular moves were subject line, opening greetings and salutations, providing information, ending politely and signature. Also, some common lexico-grammatical features were found, for example, abbreviations, omissions of punctuations, verbs to indicate wishes or plans, uses of plural personal pronouns and short sentences. In addition, by assessing business deals exchanged through emails and the interview, it can be seen that those structures and features contributed to

delivering email messages successfully. The study emphasizes on the use of language in emails in real business communication; hence, it could benefit students and teachers of Business English or Business Communication courses, company employees and encourage further research on genre analysis of emails in Vietnam.

Tài liệu tham khảo:

- Alexei V. M. (2002). *Theory of communication and applied communication*. Retrieved April 25, 2016, from http://www.russcomm.ru/eng/rca_biblio/m/matveev01_eng.shtml.
- Berelson, B. (1952). *Content analysis in communication research*. Glencoe, IL: Free Press.
- Bhatia, V. (2012). Professional written genres. In P. J. Gee & M. Handford (Eds), *The Routledge handbook of discourse analysis* (pp. 239-251). New York, NY: Routledge.
- Bhatia, V. K. (1993). *Analysing genre: Language use in professional settings*. London: Longman.
- Bhatia, V. K. (2004) *Worlds of Written Discourse – A Genre-Based View*. London: Continuum.
- Crystal, D. (2004). *Language and the Internet*. Cambridge: Cambridge University Press.
- Edwards, R., & Holland, J. (2013). *What is qualitative interviewing?* London: Bloomsbury Academic.
- Etikan, I., Musa, A. S., & Alkassim, S. R. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4.
- Guffey, M. E. (2008). *Essentials of Business Communication*. Cengage Learning.
- Hsieh, H. F., & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative health research*, 15(9), 1277-1288.
- Kerkeb, A., (2013). A genre analysis of business English emails: The case of a multinational's Algerian employees. *Multidisciplinary Journal of Contemporary Research*. 1(2). Retrieved March 3, 2017, from <http://www.iiste.org/Journals/index.php/JLLL/article/viewFile/22646/22903>

- Kirkgoz, Y. (2010). Analyzing the discourse of email communication. In Taiwo, R. (Ed), *Handbook of research on discourse behavior and digital*. Hershey, PA: IGI Global.
- Vietnam National Assembly.(2005). *Law on e-transactions*. Retrieved April 23, 2017, from http://www.moj.gov.vn/vbpq/en/lists/vn%20bn%20php%20lut/view_detail.aspx?itimid=6109
- Le, T. P. A (2015). *An introduction to research methodology in foreign language education*. Hanoi: Vietnam National University.
- Lichtman, M. (2013). *Qualitative Research in Education: A User's Guide: A User's Guide*. Beverly Hills, CA: Sage.
- Marshall, C., & Rossman, G. B. (2006). *Designing qualitative research*. Thousand Oaks: Sage Publication.
- Martin, J. R. (1984). Language, register and genre. In F. Christie (Ed.), *Children writing: Reader* (pp. 21-29). Geelong, Victoria, Australia: Deakin University Press.
- Mason, J. (1996). *Qualitative Researching*. London: Sage.
- Mehrpour, S., & Mehrzad, M. (2013). A comparative genre analysis of English business e-mails written by Iranians and native English speakers. *Theory and Practice in Language Studies*, 3(12), 2250-2261.
- Miller, C. R. (1984). Genre as social action. *Quarterly Journal of Speech*, 70, 157-178.
- Moreno, R. G. Z. (2010). Register variation in electronic business correspondence. *International journal of English studies*, 11(1), 15-34. Retrieved February 12, 2017, from <http://revistas.um.es/ijes/article/download/137081/124381>
- Ospina, S. (2004). Qualitative research. In G. Goethals, G. Sorenson & J. MacGregor (Eds), *Encyclopedia of Leadership*. London: SAGE Publications.
- Paltridge, B. (2011). *Genre and English for specific purposes*. Retrieved December 8, 2016, from <http://genreacrossborders.org/research/genre-and-english-specific-purposes>
- Patton, M. (1990). *Qualitative evaluation and research methods*. Beverly Hills, CA: Sage.

- Quasim, S., Hussain, Z. & Mahmood, M. A. (2015). Genre analysis of business emails written by Pakistani employees: a case study in Pakistani organizational context. *Journal of Literature, Languages and Linguistics*, 10, 1-9.
- Rice, R. P. (1995). The rhetoric of e-mail: An analysis of style. *Paper presented at the Professional Communication Conference*. Savannah, GA.
- Roshid, M. M. (2012). What makes e-mail communication effective? A discourse analysis in an international business sector. *Paper presented at ICT for Language Learning*. Florence, Italy: Pixel.
- Swales, J. M. (1990). *Genre analysis: English in academic and research settings*. Cambridge: Cambridge University Press.
- The Radicati Group, Inc. (2015). Email Statistics Report 2015 – 2019. California: The Radical Group, Inc.
- Tongco, M. D. (2007). Purposive Sampling as a Tool for Informant Selection. *Ethnobotany Research & Applications*, 5, 147-158.
- Ulrich, W. E. (1980). Introduction to electronic mail. *Paper presented at National computer conference*. New York, NY: Association for Computing Machinery.
- Zhang, Y., & Wildemuth, B. M. (2009). Qualitative analysis of content. In B. Wildemuth (Ed.), *Applications of Social Research Methods to Questions in Information and Library Science* (pp. 308-319). Westport, CT: Libraries Unlimited.