

AN ANALYSIS OF PROMOTIONAL GENRE IN JOB APPLICATION LETTERS

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Submission date: 27February 2017 Accepted date: 1 April 2017 Published date: 15 May 2017

Abstract

This paper presents the result of genre analysis on the job application letter. This type of letter is the one that the job applicant writes to the Human Resource (HR) department when applying a position of Senior Executive Officer in several private financial institutions in Malaysia. This study adapts the latest framework of moves and steps by Khan and Tin (2012) and based on the framework, fifteen job application letters written by Malaysian second language (L2) English writers were analysed in terms of the moves and steps and also its communicative purposes. Detailed analysis of the letters was carried out first to analyze moves and steps used to implement promotional genre and the communicative purposes were then identified. The conclusion indicates that this type of analysis provides future researcher with essential information that can be used to develop more suitable move structures and implementation that should be applied by the job applicants. Moreover, the analysis provides future job applicants with information on how to achieve the communicative purposes of their application letter.

Keywords: *promotional genre; communicative purpose; job application letter*

1.0 INTRODUCTION

This paper stresses on how job applicants promoting themselves to the respective company through the writing of a job application letter. The analysis of promotional genre used in the job application letter would help most university students and/or job applicants to prepare their letter in an effective and convincing way together with a good resume. Genre is characterized as a class of communicative events with members sharing some set of communicative purposes recognized by the members and also sharing similarities in structure, style, content, and intended audience (Swales, 1990). The purpose of these written texts is to persuade responsible authorities to accept the writer's application (Callaghan, 2004) because through the letter, it helps the employers to know about the applicant in a different manner and to evaluate how well the applicant's interest correspond to the position to which the applicant is applying.

The job application letter is a letter that accompanies our resume and introduces us and our qualifications to a potential employer. In the application letter, it includes information about position the applicants are applying for and why they are qualified for the job. Besides, it also helps the employer to know whether the applicants were actually good in introducing and promoting themselves through a letter. The cover letter is particularly important because it enables job applicants to draw specific qualifications in their resume though their personal statements to catch reader's attention which specifically refers to the employer. According to Asher (2000), to make personal statements in the letter, one should include establishment of the applicant's academic and professional qualifications, display their abilities through work experiences, explain their interests in the target field and possible contributions they can make to the company as well as their career plan.

Letter of application serves as a first step in the job seekers' career development. Job application is one specific realization of a large category of promotional genre such as sales letters, advertisements, company brochures and leaflets (Bhatia, 1993). This also been highlighted by Ball (2013) that the application letter is something that search committee (employers) will look forward from the applicants. Job applicants, particularly fresh graduates often struggle to produce effective letters to promote themselves as potential workers in a company. However, experienced applicants also face the same challenge because of limited vocabulary of English in marketing or promoting themselves through the application letter. In the analysis of job applications and sales promotion letters, Bhatia (1993) proposed the communicative purpose for these two types of text which is to promote something. The challenge is even greater for applicants who were raised in a different culture or with a different primary language, such as Japan, Philippines or even Malaysia, where job interviews will be conducted using English as a medium of communication. Apart from a weak grip over the use of language, applicants' unfamiliarity with the generic conventions and expectations of the audience or discourse community are major factors that may render these letters ineffective.

Many genre analyses of spoken and written discourse have been carried out in academic and professional settings. However, there are limited genre analyses on professional discourse especially in job application letter. Regardless of the fact that it is not obligatory in seeking a job, it does give a good impression to the applicants. This study is conducted to aim at helping university graduates and other job applicants understand the social function and communicative purpose of genre and improve their awareness of the generic structure of cover letter and its writing.

2.0 PROBLEM STATEMENT

Applicants' unfamiliarity with the expectations of their audience, mainly the employers or interviewers and their discourse community are the major factors contributing to the failure of effective writing in job application letters. Lack of experience especially those who are fresh graduates or do not understand the purpose and function in producing job application letters in professional community leads to ineffective letters produced. Besides, lack of self promotion can also be a factor that contributes to a failure in the job application. The applicants are not marketing themselves and highlighting their strengths accordingly to the future employers. In addition, not only the applicants should know how to market themselves but they should also be able to have good communication skills. According to Sekkal (2013), good communication skills are an essential part of the job especially when the applicants are involving themselves in professional context. The applicants should know how to promote themselves to the audience through written medium.

The use of fifteen job application letters was to find out how the applicants in this particular setting implement the moves or steps of this promotional genre. Besides that, it also aims to identify how linguistic features signal the communicative purposes in professional context. The analysis of these letters

was based on Bhatia's moves-structure's framework and using the improvised framework by Khan and Tin (2012).

This study intends to identify the existence of promotional functions in the chosen genre based on the frameworks used.

2.1 Research Questions

- i) What are the most used moves and steps for an application to the position?
- ii) How do the linguistic features signal the communicative purposes in professional context?

3.0 LITERATURE REVIEW

3.1 Job Application Letter

The letter is particularly important because it enables job applicants to draw specific qualifications in their resume through their personal statements to catch reader's attention which specifically the employer. According to Asher (2000), to make personal statements in the letter, one should include establishment of the applicant's academic and professional qualifications, display their abilities through work experiences, explain their interests in the target field and possible contributions they can make to the company as well as their career plan.

According to Sekkal (2013), good communication skills are an essential part of the job especially when the applicants are involving themselves in professional context. The applicants should know how to promote themselves to the audience through written medium. Successful application letter should exhibit its communicative purpose that effectively convey to the target audience (employer) within a particular professional context (Debbie, 2016). She stresses that to have a successful text, writers may not solely based on the grammatical features but also contains both 'certain obligatory structural elements appropriate to their purpose and context' and 'a harmonious collection of meanings appropriate to its context.'

Letter of application serves as a first step in the job seekers' career development. Job application is one specific realization of a large category of promotional genre such as sales letters, advertisements, company brochures and leaflets (Bhatia, 1993). Job applicants, particularly fresh graduates often struggle to produce effective letters to promote themselves as potential workers in a company.

3.2 Promotional Genre in Application Letters

Genre as stated by Swales (2004) as a communicative purpose shared by the members who have similar structure, style, content, and intended audience. Each move in achieving particular purposes consists of "a number of constituents or elements" known as "steps". Thus, genre is a property of a text defined as a sequence of moves each contributing to the overall communicative purpose (Hiranburana, 2015). Specifically, promotional genre refers to the letters written using specific contents and styles by people who hope to get some benefit from the recipient which the recipient is under no obligation to grant (Shaw and Okamura, 1998) in order to persuade the recipients to accept the application (Callaghan, 2004).

Previous studies found different results and elements regarding the analysis of job application letters based on different cultures with diverse focus of the study. Dressen-Hammouda (2013) explores writer's cultural context by using an Intercultural Rhetoric approach which focuses on influences of first language, culture, and education on the production of texts with the aim of advancing cross-cultural communication. This approach is used to examine job application letters written by a group of French speaking undergraduates. He found that the students should not be taught solely based on grammar or politeness in teaching the students to improve their writing effectiveness but it can be improved by giving them multimodal writing feedbacks such as through oral, visual, written and behavioural.

Khan and Tin (2012) found that most of the candidates in Pakistan failed to use language creatively and elaborately. Teachers once again were stressed to should not be content only with imparting the skills associated with grammar, format and vocabulary, but should also be aware of the significance of generic pattern which involves interaction in a certain social perspective. However, a comparison study has also been conducted by Hou (2013) which highlights on how important an application letter needs to be written effectively according to its context. The study was conducted among Taiwanese and Canadian college students major in Hospitality and found that the employment of promotional genre differs in writers' cultural backgrounds and their rhetorical and lexical knowledge of the particular genre. It suggests that non native English speakers should be exposed to rhetorical knowledge of that genre.

In 2001, Henry and Roseberry used Bhatia's structure and adapted it to suit their study. They used all the seven moves with an improvement on Move 6 and Move 7. Based on their moves-structure, Khan and Tin (2012) used the structure of the moves and steps to help them in analyzing their samples easily.

In the present study, the samples of letter were hand-tagged for recurrent patterns of discourse units including the moves and steps. It is chosen because the moves and steps proposed enabled easier and detailed analysis of job application letters regarding label the move-structure used. The moves-scheme followed by the present study can be referred to in the table below.

Table 1 Development of move scheme

Framework Year	Bhatia (1989)	Bhatia (1993)	Henry and Roseberry (2001)	Khan and Tin (2012)
Context	South Asia	Not Known	South East Asia, UK, USA	Pakistan
Move Scheme	1. self-glorification 2. self-degradation 3. adversary glorification	1. Establishing credentials 2. Introducing the candidature: a)offering candidature b)essential detailing of candidature c)indicating value of the candidature 3. Offering incentives 4. Enclosing documents 5. Soliciting response 6. Using pressure tactics 7. Ending politely	1. Opening 2. Referring to a job advertisement 3. Offering candidature 4. Stating reasons for applying 5. Stating availability 6. Promoting the candidate a)listing relevant skills, abilities b)stating how skills, abilities were obtained c)listing qualifications d)naming present job e)predicting success f)listing publications g)giving reasons for leaving present job h)demonstrating knowledge of target position 7. Polite ending	1. Addressing 2. Referring to the source of information 3. Offering candidature 4. Establishing credentials a)referring to the enclosed CV b)listing qualifications c)Detailing experience d)emphasizing skills and achievements e)highlighting personality strengths f)predicting success 5. Glorifying the employer 6. Ending politely a)soliciting response b)offering to provide further information c)expressing gratitude

			a)welcoming response b)inviting favorable consideration c)thanking d)offering to provide further information	d)closing with courtesy
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4.0 METHODOLOGY

4.1 Data Collection

Fifteen job application letters were collected from job applicants and bank officers who apply for a similar position in different financial institutions, among which 13 were already hired and work as bank officers in different financial institutions and 2 were still looking for a job at the time of the data being collected. All job applicants were given consent to use their letters.

4.2 Data analysis

The analysis of these letters was based on Bhatia’s moves-structure’s framework and the latest framework used by Khan and Tin (2012) was adopted in this study. The analysis started by manually tagging for identification of recurrent patterns in all the samples. The macro and micro level intentions were also identified to distinguish the moves and steps following Swangboonsatic (2006). Next, frequency and percentage of moves and steps were determined and linguistic patterns were examined. Figure 1 shows how each letter has been tagged and displays how moves and steps were identified respectively. In terms of reliability, the data were analyzed and coded by one coder in terms of the moves (M) and steps (S) twice with a gap of two weeks in order to avoid and minimize any mistakes within the tagging session. A final scheme of this study in Table 3 was based on the move scheme from the previous study conducted by Khan and Tin (2012) which the present study adapted it.

Application Letter 6	Move Scheme
<p>Dear Sir/ Madam, (1)</p> <p>Application for the post of Senior Executive</p> <p>I write to apply for the above position with my resume and curriculum vitae herewith attached. (2a)</p> <p>I have graduated from Universiti Teknologi Mara with a Degree In Business and Administration majoring in Finance. I also have a Diploma In Investment Analysis with final CGPA 3.67 from the same university. (2b)</p> <p>I have wide experience in banking environment ranging from Investment Banking, Financial Analysis and Credit Supervision. (2c) I am pursuing professional study, i.e. Certified Financial Planner at KDU Management Development Centre. (2d)</p> <p>I am very interested to build my career in your organization and I would consider it privilege to work with you (4) and I believe with my enthusiasm, initiative and my ability to learn quickly(2e), I will be able to contribute positively towards the success of your organization. (2f)</p> <p>I could be reached at XXXX@yahoo.com or at 012-20392** / 019-36347** (6b) and I hope that my application would receive your favorable consideration. I would be able to attend an interview at your convenience and look forward to hearing from you soon. (6a)</p> <p>Thank you for your attention (6c)</p> <p>Yours sincerely, (6d)</p>	<ol style="list-style-type: none"> 1. Addressing 2. Establishing credentials <ol style="list-style-type: none"> a)referring to the enclosed CV b)listing qualifications c)Detailing experience d)emphasizing skills and achievements e)highlighting personality strengths f)predicting success 3. Referring to the source of information 4. Offering candidature 5. Glorifying the employer 6. Ending politely <ol style="list-style-type: none"> a)soliciting response b)offering to provide further information c)expressing gratitude d)closing with courtesy

Figure 1 A sample of tagged letter

5.0 RESULT AND DISCUSSION

Table 2 Moves used in the samples

Number of moves (M)	Types of moves	Frequency (%)
M1	Addressing	100
M2	Establishing credentials	100
M3	Referring to the source of information	13
M4	Offering candidature	86
M5	Glorifying employer	53
M6	Ending politely	100

A total of 6 moves were identified in all 15 job letters as can be seen in Table 2 following Bhatia (1993) and Khan and Tin (2012). Three of the moves; M1, M2, and M6 were found in every letter with 100% occurrence. Moves 2 and 6 include micro-level discourse units or steps which explain more of the intention and purpose of the applicants using that sentences. Most of the moves are similar to the previous study by Khan and Tin (2012) except for the order of the moves that has been altered to suit the letters written by Malaysians. Most of Malaysian ESL writers tend to write the job letter by addressing the employees and establishing credentials. They tend not to state the name of the chosen company where the information about an applied position came from. This type of move was also not given attention in the study conducted by Saadiyah, Siti, Rosniah, & Tengku (2007) due to unfamiliarity of the move among Malaysian ESL writers.

Table 3 Moves and steps in the letters

Moves and steps	Definition	Frequency N=15	N=15 (%)
M1: Addressing	The writer's first communicative act and identification with the audience, often in formal and polite manner.	15	100
M2: Establishing credentials	This move carries the main thrust of the communicative purpose. Several steps/strategies are usually applied to establish credentials.	15	100
a) referring to the enclosed CV	Reference is made to the CV, and other documents enclosed.	13	86
b) listing qualifications	The writer lists educational accomplishments, especially the tertiary & postgraduate.	6	40
c) detailing experience	Details of work experience are provided.	15	100
d) emphasizing skills and achievements	Professional skills & achievements are emphasized.	15	100
e) highlighting personality strengths	Strengths of personality and character are highlighted	13	86
f) predicting success	The applicant is optimistic about the outcome of his/her letter.	7	46

M3: Referring to the source of information	The applicant refers to advertisement in which the job was advertised, or to any other source.	2	13
M4: Offering candidature	The writer shows interest in the position.	13	86
M5: Glorifying employer	The greatness of the target organization or employer/addressee is emphasized.	8	53
M6: Ending politely	Courtesy and respect is shown through expression of gratitude, requesting positive response, and offering further information.	15	100
a) soliciting response	Here polite request for a response (mostly favorable one) is made.	15	100
b) offering to provide further information	The reader is offered further information if needed as well as facilitated in arranging interview	15	100
c) expressing gratitude	The writer thanks the reader for reading the application.	8	53
d) closing with courtesy	Before signing off, the writer shows respect to the addressee.	15	100

Move 1: Addressing

Based on the data in Table 3, 100% (15) of the application letters applied Move 1. This move shows how the applicants actually address and apply salutation as an opening move in the letter (Henry & Roseberry, 2001). This is the writer's first communicative act in which he/she identifies the audience. This is surely an obligatory move not only for a job letter but for any letter. Based on the finding, all of the letters use the Adjective + Noun combination such as *Dear Sir*, *Dear Sir/Mdm* which was not similar to the finding of Khan and Tin (2012) where some applicants used simple noun form such as *Sir*. Besides that, in this study, none of the applicants addressed the audience by his/her actual name, for example, 'Dear Mr. Haikal' because they want to illustrate politeness by addressing the superior as *Sir/Mdm*. AlAfnan (2014) found that Malaysians usually use politeness strategies to establish rapport and connect with the audience or recipient on the personal level. The examples below illustrated the respective move:

Letter 1: *Dear Mr/Mrs*

Letter 6: *Dear Sir/Madam*

Move 2: Establishing credentials

The next data highlighting on M2; establishing credentials which has been applied 100% in the samples. It carries the main drive of the communicative purpose and this move includes 6 other steps (S), from Sa to Se that specifically used according to applicants' purposes.

The first step in M2 refers to the enclosed CV (Sa) which were frequently used in the letters by showing 86% occurrence. This step achieved the highest frequency in M2 which contributed to the overall effort of establishing credentials. This step was mostly used towards the end of the letter as a type of summarization to experiences, achievements, and skills mentioned earlier. However, there were a few applicants used the step earlier in the first sentence of the letter.

Letter 2: *Enclosed herewith is a copy of my curricular vitae for your reference and attention*

Letter 4: *I write to apply for the above position with my resume and curriculum vitae herewith attached.*

Listing qualifications (Sb) has been used by 40% application in the samples and is used to give information about how qualified a particular applicant is to the applied position. All of the applicants appear comfortable to share about their qualifications because it is simply documentation of the degrees, discipline, specialization, name of the institutes attended, and in certain cases the grades and years. Successful execution of this step was seen where instead of merely listing the educational details (also given in a CV); the applicants related them to experience and job-relevant skills and achievements which they had gained through education.

Letter 1: *I hold a Diploma in Investment Analysis and a Degree in Business and Administration*

Letter 6: *I have successfully completed my pupillage ... While undergoing my pupillage in the Chambers of Messrs. Azhar & Wong, I had the opportunity and have had the exposure to Conveyancing matters.*

According to Khan and Tin (2012), Sc in M2 is an obligatory step for the experienced candidates and is optional for the fresh graduates because they have no or not much experiences to write about this. However, this present study found a contradiction to the previous study and identified that 100% application in all the samples given by the applicants including those who are fresh graduates. The graduates included their part time/temporary working experiences in this section. This credential was found to be the lengthiest of all steps in M2 because the applicants need to list down everything regarding their experiences in order to show their credibility towards the position. Excerpts below are some of the examples taken from the samples.

Letter 5: *I have wide experience in banking environment ranging from Investment Banking, Financial Analysis and Credit Supervision*

Letter 8: *I am the credit officer for Micro Finance. I do marketing, credit verification, credit evaluation, and loan monitoring. I had experience in credit administration, documentation and loan disbursement*

The samples recorded 100% of usage for Sd in M2 which focuses on emphasizing skills and achievements. This step has contributed much percentage to M2 because it manifests transformation of the applicant's education and experience into capabilities which the employers are looking for in prospective employees for the specific job. This can be considered as the greatest persuasive medium from the future employer to their employee by highlighting their credibility in writing for the purpose of marketing themselves to the company. According to Lores (2004), letters which demonstrated such logical development of ideas appeared to embody a stronger communicative act than the rest because they demonstrate coherence and logical progression of ideas by including experience and skills together.

Letter 2: *... has improved me in the processing of credit facilities, restructuring, and legal action proceeding.*

Letter 3: *... being a chairman for club in my college during my studies in University of Malaya ... a good team player and have a level of commitment in completing the assignment tasks.*

The next Step (Se) in M2 is the highlighting personality strengths which represented by 86% of the usage. This is an optional move which can make a positive impression of the candidate. The move is dominated by the use of adjectives (e.g. self motivated, quick) for obvious reasons. When they are embedded in the experience (Sc), qualifications (Sa) or skills (Sd) steps, they appear quite logical and convincing. This kind of step is not receiving much popularity by the job applicants in Malaysia because promoting oneself is not too appropriate and encouraged due to Malay cultural belief of being humble to one another was much stressed (Saadiyah et al., 2007). The followings are the excerpts taken from the samples.

Letter 1: *I am exposed to multi-tasking works*

Letter 2: *I can effectively deal with any issue or stressful situation*

Letter 9: *Being working with the bank for 7 years, ... it helped me in being able to communicate better with various types of customers internal as well as external.*

The final Step in this move is predicting success (Sf), represented by 7 applicants. This is one of the most frequent steps in the credential move. Highly “I” mode which refers to self-satisfaction and expectation that ones can achieve is carried out in the sentence with reporting verbs like *believe, hope, and confident* to show their expectation of success in the future. This also reveals how the applicants earn confidence to share about themselves, and their future goals by self-promoting to the future employers. However, the finding shows that this step has not gained much popularity among the job applicants which is similar to Se where this might be due to local culture factor by being humble towards others. Examples of the sentences below are taken from the samples.

Letter 6: *I will be able to contribute positively towards the success of your organization.*

Letter 13: *I am prepared to have a new job responsibility and ready to accept challenges...*

Move 3: Source of the information

The next move is Move 3. It refers to the source of information where the applicant identifies the sources of information through which he or she came to know about the vacancy. This move is regarded as obligatory in the application letter genre but it was hardly be found in most of the letters where only 2 applicants (13%) stated the sources of the information received. Usually, it is placed early in the letter which initiates the discourse after salutation and it is at the second position in the move order. This move is useful in the letters as it helps the readers or future employers to know about the sources of the information and orients them to read the letter in proper perspective. The recurrent key expressions in this move are ‘the vacancy’, ‘newspaper’ or ‘other unmentioned source’, and ‘the date’. In the following, excerpts from the applicants’ letters are given.

Letter 13: *got the information from your company website www.bpmb.gov.my.*

Letter 15: *got the information from your company website under Career section, www.bpmb.gov.my.*

Move 4: Offering candidature

The next move is M4 (offering candidature) which recorded 80% occurrence in the letters. This move basically aims to show how interested the applicants are towards the advertised position.

The move is often realized in one sentence, or part of a sentence, through simple present or present continuous tenses. The most frequent words in the move like ‘I, offer, services’ reflect the typicality of the move. Its most frequent occurrence early in the letter shows the candidates’ tendency to directly state the main idea i.e. offering candidature for the post.

Letter 3: *The position seems to fit my interest and qualification*

Letter 5: *... it would be my pleasure to service at any reputable company with my qualification*

Move 5: Glorifying employer

Another move has recorded 53% occurrence or 8 letters used it glorify the employer. Bhatia (1993) first pointed out this move and named it as ‘adversary glorification’. Linguistically the move is heavily loaded with various adjectives: ‘Your respectable organization’, ‘Your esteemed organization’, ‘World renowned organization that has truly global presence’, ‘Your well-reputed organization’, ‘My honour to be part of such esteemed organization’, ‘Under your kind control’, or ‘Under your esteemed administration.’

Khan and Tin (2012) state that glorifying the employer was a move status which stands out as a persuasive strategy on the part of the applicant to gain the addressee’s sympathy and compassion.

Therefore, it is hardly seen in the letters of application where most of the applicants did not use it and only 8 applied it in the letter to show that the applicants want to praise the authority in a good way. Saadiyah et al. (2007) also recognized this as pressure tactic used by the applicants as they want to give good impression to the employers or get attention and more visible from other application letters. The examples from some of the letters are as follow:

Letter 8: ... *your established company, your success organization*

Letter 14: ... *your well-reputed bank institution*

Move 6: Ending politely

M6 occurred 100% in the samples and this move relied on the formulaic expressions that are typical of a job application. This shows that the applicants were aware of the importance of asking for attention or response in polite ways and thanking the respective persons in business or job letter genre. Soliciting response can be seen through the direct statement using these common structures; “look forward” or “could consider” to ask for some response from the future employers. Besides, in order to thank the readers of the letter, thankfulness was implemented to function more as ‘book ends’ than any strategies of persuasion (Henry and Roseberry, 2001). The typically used expressions for the various steps of this move are:

Sa : Soliciting response

Letter 8: *I will glad if you could consider my application*

Letter 9: *Looking forward to hearing from you*

Sb : Expressing gratitude

Letter 10: *Thanking you in anticipation*

Letter 11: *Thank you for your attention*

Sc : Closing with courtesy

Letter 12: *Sincerely/faithfully*

As can be seen, most of the steps in this move relied on the formulaic expressions that are typical of a job application. The main problem with formulaic expressions like “looking forward”, “thank you”, or “sincerely” do not gain much interest to the reader because he/she will take it as some expressions that are commonly used by most of the letter writers. These expressions are useful in transactional and interactional letter (Okamura and Shaw, 2000). This is written to show a careful balance between showing interest while not imposing on the reader. It involves managing a stance that is ‘equal yet adequately respectful’ (Connor, 2011). However, when the formulaic expressions used to express more on personal interests and desires rather than genre accepted norms, the reader is less convinced with the expressions given by the writers.

6.0 CONCLUSION

The job application letters in this study revealed that addressing, establishing credentials, and ending politely are the most important moves and compulsory moves to be included in promotional genre. As expected, establishing credentials emerged as the most central and elaborate move which was realized through various steps. However, most of the moves were not elaborated carefully and precisely due to the trend of writing job application letter is not as important as the CV. Most employees or applicants regard the CV as more influential than letters in the recruitment process. Another issue found based on the current study is the use of moves 2 and 5; referring to the source of information and glorifying employer. These moves are hardly found in the samples because most applicants were not familiar with these type of

moves. The applicants tend to focus on providing details for experiences and educational background because those elements are believed to be the most essential criteria in applying a job.

It is hoped that future researchers, English teachers, and job applicants can get useful information based on the findings. Future study may include politeness strategies communicative purpose in professional writing to identify their relationship with the genre. Besides, the researchers can stimulate interest to conduct studies in greater details regarding candidates' culture and also educational background. Overall, teachers may impart associated letter writing skills which also involve teaching suitable discourse to a particular context especially to those who are ESL writers. Lastly, the applicants should also be aware of the significance of certain moves in the job application letters and they will not overdo certain parts that are less important in the job application letter.

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