Discourse Organization of Want Ads in Philippine English and Qatari English Newspapers

Marianne Jennifer M. Gaerlan
Department of English and Applied Linguistics
De La Salle University, Manila, Philippines
E-mail: marianne.gaerlan@dlsu.edu.ph

Contrastive rhetoric research is beginning to consider the variations in native-speaker varieties of English as well as non-native or nativized varieties. In this study, want ads in Philippine English and Qatari English newspapers were compared to see how writers of these ads use English to accomplish the ad's objectives and at the same time adhere to the discourse community's conventions. A modified version of Bhatia's (1993) framework which he utilized in his analysis of job application and sales promotion letters was used to examine the structure of and moves in the want ads in the present study. Results reveal that Qatari writers of want ads tend to be more conventional in terms of structure and tend to give out less information as evidenced by the fact that fewer moves were found in their ads. On the other hand, Filipino writers of want ads also tend to be conventional in terms of structure but provided more information in the ads as evidenced by the presence of more moves. Possible reasons for the differences are discussed.

Key words: Contrastive rhetoric, Philippine English, Qatari English, discourse moves, want ads

1. Introduction

Since Robert Kaplan laid the groundwork in 1966 for what is now known as "contrastive rhetoric," many studies have explored the similarities and differences of texts across cultures. Most of these studies aimed not just to describe the features of the texts, but more so to understand why there are similarities and differences and how these affect both the writer and the reader.

Contrastive rhetoric (CR, henceforth), as defined by Connor (1996), is "an area of research in second language acquisition that identifies problems in composition encountered by second language writers, and by referring to the rhetorical strategies of the first language, attempts to explain them" (p. 5). In its early years, CR was primarily concerned with student essay writing since this form of writing was the one where interference from the first language was usually apparent. Indeed, there were numerous significant studies on student writing that have paved the way for understanding the role of culture in writing. Connor and McCagg (1987) carried out a contrastive study of English expository prose paraphrases written by native English speakers, native Japanese speakers, and native Spanish speakers. Differences were found in the type of information that was recalled and in the perceived quality of the paraphrases.

Connor and Lauer (1985) analyzed persuasive essays written by high school students in three English-speaking countries, namely, the United States, Great Britain, and New Zealand. Their study aimed to develop valid and reliable methods of describing writing quality based on current linguistic and rhetorical theories for analyzing persuasive essays. They suggested that to accurately describe writing quality, there should be use of regression analyses, use of more raters, analysis of a larger corpus of text, and analyses of well-formed texts by expert

persuaders to obtain more instances of effective use of variety of appeals.

In another study of student writing, Simpson (2000) looked at the topical structure analysis of academic paragraphs in English and Spanish and found many differences due to cultural influences. The Spanish writers, for example, seem to prefer a more elaborate style of writing compared to the English writers, and the repetition of topics is not as strong in Spanish as it is in English.

In 2000, Mohamed and Omer investigated cohesion as a marker of rhetorical organization in Arabic and English narrative texts. Results of the study showed that the differences in cohesion between the two languages are not the result of linguistic differences between them; nor do they reflect differences in the cognitive abilities of the writers in the two cultures. Instead, cultural differences between the Arabic-speaking and English-speaking communities are directly responsible for differences in the use of cohesive devices by writers in the two speech communities.

Many other contrastive studies have explored student writing, but recently, there have been attempts to analyze other genres of writing, specifically professional genres. This seems to be a practical and fruitful area for investigation as professional writing reflects more "mature" and "experienced" writing and is perhaps more characteristic of writing in a certain culture.

The concept of genre, as defined by Connor (1996), is a linguistic realization of some social activity. Thus, each different genre (and sub-genre) of writing is in itself a social activity with a specific purpose. A well-known framework for genre analysis is that of Swales (1990b in Connor, 1996) in which he examines parts or "moves" in academic writing, specifically the organization of the content of research

papers. According to him, "a genre comprises a class of communicative events, the members of which share some set of communicative purpose" (p. 127). Swales also points out that research articles, presentations, grant proposals, and books each represent a different genre due to the fact that their communicative purposes and that their schematic structures are different. Connor (1996) highlights what Swales posited, specifically the notion of a "centrality of a discourse community whose members agree upon the acceptable features of specific genres" (p. 127).

A seminal work on genre analysis was that of Bhatia (1993) who defined genre as a "recognizable communicative event characterized by a set of communicative purpose(s) identified and mutually understood by the members of the professional or academic community in which it regularly occurs" (p. 13). He also introduced the concept of sub-genres within genres, which, according to him differ because of their different communicative purposes and the different strategies writers use to accomplish these purposes. It appears then that the main concern of genre analysis is to look into the structure and conventions followed by certain communities in composing text.

Some of Bhatia's (1993) analyses of genres include sales promotion letters and job applications, research article abstracts and introductions, student laboratory report and student dissertation introductions, and also some work on legal discourse and legal language. Likewise, many other researchers have conducted studies of different genres using contrastive rhetoric as a framework. Myers (1990 in Connor, 1996) and Johns (1993 in Connor, 1996) analyzed grant proposals and concluded that grant proposal writers should be well aware of their real readers' agendas. Jenkin and Hinds (1987 in Connor, 1996) examined American

English, French, and Japanese business letters, and found that the first is reader-oriented, the second writer-oriented, and the third, non-person oriented. One genre that needs further study is resumes, seeing that no published research exists on standards for resumes and that the only study done on resumes used hypothetical samples as data.

Another area of interest in genre analysis is the job posting or what is commonly called the "want ad." These want ads can be found on the Internet or in newspapers. The want ad can probably be considered a sub-genre of advertisement and also a related genre to sales promotion letters and job applications (see Bhatia, 1993). This is because sales promotion letters and job applications have the communicative purpose of promoting someone/something. Want ads also promote something; that is, they promote the company advertising the job/s. In order to persuade the reader to respond to the ad and send in an application, the writer of the ad has to provide information about the company that is credible, impressive, and attractive. The ad should also follow certain conventions or structures, which take into consideration the reader's expectations. Information that the readers need should be present in the ad.

Genre analysis and CR make for an interesting combination to look at text because aside from the specific features of a genre, one may possibly learn of the role of culture in the writing of a specific material. Kaplan (1966 in Connor, 2004) said that language and writing are cultural phenomena and that different cultures have different rhetorical tendencies. He argues that the linguistic patterns and rhetorical conventions of the first language often transfer to writing in ESL and thus cause interference. In CR, the interference manifests itself in rhetorical strategies, including differences in content.

Even though various genres in writing have been investigated, there seems to be a scarcity of research on want ads even though this sub-genre of advertisements is useful and practical. To date, there have been no studies done on want ads even though this type of advertising is viewed or read by millions of people each day. All over the world, most major newspapers publish want ads, and with their sheer volume, it is obvious that these ads are effective, which is why companies seeking qualified applicants spend money to have their ads published.

Connor (1996) observes that CR research is beginning to consider the variations in native-speaker varieties of English as well as non-native or nativized varieties. In the Philippines, all want ads in newspapers are in English (at least in the case of broadsheets; tabloids sometimes publish want ads in Filipino). It was thus thought to be interesting to see how writers of these ads use English to accomplish the ad's objectives and at the same time adhere to the discourse community's conventions. Further, since most studies on contrastive rhetoric explored the use of English in the same "circles" (see Kachru, 1997a, 1997b), it might be a welcome change to compare and contrast the use of English in an Outer Circle country and one in an Expanding Circle. Qatar is a country in the Middle East where English so far is a foreign language. Atkinson (2000 in Connor, 2004) said that "the contrastive rhetoric hypothesis has held perhaps its greatest allure for those in non-native English-speaking contexts abroad, forced as they are to look EFL writing in the eye to try to understand why it at least sometimes looks different" (p. 9). Most studies on contrastive rhetoric looked at English writing in Southeast Asia. There seems to be little research done on English writing in the Middle East. In the Philippines, Dayag (2005) surveyed both

local and international studies on contrastive rhetoric and found much research that used student writing as data as well as those that utilized other genres. According to him, "having looked adequately at student writing across cultures and languages, CR should go beyond this type of writing and look closely at professional writing across genres" (p. 163). So far, among the genres of professional writing, there have been no investigations on want ads. The present study is thus an attempt to answer the following research question: How do want ads in Philippine and Qatari English newspapers differ in terms of organizational moves/structure?

2. Framework

Since there is no known framework for the analysis of the structure of want ads, the framework that was used in the present study is a modified version of the one that Bhatia (1993) utilized in his analysis of job application and sales promotion letters. In Bhatia's framework, seven moves by the writer are identified:

1. Introducing candidature
2. Establishing credentials
3. Offering incentives
4. Enclosing documents
5. Using pressure tactics
6. Soliciting response
7. Ending politely

The present data were analyzed following a modified version of Bhatia's framework, made more appropriate for want ads:

1. Providing company name/Introducing company/advertiser
2. Establishing company's/advertiser's credentials
3. Enumerating job position/s available
4. Providing job description and/or requirements
5. Offering incentives
6. Enumerating application requirements
7. Providing instructions/deadlines for application

Most, if not, all want ads in Philippine newspapers begin by providing the reader with the company's name, followed by a brief description of the kind of work that the company is involved in. Some ads also include a portion in which the company's credentials are established. Here, information such as the company's date of establishment, history and reputation are given.

Background of the company is usually followed by an enumeration of the available job positions and a description of the tasks involved in the job. Aside from job description, most ads would usually include a description of the qualifications that the job requires, such as educational attainment, age, and others. An optional move in the ads is the one where the potential **applicant** is offered some incentives, **such** as sign up bonuses, allowances, **and** others. Towards the end of an ad, one would usually find the requirements for application, such as a resume, school records, photographs, and others. Finally, the last part of an ad provides instructions for applying, such as whether the candidate should apply in person or online, the address and telephone numbers of the company, and also the deadline for application.

According to Swales (1990b in Connor, 1996), "exemplars of a genre exhibit various patterns of similarity in terms of structure, style, content and intended audience" and "if all high probability expectations are realized, the

exemplar will be viewed as prototypical by the parent discourse community" (p. 127). Consistency in structure of ads from both Philippine and Qatari newspapers would confirm this. The data in the present study were thus analyzed using this modified framework to see if there were similarities and differences in how Qatar English and Philippine English want ads are structured. A hypothesis is that there will be differences, albeit slight, due to differences in culture.

3. Methodology

3.1 Background of the newspapers

Gulf Times

On August 7, 1978, the Ministry of Information of Qatar approved the request of the Gulf Publishing & Printing Company to issue a Qatari English newspaper named Gulf Times. The first edition of the Gulf Times was published on December 10, 1978, as a weekly paper. Three years later, on February 22, 1981, the Gulf Times daily was launched. The pioneers of Gulf Times in the first year were only 12 staff members, distributed in different technical departments. With the growth in structure, essence and substance, the paper took on more distinguished, experienced journalists to join its task of covering regional, Arab and international events. The Gulf Times comprises several sections: editorial, analysis, news, economy, sports, library and archives, technical and local reporters.

The Manila Bulletin

The *Manila Bulletin* is the Philippines' largest broadsheet newspaper by circulation. It bills itself as "the nation's leading newspaper," which is its official slogan. Founded in 1900 as a shipping journal, it is the second-oldest Philippine newspaper. The company has been listed on the Philippine Stock Exchange since 1990 and had revenues of approximately US$45 million in 2004. Besides its flagship, it publishes two other daily newspapers, *Tempo* and *Balita*, as well as magazines such as the *Panorama*, *Bannawag*, Liwayway, *Bisaya*, and a host of other journals in English, Tagalog, Cebuano, and other Philippine languages. In addition, it maintains the oldest news website in the Philippines.

3.2 Data

The study examined 20 want ads from the Qatari English newspaper *Gulf Times* and 20 ads from the Philippine English newspaper *Manila Bulletin*. All ads were randomly selected and appeared in the two newspapers from November 19 to 23, 2007. Ads that were half page or whole page in size were not included in the analysis and so were ads that were less than one-tenth of the page. This is because the size of the ad might have affected the structure as larger ads had more space for text and the very small ads were limited to shorter texts. Ads that were included in the analysis came in three different sizes and advertised an assortment of job positions available to ensure that the description of structure came from a variety of ads. Small ads were approximately 4.5 by 3.5 inches in size, while medium-sized ads measured approximately 6.5 by 5.5 inches. Large-sized ads measured approximately 8 by 8 inches or slightly larger. Each ad from the two newspapers was analyzed as to its content and rhetorical structure or organization following the framework based on Bhatia (1993). The rhetorical structure of want ads is represented by means of a sample ad taken from *Manila Bulletin*:

Figure 1. Sample ad outlining rhetorical structure

The ARANETA GROUP OF COMPANIES, a well-established group of companies in Quezon City engaged in the real estate, fast-food, and entertainment business, is interested in hiring the following:	*Introducing company/advertiser*
SENIOR CORPORATE AND CONTRACTS COUNSEL (1) JUNIOR CORPORATE AND CONTRACTS COUNSEL (1) LITIGATION COUNSELS (3)	*Enumerating job positions*
with the following qualities and qualifications: • reliable, hardworking and trustworthy • with good research and writing skills • graduated in the top 20% of their law graduating class • with at least five (5) years of corporate and/or law firm experience for Senior Corporate and Contracts Counsel applicants • with at least one (1) year of corporate and/or law firm experience for Junior Corporate and Contracts Counsel applicants • with at least one (1) year litigation and/or law firm experience for Litigation Counsel applicants	*Providing job description and/or requirements*
Together with their cover letter, applicants must submit their Undergraduate and law transcript of records, bar exam grades, Resume with recent 2x2 picture, and a list of references with Their telephone numbers and e-mail addresses in a sealed Brown envelope addressed to:	*Enumerating requirements*
LEGAL RECRUITMENT 16th floor, Aurora Tower Araneta Center, Quezon City	*Giving instructions/deadlines for application*
Professional growth, stability and an attractive compensation package await the successful applicants.	*Offering incentives*

4. Results and discussion

As expected, the overall finding of this comparison is that want ad writers do follow a "universal" set of conventions possibly developed by their professional discourse community. As Swales (1990b in Connor, 1996) said, since writers of a specific genre belong to a "parent discourse community," they will tend to follow the conventions of that discourse community.

The following section shows how the individual moves in the rhetorical structure of a want ad were examined to observe how they help to accomplish the purpose/s of this particular genre. Note that obligatory moves are operationally defined as those moves that are found in the majority of the want ads and that are considered to provide essential information for the prospective applicant, while optional moves are other information that are not required but might be included by the companies or ad writers to persuade prospective applicants.

*Providing company name/Introducing
the company*

This move is optional since most of the ads from *Gulf Times* did not include it. However, for reader applicants attracted to prestigious or famous companies, this is definitely something they will be looking for. Also, if the readers are not particular with the prestige or popularity of a company, they might at least want to know what company it is that they might be applying to. Consider the following samples from the *Manila Bulletin* corpus:

"Powernet, a network integrator is in search of the following…"
"HomeCredit mutual building and loan association is in need of…"
"A dynamic and progressive conglomerate is currently in search of a…"
"A pioneer company in the shipping agencies business is in need of an…"

Establishing company credentials

This move is probably equally, if not more, important than the first because this is where the company/advertiser calls attention to its achievements and specialties. If the company is relatively unknown or is newly-established, this move is where the writer persuades the reader-applicant to respond to give the company a try and respond to the ad. Consider the following samples:

"We are a full-service and modern laboratory engaged in the fabrication of dental restorative devices, funded and managed by a US company and with a reputation for excellent quality using strictly US materials and technology." –

Prodent Dental Products Philippines Inc.

"The leading ISO-Certified Service Company in the industry partnering with the country's top 1000 corporation has an urgent requirement for an experienced, dynamic and result-oriented…" – City Service Corporation

Enumerating job positions available

This move is obviously necessary because it is the "main part" of a want ad. This is where the reader-applicant finds out if there is a job for which he/she is qualified.

Providing job description/requirements

This move is as equally important as the enumeration of the available job positions because this is where the reader-applicant learns about the job itself, what the work entails, and what specific qualifications are necessary.

Offering incentives

Although optional, this move is probably the next most persuasive one next to move 2 which is establishing the company's credentials. However, if the company is not well-known or is newly-established, this move will probably be the most persuasive.

Enumerating application requirements

This is another obligatory move and this is where specific requirements such as documents are enumerated.

Providing instructions for application

This is the move where the writer of the ad instructs the reader as to *how* to respond to the ad. This is probably one of

most important moves as this provides specific information such as e-mail addresses, telephone numbers, and names of contact persons.

As regards moves present in the ads, Table 1 presents a comparison of the moves found in the 20 want ads from each of the two newspapers.

Table 1. Summary of moves identified in the want ads

Content	Gulf Times	Manila Bulletin
Providing company name/Introducing company	15%	85%
Establishing company's credentials	75%	65%
Enumerating job positions available	100%	100%
Providing job description/job requirements	100%	95%
Offering incentives	25%	35%
Enumerating application requirements	100%	100%
Providing instructions/deadline for application	100%	100%

Apparently, the newspapers have some similarities in terms of moves. Both newspapers enumerate job positions available, provide information on job descriptions or job requirements, enumerate application requirements, and provide instructions for application. This is probably because these moves are necessary in want ads; without them, the ad will not be able to accomplish its goal of providing enough information for the reader to be persuaded to respond. Interestingly, only 15 percent of the ads in *Gulf Times* provided the name of the company advertising, while 85 percent of the ads in *Manila Bulletin* did. This shows that companies in Qatar prefer not to disclose their identity when advertising and that they instruct the ad writers not to include it; they probably do not feel it is important to the reader. On the other hand, a majority of the ads in the *Manila Bulletin* mentioned the name of the advertising company. Companies in the Philippines probably consider mentioning their name an added attraction or incentive for the reader-applicant, especially if the company is prestigious; thus, they instruct the ad writers to include the company name in the ad. The following are examples of ads with and without mention of company name:

Figure 2. Ad without company name

WANTED

MULTINATIONAL CONSTRUCTION COMPANY REQUIRES
PROFESSIONAL FOR THEIR PROJECTS AT QATAR

QA/QC ENGINEER

ELECTRO MECHANICAL (MEP)

Should:
- Have 5-7 years experience in QA/QC Dept.
- Well conversant with the procedure of Quality Control/Assurance in the Respective field of a Civil Construction Company

An Attractive remuneration package awaits
The deserving candidate.

NOC or Release from sponsor is must.

Interested candidates should fax their CV to

(0974) 435 4035 or Email to hr-qtr@sixco.ae

Note that the credentials of the company are provided (e.g., it is a multinational construction company), but neither the name of the company nor the contact person is mentioned. On the other hand, the following sample ad from the *Manila Bulletin* includes the company name:

Figure 3. Sample ad from Manila Bulletin with company name

Antiques as Accents, Inc.

A leading exporter-manufacturer of high-end furniture and home accessories with major buyers in US, Europe and Asia Pacific is currently in need of:

- IT ADMINISTRATORS
- Sr. I.E.: COSTING & PROCESS IMPROVEMENT
- Sr. I.E.: QUALITY ASSURANCE
- COST ACCOUNTANTS
- SALES/ACCOUNTS EXECUTIVES
- EXECUTIVE ASSISTANTS
- HR ASSISTANTS

Interested applicants may apply personally with their comprehensive resume, transcript of records and most recent picture at:

Human Resources Department

No. 158 Marick Drive, Marick Subd., Cainta, Rizal (near cor. Ortigas Ext.)
Tel. 656-1232 Fax: 655-4890 E-mail address: hrd@antiquesasaccents.biz

However, although the sample includes the company name, it is also the only ad in the corpus (from the *Manila Bulletin*) that did not provide job descriptions or job requirements.

Another item in which the want ads from the two newspapers differed is in establishing the company's credentials. 75 percent of the ads from *Gulf Times* established the company's credentials, while only 65 percent of the ones from the *Manila Bulletin* provided this information. Although the difference in number is rather small, the contrast can actually be seen in the *amount* of information given in this particular move. The following samples from the corpus illustrate this:

From the *Manila Bulletin*:

(1) A home store selling highly designed home décor accessories and personal care systems based in Quezon City with retail stores in Tagaytay, Trinoma and Greenbelt 5 is in need of the following: - Domicillo

(2) IDS Marketing (Philippines), Inc. is a multinational company engaged in the distribution of fast moving consumer goods nationwide...

(3) A premier international Business Club with superior restaurants, members lounge, cigar room, fitness facilities located in the heart of Makati is in need of: - Tower Club

From *Gulf Times*:

(1) Multinational construction company requires professional for their projects at Qatar

(2) A progressive company in Doha is looking for a highly motivated individual

(3) A leading construction company in Qatar requires urgently...

It can be observed that the want ads from the *Manila Bulletin* provide more detailed descriptions of the company's/advertiser's credentials while the want ads from *Gulf Times* provide very little information.

In addition, a slight difference can also be seen with regard to the move where the company/advertiser offers incentives. Only 25 percent of the ads from *Gulf Times* include this part, while 35 percent of the ads from the *Manila Bulletin* provide the same information. Again, the difference lies in the *amount* of information given:

From the *Manila Bulletin*:

(1) We offer commensurate salary, plus generous incentives and health plan benefits. – HomeCredit

(2) Generous compensation package of salary, commissions, and opportunity to travel abroad twice a year. – Loyola Plans Consolidated, Inc.

(3) Qualified candidates can expect a pleasant working environment and a competitive remuneration package. – company name not provided

From *Gulf Times*:

(1) With good remuneration package – company name not provided

(2) Competitive salary offered – company name not provided

(3) An attractive salary package will be offered to the right candidates. – Rydges Plaza Doha

It seems as though writers of want ads in the Philippines provide more details when describing incentives although ads from the two newspapers both make use of adjectives such as "competitive," "attractive," and "generous" to persuade reader-applicants to respond to the ad.

In addition, although all 20 ads from each newspaper included the sixth and seventh moves which are enumerating application requirements and providing instructions for application, respectively, it is again apparent that there is a discrepancy as regards amount of information given.

It can be concluded from the analysis of the content (in terms of moves) of the want ads that writers from the Philippines seem to favor a more detailed, elaborate ad, while Qatari ad writers tend to prefer simpler ads with fewer details. This is evidenced by the fact that ads from the *Manila Bulletin* included more moves than those from *Gulf Times*. This difference may be due to the writing style or preferences of the two different cultures. It may be that the way the ads are written and the contents of the ads reflect the "writing culture" of the writers. Table 2 shows the comparison:

Table 2. Moves found in *Gulf Times* and *Manila Bulletin*

Number of moves	The Manila Bulletin	Gulf Times
7	5	2
6	9	3
5	4	11
4	2	4
3	0	0
2	0	0
1	0	0

Aside from moves present in the ads, analysis of the data also revealed five possible structures or patterns, which are as follows:

Structure A

(1) Providing company name/Introducing company

(2) Establishing company credentials

(3) Enumerating job positions available

(4) Providing job description/requirements

(5) Offering incentives

(6) Enumerating application requirements

(7) Providing instructions for application

Structure B

(1) Establishing company credentials

(2) Enumerating job positions available

(3) Providing job description/requirements

(4) Offering incentives

(5) Enumerating application requirements

(6) Providing company name/Introducing company

(7) Providing instructions for application

Structure C

(1) Providing company name/Introducing company

(2) Enumerating job positions available

(3) Establishing company credentials

(4) Providing job description/requirements

(5) Offering incentives

(6) Enumerating application requirements

(7) Providing instructions for application

Structure D

(1) Providing company name/Introducing company

(2) Establishing company's credentials

(3) Enumerating job positions available

(4) Providing job description/requirements

(5) Enumerating application requirements

(6) Providing instructions for application

(7) Offering incentives

Structure E

(1) Establishing company credentials

(2) Providing company name/Introducing company

(3) Enumerating job positions available

(4) Providing job description/requirements

(5) Offering incentives

(6) Enumerating application requirements

(7) Providing instructions for application

Table 3. Rhetorical structures found in the ads

Structure/Pattern	Gulf Times	The Manila Bulletin
A	18	14
B	0	3
C	1	0
D	1	1
E	0	1

As can be seen in Table 3, a majority of the ads from both newspapers adhere to the conventional structure or pattern of a want ad. It is also interesting to note though that more ads from the *Gulf Times* adhered to this pattern compared to ads from the *Manila Bulletin*. This tells us that writers of want ads in Qatar tend to be more conventional and conservative and prefer to follow an established pattern. However, the favored moves and favored structures might also be due to the writers' individual style.

5. Conclusions and recommendations

In order to gain a better understanding of the role played by cultural factors in shaping a genre, the present study examined, through a genre-based comparison, the differences in the discourse organization of want ads published in a

Qatari English newspaper and in a Philippine English newspaper.

Results show that Qatari writers of want ads tend to be more conventional in terms of structure and tend to give out less information as evidenced by the fact that fewer moves were found in their ads. On the other hand, Filipino writers of want ads also tend to be conventional in terms of structure but provided more information in the ads evidenced by the presence of more moves.

The corpus comprises only 40 want ads from among the hundreds of want ads published in the *Gulf Times* and the *Manila Bulletin*, and so the results are by no means conclusive. Further, the ads were not classified according to job position advertised. The job position advertised might have affected the manner by which the ad was written. Further, the writers of the ads, aside from following the conventions of their particular discourse community, were most probably also following instructions from the company placing the ad. It was also presumed that the writers of the want ads were Qataris and Filipinos writing in English. Further investigation is needed to be able to come up with a more accurate description of the rhetoric of want ads.

It is hoped that a comparative study of this nature raises awareness among researchers and teachers to the cultural factors that are responsible for constraining or shaping genres in particular cultures. Want ads, in particular, are read by audiences who may be of different cultures, and so an understanding of the structure may lead to less misinterpretation and misunderstanding. However, further investigation is necessary to ascertain the rhetorical structure of want ads, and more information is necessary to ascertain the cultural factors that affect it.

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