

**Genre Analysis of Promotional Text Messages**Momina Rafique\*<sup>1</sup>, Noor Aslam<sup>2</sup>, Sadia Malik<sup>3</sup>, Prof. Dr. Wasima Shehzad<sup>4</sup>**Original Article**

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**Abstract**

*The virtual world, with its many ways of communication, illustrates the most visible way in which communicative behavior has altered. These new modalities offer a robust testing ground for language theories, including genre studies. Mobile technology in general and in particular SMS, has brought with it its own culture and language as has every other media. SMS is an asynchronous, text-based, electronically mediated interaction with a single channel. It represents the unpredictability and unconstrained nature of contemporary communication technology, which is evolving at breakneck pace. The aim of this study was to analyze the SMS sent by three companies providing goods and services. It included promotional SMSs of banks, clothing brands and transport services. Bhatia's (2005) Model was applied to see how this promotional genre conforms to the 10 moves given in the model. 15 SMSs from each category were selected. On the second level, their linguistic features were also studied to observe how tense, lexical choice and formality levels changed from one category to another. It was concluded that SMS being a new, brief and purely text-based promotional genre did not have all the 10 moves of Bhatia's Model. The study shows that being a very brief, textual and electronically mediated genre, SMS has its own genre structure which leaves out some moves from Bhatia Model that is applicable to multi-modal promotional genres.*

**Keywords:** Bhatia Model, Genre studies, Move analysis, Promotional Genres, SMS analysis

**Introduction**

Virtual environments, with their many ways of communication, illustrate the most visible way in which communicative behavior has altered. These new modes offer a rich setting for putting language theories to the test. SMS is an asynchronous, text-based, electronically mediated dialogue with a single channel. In recent years, mobile technology and text messaging have emerged as a viable communicative tool for quickly disseminating information, promoting items, introducing businesses, and encouraging public health and safety behavior. The messages are usually short, to the point, written in simple language. Simultaneously, businesses are seeing the value of SMS (Short Message Service) text messaging as a low-cost, high-impact communication medium that can be received by practically everyone with a mobile phone. Several businesses are employing SMS text messaging to implement very inventive m-commerce strategies. M-Commerce has been compared to having "your finest salesman in your best customer's pocket."

According to Rask and Dholakia (2000), m-commerce has two major benefits over e-commerce: the average m-commerce consumer is more time-conscious than money-conscious, and it is available at any time and in any location. Three important elements of m-commerce that promote personalization are listed by Barnett et al. (2000). Operators may identify a user's exact position and uniquely determine the identity of the user because mobile phones are carried everywhere and kept switched on (unlike e-commerce where access may be from several PCs, and where PCs may be shared). Telemarketing is defined as "any measurable activity involving the use of the telephone to assist in the acquisition, retention, and development of clients" (Leiderman, 1990). The persuasiveness, response rate, interactivity, and measurability of telemarketing are important positives.

A genre is a staged, goal-oriented, intentional action in which speakers engage as members of our society, according to Martin (1984:25), and "genres are how things get done when language is employed to do them" (ibid. 1985b:248). Social function, schematic structure and linguistic features are the three main components of genre analysis. Genre analysis helps create a foundation for the social and cultural basis of language in use (Eggins and Slade, 1997). It helps in understanding similarities and differences between fiction and non-fiction genres; and assists in carrying out critical text analysis.

### Significance of the Study

Bhatia's model of move structure (2005) which falls under promotional genre has only been used by the previous researchers on multimodal advertisements. But in this study, the researchers have used this model on SMS (text messages). The present study is important to know what type of generic moves they use and what linguistic strategies they adopt for promotion of their services. Moreover, the application of Bhatia's model (2005) on promotional SMSs is first time being applied by any researcher.

### Delimitations

The current study is based on the promotional SMSs of only three categories which are banking and transport app services, and text messages of clothing brands. The three categories have further delimited the number of banks, apps and brands. Furthermore, this research is based only on Pakistani banks, transport apps, and clothing brands.

### Research Questions

This study covers following research questions:

1. What are the moves found in promotional SMS related to banking, clothing brands and transport apps advertisements?
2. What is the percentage of each move in the SMSs of each category?
3. What type of linguistic structures are used in these SMS and how do they affect their targeted audience?

### Literature Review

The business organizations are attracted by SMS advertisements for promoting their products and brands, to engage audience, for boosting sales, collecting leads (Hossan et al., 2015). Therefore, it is important to study that which generic structure and language the business organizations use for promoting and persuading the customers. Bose et al. (2010) examined the prospect of SMS advertising in Bangladesh and to check whether it is an effective medium of advertising and promotion. Through interviews and surveys from 160 business stakeholders it was

evident that the customers show positive attitude towards the promotional messages received. Onder (2013) analyzed generic structures and promotional elements of online fiction blurbs. By using frameworks given by Swales (1990) and Bhatia (2005). It was revealed through analysis that Amazon UK books blurbs followed six move schematic structure and followed the art of advertising by the use of rhetoric strategies and expressions similar to moves explained by Bhatia (2005) for promotion of the genre and encourage the readers to buy books.

Kristina, Hashima and Hariharan (2017) investigated sales promotion letters and company profiles of Batik industries established in three cities of Indonesia. They applied the multi-dimensional model of Bhatia (2004) as an analytical analysis. The likelihood of arriving at good explanations are increased by multi-perspectives (Jaworski & Coupland, 1999). And contrast between moves of English and Indonesian Batik sales promotion letters was also done.

Al-Ali and Sahawneh (2008) looked into the generic features of email-requestive messages. They investigated the email messages of students of American native English speakers and Jordan nonnative English speakers and developed a corpus and analyzed through models given by Swales (1990) and Bhatia (1993). But the variations were seen in the frequency of moves, sequential order, type and lexico-grammatical features.

Chaid (2008) analyzed interaction in SMS as another form of computer-mediated discourse. The study was based on personal text messages. It was noted that SMS discourse is a hybrid of spoken and written language. And it is used to convey short responses, and informal in style. It is because the SMS are used to build personal relationship. Otemuyiwa (2011) did analysis of text messages of undergraduate students of Nigeria. They analyzed the SMS by using Theme-Rheme analytical framework of Textual meta-function. It is a useful tool for understanding the intended meanings of the writer.

All studies reviewed have used Bhatia's model of generic moves (2005) on sales promotion letters, book blurbs, email requestive messages by Bose et al. (2010), Onder (2013), Al-Ali and Sahawneh (2008). Some have analyzed SMS but through SFL framework as by Otemuyiwa (2011). But our study is unique in a sense that we have applied Bhatia model (2005) of the promotional genre on promotional SMS of different services, apps and brands of Pakistan.

### Research Design

The fifteen promotional text messages from each category has been analyzed in order to identify moves. The categories selected for analysis are from three different fields. Two categories selected are banking and transport apps. In Banking category, the promotional messages of three banks are selected; Meezan Bank, National Bank of Pakistan, and Habib Metro Bank. While in transportation category includes Careem and Swvl. And third category selected includes promotional messages of clothing brands in which three brands are selected which include J., Khaadi and Engine. The data has been selected by using purposive convenient sampling. The mixed method approach has been employed in this study. The quantitative data has been selected in the form of messages that are fifteen from each category. And the frequency of each move in each category has also been calculated for authentication of our results. The qualitative data is used in which the promotional messages have been analyzed through a particular framework. In addition to this, the linguistic strategies and patterns are also seen in the moves used in each category.

**Theoretical Framework**

In this research paper, we have used Bhatia's (2005) model of move structures which involves the analysis of promotional genre. This framework has been revised since its first publication in 1993, then in 2004 and then in 2005. In addition to this, this framework gives the complete information of moves and their sub moves for analysis. Bhatia's model for move structure consists of ten following moves which are as follows:

**Move 1- Headlines**

It develops the interest in the audience' mind to grab their attention.

**Move 2- Targeting the Market**

It gives the information about the benefits that are according to the needs of the consumers specific to their age, interest, gender and their behavior as well.

**Move 3- Justifying the Service**

It establishes a niche by pointing out the needs that consumers are going to fulfill.

**Move 4- Detailing the Service or Product**

It is about the explanation of the functions that product is going to perform and how it can be important to the consumers.

**Move 5- Establishing Credentials**

This move assures consumers about the positive reputation of the company, about the experiences, specialties, and achievements of the company.

**Move 6- Endorsement**

It provides the review comments or some quotes from the authentic sources or people like celebrities or specialists.

**Move 7- Offering Incentives**

This move is about attracting the audience by offering discounts or by giving free gifts.

**Move 8- Using Pressure Tactics**

It is used to hasten the target consumers with the help of deadlines of different promotions.

**Move 9- Soliciting Response**

It is used to prepare the contact information in order to help the target consumers about getting services.

**Move 10- Signature line and Logo**

This move is about the identification of logo of the company and catch lines.

Moreover, Kanoksilapatham (2005) makes the point that, "A move that occurs in at minimum 60% of the data is termed as an "obligatory move," whereas a move that occurs in far less than 60% is considered an "optional move". Because it was widely acknowledged and utilized by multiple scholars, this criterion has also been used in this research.

## Analysis and Discussion

## Banking SMSs

Table 1

Sr No.	M 1	M2	M3	M4	M5	M6	M7	M8	M9	M10
	Headlines	Targeting Market	Justifying Service	Detailing Service	Establishing Credenti	Endorsements	Offering Incentives	Pressure Tactics	Soliciting Responses	Logo
1	x	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
2.	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
3.	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
4.	X	<input type="checkbox"/>	<input type="checkbox"/>	X	x	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
5.	X	<input type="checkbox"/>	<input type="checkbox"/>	X	x	<input type="checkbox"/>	<input type="checkbox"/>	x	<input type="checkbox"/>	X
6.	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
7.	X	<input type="checkbox"/>	<input type="checkbox"/>	X	x	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
8.	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
9.	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
10.	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
11.	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
12.	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
13.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
14.	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
15.	X	<input type="checkbox"/>	<input type="checkbox"/>	X	x	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
<b>Total messages = 15</b>	01 6.6 %	15 100 %	15 100 %	11 73%	00 0%	01 6.6 %	15 100 %	7 46%	15 100 %	0 0%

As can be seen from the Table 1, the move structure of promotional SMS conforms to six out of the ten moves by Bhatia's Model (2005). As far as **Move 1** is concerned, there are no headlines as these SMSs come from the sending agency using a specified number thus does not need to announce who they are. Only 1 SMS out of 15 selected has the word "Alert!" at the beginning, thus capturing immediate attention of the users. SMS might have the heading of 'Alert! Or Attention!' where the sender advises their account holders to beware of scammers and hackers. For example, this SMS from Meezan Bank, "Alert! May 13, is the last date of Govt Hajj 2022 applications. Please visit Meezan Bank branch to apply, pay or complete requirements (if not done already)." Almost all SMS selected (100%) had the **Move 2**, which is related to targeting the

market. Being promotional genre, the main purpose of this genre is to market new offers and ensure new business. These SMSs reach their intended audience as only account holders get the SMS. So, it is always purpose oriented and targeted. For example, *“Dear Customer, No need to visit branch for Advance Salary loan.”* **Move 3** was very obvious in the selected SMSs. All 15 SMSs had this move (100%) Again most banking SMS are purpose driven so they do justify the service. Example, *“Dear Customer, No need to visit branch for Advance Salary loan. Now you can apply online from home or anywhere else at your convenience.”* In this SMS, the bank is justifying the service, making it easier for the customers to do business with them. In other examples, the offers and concession deals justify their offers by mentioning the % of concessions offered along with businesses and services included in these offers. **Move 4** explains the functions that product is going to perform and how it can be important to the consumers. 11 out of 15 banking promotional SMSs have this move making it 73%. Though SMS are not long enough to add too much detail about the product being promoted, it does contain some information about the product. For example, *“Dear Customer, to facilitate your banking needs, all 900+ Meezan Bank branches will remain open on Saturday (10am to 1pm) during the Holy Month of Ramadan.”* The quoted SMS has explanation of the function and service being offered with details about days of business with exact timings being mentioned. In another example, *“Enjoy 40% OFF at Pie in the Sky, Kababjees Bakers, Hobnob & Royal Rich Bakers with Meezan Debit Cards”* gives details about the specific restaurants on the list. **Move 5** is zero percent in the messages. Being a very brief only textual medium, the enforcement was not included in the generic move structure. Only 6.6% of the SMSs, **Move 6**, has this enforcement by reputable businesses endorsing these banks and their services to be reliable. For example, *“Fly Emirates & get up to 10% discount when you pay with your Meezan Mastercard Debit Card.”* **Move 7** is the most important move in Banking SMSs as this is where the incentives are announced and shared with the recipients. This move is about attracting the audience by offering discounts or by giving free gifts. The language is enticing using adjectives like *“your favorite restaurants, delicious food, best deals, etc.”* 100% selected SMSs have this move. 7 out of 15 (46%) SMSs used this **Move 8**. Most offers and services offered by the banks themselves were not time bound as most SMSs by the banks believed in a lasting user-friendly interaction with the account holders. But when it came to deals and offers involving other businesses, there were pressure tactics. For examples, *“Shop on Readings (imported books) in-stores & online & avail up to 30% off with HABIBMETRO Visa Debit Card (Valid till March 25).”* Another example, *“Validity: 1st - 3rd day of Eid”, “Celebrate Pakistan Day and get up to 50% Off (22nd & 23rd March)”*, etc. Another marker that has been used is “T&C applied” which again is a pressure tactics stating that terms and conditions are time bound and may change over a period of time. **Move 9** is found in all (100%) of the SMSs. This move is used to solicit response by presenting the contact information in order to help the target consumers about getting services. All SMSs have either phone numbers. *To activate plz call at 021-111 627 627*, or had online links, *“For info, visit (<https://bit.ly/3lubncC>)”*, or bank websites *Simply logon to <https://advancesalary.nbp.com.pk/AdvanceSalary/AdvanceSalary.aspx>*. **Move 10** is not found in banking promotional SMSs. Being only textual in nature, these messages do not have visuals, logos or signatures included.

As far as the linguistic features are concerned, the SMSs from National Bank of Pakistan were more formal. It had complete sentences. Formality levels were high. For example, all SMSs started with “Dear customers,”. These employed proper declarative sentence structure. The lexical choices were also formal and did not show informal interaction. Whereas, the private bank, Meezan Bank and Habib Metro employed casual textual messages. Often opening with verbs,

“Celebrate...”, “Enjoy...”, “Fly with Emirates”. Most sentences were imperatives but not in an authoritative way but to make them catchy as offered deals. More adjectives were used in SMSs used by private banks, for example “favorite, best, delicious, easy, safe, convenient”. Another feature that was found very commonly used was the use of pronoun “your” (your Meezan card, your Habib Metro Gold Card) to create a cordial relationship between the business (in this case banks) and the customers.

### Transport Apps SMSs

Table 2

### Transport Apps SMSs

Sr No.	Moves									
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10
1.	X	□	X	X	X	x	□	□	X	X
2.	X	□	□	X	X	x	□	□	X	X
3.	X	□	□	X	X	x	□	□	X	X
4.	X	□	□	□	X	X	X	x	X	X
5.	□	□	□	□	X	X	□	□	X	X
6.	□	□	X	X	X	X	□	□	X	X
7.	□	□	X	X	X	X	□	□	X	X
8.	□	□	X	X	X	X	□	□	X	X
9.	□	□	X	X	X	X	□	□	X	X
10.	□	□	X	□	X	X	□	□	X	X
11.	X	□	□	□	X	X	□	x	X	X
12.	□	□	X	X	X	X	□	□	X	X
13.	□	□	X	X	X	X	□	□	X	X
14.	□	□	X	□	X	X	□	□	X	X
15.	□	□	X	X	X	X	□	□	X	X
<b>Total Mess ages= 15</b>	10 66%	15 100 %	5 33%	5 33 %	0%	0%	14 93%	13 86%	0%	0%

Within the ten moves given by Bhatia (2005) for promotional genre, it is seen in *Table 2* that out of ten moves in total, six moves conform the move structure of promotional SMS given by Bhatia’s Model (2005). **Move 1** is found to be 66%, making it as obligatory move in transportation promotional messages. For example, *Welcome to Swvl! Promo Welcome50 laga ke apni safe aur comfortable ride book karein, woh bhi 50% discount pe!* It shows that the company is warm heartedly welcoming the customers for joining and using of the app. In the next example, *Ap kay liay aik zabardast offer! Promo MAUJKARO istimal karain aur payen 40% off agli 7 careem rides par! Valid till 29<sup>th</sup> Jan. T&Cs apply,* here the company is complementing that their respectives

users have been provided with the one of the best offers which they can avail and enjoy using their service. **Move 2** is found to be as obligatory move, occurring 100% in the SMSs. They have used the words such as “ap”, “apni”, “you”, “ap k liay” phrases and pronouns for creating a bonding and interaction with their respective customers. They want the customers to be convinced that they are the important ones for them. For example, *Ap kay liay aik zabardast offer! Promo BRO40 istimal karaein aur payen 100 off agli 9 careem rides par!...* It is also used for the specific audience among their total customers such as in, *Islamabad’s favourite car rides now starting from Rs. 65 (Go-Mini) & Rs. 80 (GO)!...* Here, the target audience is the people living in Islamabad. **Move 3** is being used as an optional move appears to be present 33% in the SMSs. In the example 4, the company is justifying their service that their ride is safe enough in which they can travel safely even if the long route is to be covered by them that can be from Islamabad to Lahore which is drive of almost four hours. **Move 4** has the frequency of 33% making it as an optional move. *Your ride to University has arrived! Use promo UNI20 & get 20% off on your ride to/from your University!...* In this example, the given service will be provided to the customer while coming and going to the university. So, they have explained their service for the particular location used by the customer. The use of present tense is seen. The detail given in SMSs are enough to understand as in, *...How? Tap on Careem PAY> Send Amount....* There are no instances found regarding **Move 5**, and **Move 6**. These generic patterns are mostly absent in the text messages of the transportation categories. It is because the SMSs are of 160 characters in length, due to short textual format these information cannot be provided. It is noted that **Move 7** has been occurred in 14 messages out of 15 messages collected making frequency of 93%. This move is important to attract their users to keep them using the service, and to make them happier and source of joy with the amazing discounts that they can avail while using the service for some period of time. For example, *It's time to shop till you drop! Careem to Centaurus Mall using promo CENTAURUS50 & get 50% of your credit back!* Here, the Careem has provided its users with the offer of getting cash back. And the user could not be happier than saving or getting back the half of his amount back. In this move, the noun phrases and verb phrases are used such as, *payen 40% off, get 20% off*. This move mostly uses numerals and percentages for mentioning discounts. In **Move 8**, Bhatia (2005) has talked about the use of pressure tactics by the service providers. For example, *Ain moqey pa topi mat karein, Careem karaein! Promo HELLOJEE sa agli 8 rides per 26<sup>th</sup> Feb tak 40% off paein! Max disc. 100. T&Cs apply*. In this instance, the deadline for availing the discount is till 26<sup>th</sup> February. After that this discount offer will not be applicable for the user. In this move, the use of date and month are mostly seen. There are no instances found for **Move 9** and **Move 10** in transportation promotional text messages. To provide the contact information to the customers is not important because many users use android phones and they have installed the company’s app through which they book ride. And within that app there is option available for more information or contact us. Further, SMS being textual in nature, do not have visuals or logos included or signatures incorporated on them.

Some linguistic features and strategies used in Careem’s and SWVL’s promotional messages are that there are no instances of formality seen. Although the apparent structure of some headlines are exclamatory but they have proper subject, verb, object (SVO) pattern such as *Ap kay liay aik zabardast offer! Your ride to University has arrived!* The tense used is present tense. The use of pronouns has been noted such as “ap”, “your”. The proper and common nouns are also used in the headlines such as *Swvl, University*. Some sentences are complete but many have used phrases such as *Max disc Rs.80 and clauses such as Valid once till 29<sup>th</sup> Feb*. The type of sentences seen are declarative, exclamatory and imperatives such as *Credit is valid for 7 days*,

*You can't resist this discount! Score a century!* The use of hedges is also observed in one of the examples from the selected sample such as in *You **can't** resist this discount!* The use of abbreviations has also been observed in the moves such as *disc, Rs., &, Max, instead of their full forms that are discount, and rupees, maximum.*

### Clothing Brands SMSs

Table 3

### Clothing Brands SMSs

Sr No.	Moves									
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10
1.	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>	x	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
2.	X	<input type="checkbox"/>	X	<input type="checkbox"/>	x	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
3.	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>	x	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
4.	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>	x	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
5.	X	<input type="checkbox"/>	X	<input type="checkbox"/>	x	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
6.	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>	x	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
7.	X	<input type="checkbox"/>	X	<input type="checkbox"/>	x	X	x	x	<input type="checkbox"/>	X
8.	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>	x	X	x	x	<input type="checkbox"/>	X
9.	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>	x	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
10.	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>	x	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
11.	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>	X	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
12.	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>	X	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
13.	X	X	X	<input type="checkbox"/>	X	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	X
14.	<input type="checkbox"/>	<input type="checkbox"/>	X	<input type="checkbox"/>	X	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
15.	X	<input type="checkbox"/>	X	<input type="checkbox"/>	X	X	<input type="checkbox"/>	x	<input type="checkbox"/>	X
<b>Total</b>	10	14	0	15	0	0	13	5	15	0
<b>Messa</b>	66	93%	0%	10	0%	0%	86	33%	100	0%
<b>ges=</b>	%			0%			%		%	

The tabulated move analysis in *Table 3* shows that Move 1, has been used 66% in the text messages. For example; *Still looking for your Eid outfit? Just what you are waiting for! Khaadi! Engine Eid Fiesta* etc. It shows that some words are used by companies in the beginning to attract

a target audience. **Move 2** has been frequently used, the percentage of it is 93% making it as the dominant moves in promotional text messages of clothing categories. The pronouns such as 'you', 'yours', and the words like 'lovers' have been used to target the consumers. The frequency of occurrence of **Move 3** is 0%, this move is rarely used by the companies. **Move 4** is most prevalent in the text messages of this category, with 100% percentage. "Eid Luxe '22 for men, women & kids". "Explore our ready to wear & unstitched variety". Shop for Father's Day at #TheGreatSummerSale. The details have been added to engage the audience. However, **Move 5** and **6** are not present. It means that these brands are not using quotations, comments from different sources, and also not writing their achievements and specialties in the text messages. The reason might be the format of text messages, and keeping in mind the attention span of the consumers. **Move 7** is 86% of the total frequency. There are a lot of examples of this move such as *FLAT 40% & 50% OFF, 70% OFF nationwide, 20 percent* etc. **Move 8**, is about 33% making it as an optional move. For example, *7-9 Jan, till 27th December, till 10th June* etc. **Move 9** appears to be one of the most dominating moves appearing to be 100%. Almost all brands add the contact information in their promotion's strategies. The examples of the data are the use of website links in text messages such as *bit.ly/3pwhh5v*, so the consumers can click on it and can avail the offer. **Move 10** has been rarely seen. The results of this category show some interesting results. The Moves 3, 5, 6 and 10 were totally absent in the selected data. It shows that the more focus of clothing brands is more on what they are selling, not on extra information.

The language of clothing brands' category text messages is more casual because they have written the text messages in an informal language to make some interaction with the consumers. There is more use of adjectives like *luxurious, mesmerizing, vibrant, big, and great* to give some positive vibe to the consumers. The use of present tense is more frequent in these text messages. Moreover, the length of the messages is not more than one short paragraph. There is a visible use of imperative verbs in the start of the text messages e.g *Get, Check, Grab* etc. There is a frequent use of personal pronouns like "your", "you" to interact with the target consumers.

### Conclusion

The current research aimed to identify and understand the moves in the promotional messages for services and promotional messages for goods. In goods, clothing brands were taken, and in services bank and transport were taken. The data was analyzed by following the moves given by Bhatia (2005). The results showed that in banking SMSs the obligatory moves with high frequency are moves 2, 3, 4, 7 and 9, and the move 8 is optional. However, move 1 and 6 are rarely seen or can be optional, and move 5 & 10 are totally absent. In transportation the dominant or obligatory moves are moves 1, 2, 4, 7 and 8. The move 3 is optional. Along with it, moves 5, 6, 9 and 10 are absent. One new move has been introduced by researchers in this category, which is **reward**. In Clothing brands, the obligatory moves are 1,2,4,7 and 9, and the move 8 is optional. However, the moves 3, 5, 6, 10 are not present in clothing category text messages. In banking category, the language is more formal because audience is known to them, and these messages try to build the reliability of their services. In transport and clothing brands, the text messages usually send randomly. Moreover, the use of language in these both categories is informal and casually interactive, and these text messages try to raise their sales by attracting more target consumers. The data findings can be used in designing promotional text messages of these categories. Instead of adding random data, the dominant and most used moves can be introduced by the companies which can help in attracting more target consumers.

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