

A Move Analysis of English SMS Advertisements in Egypt^(*)

Under the Supervision of

Ola Hafez

Engy Arafa

Faculty of Arts, Cairo University

Rana K. El Kholy

Assistant Lecturer, Faculty of Arts, Ain Shams

University

Abstract

The current study attempts to conduct a move analysis of English SMS advertisements sent to mobile phones in Egypt. The recent prevalence of SMS advertisements led to the interest in the current study in analysing their linguistic features in order to reach their underlying structure. The researcher adopts Bhatia's (1993) move analysis framework to examine the schematic structure of the English SMS advertisements collected from the researcher's family members, friends, acquaintances and students. The findings revealed that some move patterns were recurrent in all SMS advertisements, while others were found in certain themes of these advertisements. For example, the move pattern which occurred the most in all SMS advertisements was "Description of offer/promotion + Call-to-action", achieving the purpose of advertising for certain products or services by providing information about them and then contact information. Therefore, the move patterns used in the SMS advertisements analysed were found to be suitable for the genre of SMS advertisements.

Keywords

computer-mediated communication-mobile communication- SMS advertisements- move analysis- discourse analysis

(*) A Move Analysis of English SMS Advertisements in Egypt, Vol.8, Issue No.3, July 2019, pp.37-60.

الملخص

يهدف هذا البحث إلى تحليل الهيكل التخطيطي لمضمون الرسائل القصيرة الإعلانية باللغة الإنجليزية التي ترسل إلى التليفونات المحمولة في مصر. الاستخدام المتزايد مؤخراً للرسائل القصيرة الإعلانية أدى إلى الاهتمام في هذا البحث بتحليل الخصائص اللغوية لهذه الرسائل للتوصل إلى تركيبهم الضمنية. يستخدم الباحث الهيكل التحليلي لباتيا (١٩٩٣) لدراسة الهيكل التخطيطي لمضمون هذه الرسائل التي تم تجميعها من عائلة وأصدقاء ومعارف وطلاب الباحث. كشفت النتائج ان بعض الخصائص المستخدمة في كتابة هذا الرسائل مناسبة لهذا النوع من الرسائل، بينما لم تستخدم خصائص اخري بكثرة أو لم تستخدم كلياً لأنها لا تخدم الهدف من هذه الرسائل. مثال على أهم الخصائص المتكررة في العينة هو تكرار وصف العرض/ التخفيض + نداء لاتخاذ فعل في أغلب الرسائل النصية التي تم تحليلها، وهذا الهيكل التخطيطي يحقق الهدف من الإعلان لبعض المنتجات والخدمات حيث يوفر معلومات عنهم ثم كيفية التواصل مع الجهة المعلنة سواء كانت محل أو شركة أو أي مكان آخر. ساعدت الخصائص المستخدمة في كتابة هذه الرسالة في التوصل إلى التركيبة الضمنية المستخدمة لكتابة الرسائل القصيرة الإعلانية التي تكتب باللغة الإنجليزية.

الكلمات الدالة

التواصل عبر الكمبيوتر- التوصل عبر التليفون المحمول- الرسائل القصيرة الإعلانية بالتليفون المحمول- تحليل الخطاب

1. Introduction

Mobile communication is one of the most commonly used means of computer-mediated communication. We depend on our mobile phones daily to make phone calls, send text messages, send emails, and check the social networks, among other things. Egyptians of all ages, all socio-economic classes, and all educational levels own and use mobile phones as the number of mobile subscriptions in Egypt surpassed 94 million in September 2018 (Egyptian Ministry of Communications and Information Technology, 2018, October). You will see people in Egypt and all over the world, talking on their mobile phones, checking their Facebook, playing mobile games, or text messaging.

SMS messages are used by people to interact with each other and share all kinds of information. They are very prominent among mobile

users, as the estimated number of SMS messages sent worldwide in 2011 was eight trillion (Cougnon & Fairon, 2014). This popularity could be attributed to the fact that they are relatively cheap, instantaneous, compact with information, and multidirectional, i.e., could be sent to more than one user at the same time. All of these factors make SMS advertisements attractive for advertisers. Moreover, mobile phone screens are considered by advertisers an excellent medium for advertising since there is a very large number of mobile subscribers in Egypt. Therefore, we are bombarded on a daily basis by SMS advertisements which are sent to our mobile phones about all kinds of products, such as clothes and household necessities, and services, such as promotions from clinics and banks (Becker & Arnold, 2010). Furthermore, it has been argued that SMS advertisements have high response rates (Carey, 2006) and are more effective than other kinds of advertisements, such as television advertisements and billboards (Haig, 2002), and therefore, they are used abundantly by advertisers.

The frequent use of SMS messages in advertising has led to the current study's interest in conducting a move analysis of SMS advertisements as it seeks to determine the cognitive structure of the genre of SMS advertisements. This would be helpful in identifying the underlying structure for writing SMS advertisements which are designed to grab the attention of mobile users. The importance of identifying such a structure for writing SMS advertisements lies in its usefulness for advertisers.

2. Theoretical Background

According to Upton and Cohen (2009), move analysis is "one of the most common examples of a text-level analysis of discourse structure" (p.591). Therefore, it is very useful in analysing texts as a whole. Move analysis was originally developed by Swales in the 1980s and 1990s as a framework to analyse "the discourse structure of texts from a genre" (Biber, Connor, & Upton, 2007, p.15).

Using move analysis, the text is divided into moves, which are defined as "semantic/functional units of texts which are identified, first because of their communicative purposes and second because of linguistic boundaries typical of the moves" (Upton & Connor, 2001, p.317). Each move stands for

a specific communicative purpose and as a result, the structure of the whole text is described “in relation to the sequence of move types” (Biber et al., 2007, p.15). Therefore, when conducting move analysis on a certain type of text, the set of texts of a specific genre are first divided into moves, i.e., discourse units. After that the moves are categorised by move type, i.e., functional type of each discourse unit. Lastly, the sets of texts analysed are described by looking at the move sequences found in them.

3. Review of Past Studies

Given the prevalence of the use of SMS in advertising, many researchers have conducted different research studies on SMS advertisements. For example, a number of mass communication studies focused on the factors which determine the effectiveness of SMS advertisements. Examples of these factors are credibility (Drossos et al., 2007; Lin et al., 2014), time pressure (Rau et al., 2014), and type of appeal (Drossos et al., 2007; Yeh & Lin, 2010). Some of these studies were experimental (Drossos et al., 2007; Rau et al., 2014), whereas some of them collected data through surveys (Yeh & Lin, 2010; Lin et al. 2014). Moreover, other studies examined consumers’ attitude towards mobile advertisements, showing the positive impact of certain factors on mobile users’ attitude towards mobile advertising. Examples of these factors were credibility (Zabadi et al., 2012; Okoe & Boateng, 2015), entertainment (Zabadi et al., 2012; Okoe & Boateng, 2015; Aslam et al., 2016), product involvement (Aslam et al., 2016) and message relevance (Varnali, 2014). On the other hand, irritation negatively influenced attitudes towards mobile advertising (Zabadi et al., 2012; Okoe & Boateng, 2015; Aslam et al., 2016). Questionnaires were used to collect data in all of these studies.

Very few linguistic studies to date, to the researcher’s knowledge, were carried out on the linguistic features of SMS advertisements. In Khodadust’s (2013) study, 100 SMS advertisements in Iran were examined by looking at message length, the use of nonlinguistic features, the use of lexico-grammatical devices, such as consumerism-loaded vocabulary, numerals, emphatic words or intensifiers and nominalisation, the use of information structure, intertextuality and ideology in consumerism

discourse, and the type of address terms used.

In another study, Ogungbe (2011) analysed 20 SMS advertisements sent by two mobile service providers, MTN and Globacom, in Nigeria to 54 undergraduate students between July and September 2009. Halliday's SFG and Abraham Maslow's Motivation Theory were used to analyse some linguistic devices, discourse styles and non-literal language.

In addition, El-Falaky (2016) examined 110 SMS advertisements, which were sent by mobile service providers in Egypt: Mobinil, Vodafone and Etisalat, following Halliday's SFG approach of analysis, the Interpersonal metafunction in specific. The grammatical and lexical choices as manifested through Mood, tense and pronouns were looked at and the findings were analysed in order to determine how mobile service providers make use of language to persuade their customers to buy their digital products. To the researcher's knowledge, none of the earlier empirical studies has made use of Bhatia's (1993) move analysis framework to analyse English SMS advertisements.

4. Research Question

The study sets out to answer the following research question: How are SMS advertisements sent to mobile phones in Egypt structured, i.e., organised, in relation to recurring moves? To answer this question, Bhatia's (1993) move analysis framework was employed.

5. Data and Methodology

The method of sampling was convenience sampling, due to the fact that only the English SMS advertisements which the researcher could get access to from her family members, friends, colleagues and students in Egypt were included in the sample. The sample under analysis is comprised of 2,888 English SMS advertisements sent to mobile phones in Egypt. Most of these SMS advertisements were written in paragraph form, but some consisted of just a line or two. Some of them included emoticons, and some had a link attached at the end for a website to check.

Table 1
SMS Advertisements Themes

#	Theme	Number of SMS Ads	Number of Words	Code	Advertiser
1	Banking	50	1,794	BSMS	banks
2	Cars	12	324	CSMS	car agencies, car service agencies, service stations, car insurance
3	Discount Cards	10	229	DCSMS	discount cards
4	Education	61	1,588	EduSMS	schools, universities, language centres, lectures, educational conferences, workshops, school supplies, scholarships, educational loans, nurseries, summer schools/camps, courses centres, bookshops, educational fairs/events
5	Electronics	33	882	ESMS	mobiles, tablets, lighting
6	Entertainment	236	6,642	EntSMS	camp, concerts, play parks, travel agencies, art galleries/exhibitions, cable subscription, hotels, malls, cinemas
7	Fashion	1,229	29,262	FSMS	clothes, shoes, accessories, eyewear, sportswear, bags
8	Fitness	66	1,906	FitSMS	gyms, sports clubs, sports academies, fitness studios
9	Food	294	7,448	FoSMS	food markets, restaurants, cafés, grocery stores
10	Furniture	137	3,187	FurSMS	furniture, ceramics, cookware, household appliances
11	Health & Beauty	100	2,452	H&BSMS	clinics, hospitals, doctors, medical insurance, pharmacies, hairdressers, beauty shops, beauty salons, makeup studios, perfume shops, spas
12	Hired Help	14	303	HHSMS	servants, maids, painters, plumbers, electricians, furniture washers, pest control, dry cleaners
13	Jobs	38	1,311	JSMS	job vacancies, job fairs, employment agencies
14	Mobile Service Providers	18	606	MSMS	Etisalat, Orange, Vodafone
15	Real Estate	376	10,854	RESMS	real estate
16	Toys & Gifts	44	1,159	TGSMS	toy shops, gift shops
17	Transportation & Delivery Services	170	4,280	TDSMS	car rental, delivery, shipping, flights
Total		2,888	74,227		

The SMS advertisements were categorised into 17 themes based on the type of product or service offered: banking, cars, discount cards, education, electronics, entertainment, fashion, fitness, food, furniture, health and beauty, hired help, jobs, mobile service providers, real estate, toys and gifts, and transportation and delivery. The number of SMS advertisements categorised, the code, the word count of the SMS advertisements and the list of the advertisers of each theme are presented in Table 1. The SMS advertisements in each theme were organised alphabetically, so that repeated SMSs would be easily detected and excluded. In addition, the SMS advertisements were written in tables and each SMS was given a code according to its theme and a number: BSMS1, BSMS2, BSMS3 and so on.

Following Bhatia's (1993) move analysis framework, in order to define the moves of SMS advertisements, a qualitative analysis was conducted after identifying the main components of the SMS advertisements based on the guides which were found online on this genre since no previous studies on such a genre were found. Each SMS advertisement was then divided into various moves in order to determine whether advertisers follow a certain schematic structure while writing such advertisements. Afterwards, a quantitative analysis was carried out by tallying the frequency of occurrence of each move and the frequency of occurrence of each move pattern. This quantitative analysis was done in order to determine which particular move pattern was frequently used in all the SMS advertisements, and which was found in each theme.

6. Findings and Discussion

Nine different moves were found in the SMSs analysed: Description of offer/promotion, Call-to-action, Stating that terms & conditions apply, Statement of problem, Showing exclusivity of offer, Greeting customer, Sending regards/wishes or expressing emotions, Using an attention grabber, and Offering an opt out option. Table 2 demonstrates one example for each of these moves and shows the colour used to differentiate each move while analysing the SMS advertisements. The analysis showed that these moves were found in different orders in each SMS advertisement, making up various move patterns.

Table 2

Examples and Colour Codes of the Different Moves in SMS Advertisements

Move	Example	Colour Code
Description of offer/promotion	AZHA-Ain Sokhna is launching new villages!	Purple
Call-to-action	Call 19636	Blue
Stating that terms & conditions apply	Terms and conditions apply	Pink
Statement of problem	If your car is not insured yet	Light brown
Showing exclusivity of offer	Exclusively on Otlob	Green
Greeting customer	Dear friends	Brown
Sending regards/wishes or expressing emotions	CDB wishes you a Happy New Year 2017	Black
Using an attention grabber	FLASH SALE	Yellow
Offering an opt out option	OptOut SMS ‘STOP’ to 4575	Olive green

6.1. Move patterns in all SMS advertisements.

The move pattern which occurred the most in all the themes of SMS advertisements was that of “Description of offer/promotion + Call-to-action” as illustrated in Figure 1. One possible explanation for this is that due to the brevity of SMS advertisements, the latter have to be straight to the point. Therefore, advertisers focus on describing their products/services and/or mentioning the promotion they are offering, and ending with a “Call-to-action”. One example of an SMS advertisement following this move pattern is “Buy & Relax, Buy your Villa on the most relaxing beach of the North Coast with 0% Down Payment. Register bit.ly/1UpEorq or Call 19164”. Using more moves, such as stating the problem or greeting the customer would take space and consequently would cost the advertiser more money.

In addition, Figure 1 shows that the highest occurrence of this pattern was in

SMS advertisements of Real Estate, Hired Help and Electronics. This might be due to the fact that customers purchasing such products or hiring these services need only to know about the product/service or offer and how to get it. Moreover, in Entertainment and Education SMS advertisements, the same frequency of occurrence of this move pattern occurred. One possible explanation for this is that it is sufficient for customers of such services to know the offer or promotion and how to contact the advertisers.

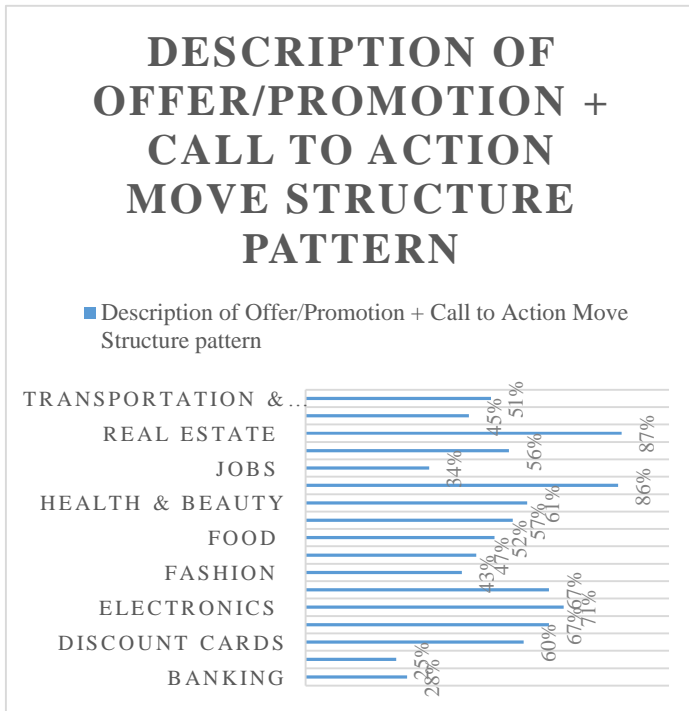


Figure 1. Frequencies of occurrence of Description of offer/promotion + Call-to-action move pattern.

Moreover, the highest occurrence of the “Description of Offer/Promotion” was found in the 11 themes shown in Figure 2. The SMS advertisements of the theme of Fashion showed the highest frequency of this pattern as in “Benefit from Promod Discount’s up to 80% starting tomorrow @Promod Cairo Festival City Mall”. It is possible that some fashion advertisers believe that the offer/promotion they describe in their SMS advertisements would be sufficient to make their customers visit their stores and purchase their products without mentioning how they can do so. In addition, the lowest frequency of occurrence of this pattern was found in Food and Education SMS advertisements since it is important for advertisers of such products and services to provide contact information and to show the customers how to contact them. Moreover, this pattern did not occur in the following themes: Banking, Discount Cards, Hired Help, Jobs, Mobile Service Providers, and Real Estate. One possible explanation for this is that a “Call-to-action” move is crucial in such themes, because otherwise, the customers would be at a loss and would not be able to get the services or products on offer.

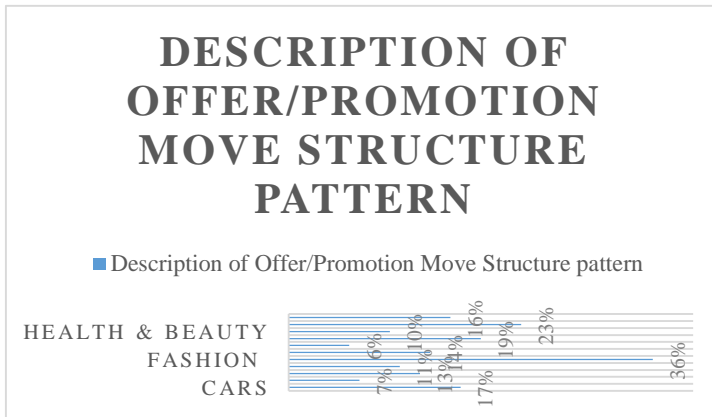


Figure2. Frequencies of occurrence of Description of Offer/Promotion move pattern.

6.2. Move patterns in each theme.

Table 3

Most Frequent Move Patterns in Banking SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	14	28%
Move 2: Call-to-action		
Move 1: Description of offer/promotion	8	16%
Move 2: Call-to-action		
Move 3: Stating that terms & conditions apply		
Move 1: Greeting customer	7	14%
Move 2: Description of offer/promotion		
Move 3: Call-to-action		

In each theme, specific move patterns were used more frequently than others. For example, in the 50 Banking SMS advertisements analysed, 16 different move patterns were found. The three move patterns that occurred the most are shown in Table 3. Stating that terms and conditions apply at the end and greeting the customers at the beginning of Banking SMS advertisements were important. Banks usually attempt to establish a special bond with their clients, and terms and conditions often apply to the services and promotions they offer.

Table 4

Most Frequent Move Patterns in Cars SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	3	25%
Move 2: Call-to-action		
Move 1: Greeting customer	3	25%
Move 2: Description of offer/promotion		
Move 3: Call-to-action		
Move 1: Description of offer/promotion	2	17%

In the 12 Cars SMS advertisements analysed, seven different move patterns were found. The three move patterns that occurred repeatedly are shown in Table 4. In this theme, “Greeting Customer” Move occurred frequently to make the customers believe that the cars advertised were created specifically for them.

In the 10 Discount Cards SMS advertisements examined, four different move patterns were found. The two move patterns that occurred the most are shown in Table 5. Advertisers of Discount Cards resorted to using Attention Grabbers, such as “Remember” because customers most probably ignored such SMS advertisements.

Table 5

Most Frequent Move Patterns in Discount Cards SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	6	60%
Move 2: Call-to-action		
Move 1: Using an attention grabber	2	20%
Move 2: Description of offer/promotion		
Move 3: Call-to-action		

In the 61 Education SMS advertisements analysed, 12 different move patterns were found. The three move patterns which frequently occurred are shown in Table 6. Educational institutions probably expressed warm wishes, such as “Enjoy Summer”, at the beginning of their SMS advertisements because many of their customers decided to take courses or join educational programmes at the beginning of seasons.

Table 6

Most Frequent Move Patterns in Education SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	41	67%
Move 2: Call-to-action		
Move 1: Description of offer/promotion	4	7%
Move 1: Sending regards/wishes or expressing emotions	4	7%
Move 2: Description of offer/promotion		
Move 3: Call-to-action		

In the four themes of Electronics, Fashion, Toys & Gifts, and Transportation & Delivery Services, the two move patterns which occurred the most were “Description of offer/promotion + Call-to-action” and “Description of offer/promotion” as shown in Tables 7, 8, 9 and 10. In the 33 Electronics SMS advertisements, six different move patterns were found, in the 1229 Fashion SMS advertisements, 46 different move patterns were found, in the 44 Toys & Gifts SMS advertisements, 12 different move patterns were found, and in the 170 Transportation & Delivery Services SMS advertisements, 24 different move patterns were found. However, in all of these themes, the two move patterns which occurred the most showed that sellers of these products and services possibly depended on the description of the offer or promotion in order to grab the customers’ attention.

Table 7

Most Frequent Move Patterns in Electronics SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	22	71%
Move 2: Call-to-action		
Move 1: Description of offer/promotion	4	13%

Table 8

Most Frequent Move Patterns in Fashion SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	524	43%
Move 2: Call-to-action		
Move 1: Description of offer/promotion	439	36%

Table 9

Most Frequent Move Patterns in Toys & Gifts SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	20	45%
Move 2: Call-to-action		
Move 1: Description of offer/promotion	10	23%

Table 10

Most Frequent Move Patterns in Transportation & Delivery Services SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	87	51%
Move 2: Call-to-action		
Move 1: Description of offer/promotion	28	16%

Moreover, the same three move patterns occurred frequently in the themes of Furniture, and Health and Beauty. In the 137 Furniture SMS advertisements analysed, 18 different move patterns were found. The three move patterns that occurred the most are shown in Table 11. Similarly, in the 100 Health & Beauty SMS advertisements examined, 20 different move patterns were found. The three move patterns that occurred the most are shown in Table 12. In these two themes, similar to the previous four themes, the Move of “Description of Offer or Promotion” was the most prevalent.

Table 11

Most Frequent Move Patterns in Furniture SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	78	57%
Move 2: Call-to-action		
Move 1: Description of offer/promotion	26	19%
Move 1: Description of offer/promotion	6	4%
Move 2: Call-to-action		
Move 3: Description of offer/promotion		

Table 12

Most Frequent Move Patterns in Health & Beauty SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	61	61%
Move 2: Call-to-action		
Move 1: Description of offer/promotion	10	10%
Move 1: Description of offer/promotion	5	5%
Move 2: Call-to-action		
Move 3: Description of offer/promotion		

In the 236 Entertainment SMS advertisements analysed, 24 different move patterns were found. The three move patterns that occurred the most are shown in Table 13. Such SMSs occasionally began with greeting the customer, in most cases by name, such as “HEBA”, and “Hello, DALIA”. A possible explanation for this was that such greetings involved the customers and made them believe that they were being personally invited to these entertainment events or shows.

Table 13

Most Frequent Move Patterns in Entertainment SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	159	67%
Move 2: Call-to-action		
Move 1: Description of offer/promotion	26	11%
Move 1: Greeting customer	13	6%
Move 2: Description of offer/promotion		
Move 3: Call-to-action		

In the 66 Fitness SMS advertisements examined, 17 different move patterns were found. The four move patterns that occurred the most are shown in Table 14. Using attention grabbers, such as “HOT OFFER” and “FLASH SALE” attracted the customers and urged them to read ahead. Advertisers of Fitness SMS advertisements sometimes targeted customers who were not already members at their gyms, clubs, or fitness studios. However, when they were addressing regular customers, they used greeting terms at the beginning, such as “Dear gold's gym sheraton members”.

Table 14

Most Frequent Move Patterns in Fitness SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	31	47%
Move 2: Call-to-action		
Move 1: Description of offer/promotion	9	14%
Move 1: Using an attention grabber	4	6%
Move 2: Description of offer/promotion		
Move 3: Call-to-action		
Move 1: Greeting customer	4	6%
Move 2: Description of offer/promotion		
Move 3: Call-to-action		

In the 294 Food SMS advertisements analysed, 40 different move patterns were found. The three move patterns that occurred the most are shown in Table 15. Informing customers that the offer was exclusive for them, through for example Otlob.com, especially when it comes to food, might encourage them to purchase such products.

Table 15

Most Frequent Move Patterns in Food SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	154	52%
Move 2: Call-to-action		
Move 1: Description of offer/promotion	22	7%
Move 2: Showing exclusivity of offer		
Move 3: Call-to-action		
Move 1: Description of offer/promotion	19	6%

In the 14 Hired Help SMS advertisements analysed, only three move patterns were found and the one that occurred the most is shown in Table 16. In addition, in the 376 Real Estate SMS advertisements analysed, 16 move patterns were found, and similar to the Hired Help SMS advertisements, the same move patterns occurred the most as shown in Table 17. One possible explanation for this was that it was very important in such themes to provide contact information at the end of the SMS. Otherwise customers would not know how to hire the services or purchase the products offered.

Table 16

Most Frequent Move Patterns in Hired Help SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	12	86%
Move 2: Call-to-action		

Table 17

Most Frequent Move Patterns in Real Estate SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	327	87%
Move 2: Call-to-action		

Table 18

Most Frequent Move Patterns in Jobs SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	13	34%
Move 2: Call-to-action		
Move 1: Greeting customer	7	18%
Move 2: Description of offer/promotion		
Move 3: Call-to-action		
Move 1: Description of offer/promotion	6	16%
Move 2: Stating that terms & conditions apply		
Move 3: Call-to-action		

In the 38 Jobs SMS advertisements examined, 10 different move patterns were found. The three move patterns that occurred the most are shown in Table 18. Similar to the Banking SMS advertisements, it was often important in Jobs SMS advertisements to state that terms and conditions applied at the end and to greet the customers. Employment agencies and job fairs organisers usually attempted to establish a special bond with their clients and to encourage them to get involved. In addition to that, they sometimes had to clearly state that terms and conditions applied to the recruitment process of the jobs offered.

Table 19

Most Frequent Move Patterns in Mobile Service Providers SMS Advertisements

Move Patterns	No. of SMS Ads	Frequency of Occurrence
Move 1: Description of offer/promotion	10	56%
Move 2: Call-to-action		
Move 1: Greeting customer	2	11%
Move 2: Description of offer/promotion		
Move 3: Call-to-action		
Move 1: Greeting customer	2	11%
Move 2: Description of offer/promotion		
Move 3: Call-to-action		
Move 4: Sending regards/wishes or expressing emotions		

In the 18 Mobile Service Providers SMS advertisements analysed, seven different move patterns were found. The three move patterns that occurred the most are shown in Table 19. The move of Greeting customers sometimes occurred at the beginning of such SMS advertisements to make the customers feel that they were special clients benefiting from the services offered by these companies.

7. General Discussion and Conclusion

The findings of this study show that some move patterns were recurrent in all SMS advertisements, while others were found in certain themes of these advertisements. Figures 3 and 4 provide summaries of these move analysis features.

To start with, Figure 3 demonstrates that one move pattern was frequently used in all SMS advertisements: “Description of offer/promotion + Call-to-action”. This move pattern was suitable for the genre of SMS advertisements because it achieved the purpose of advertising for certain products or services in a straightforward manner by simply giving an account of the offer/promotion and then asking the receiver of the SMS to call a number, visit a store, or check a website. Another common move pattern, which did not, however, occur in high frequencies and not in all of the themes was “Description of offer/promotion”. One possible explanation for this is that some advertisers considered describing the offer/promotion to be a sufficient incentive for customers to buy their products or hire their services.

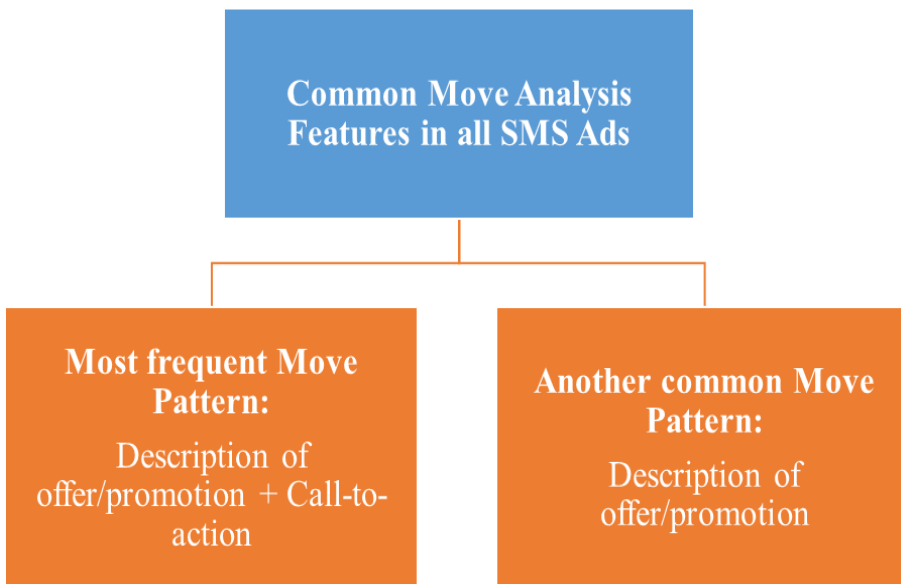


Figure 3. The Move analysis features found in SMS advertisements.

On the other hand, Figure 4 shows that some of the moves found in the SMS advertisements were characteristic of certain themes. For example, in Banking and Jobs SMS advertisements, the moves of “Stating that terms & conditions apply” and “Greeting customer” were recurrent to serve specific purposes.

To conclude, the current study used Bhatia’s (1993) move analysis framework to examine how SMS advertisements sent to mobile phones in Egypt are structured in relation to recurring moves. The findings showed that some move patterns were recurrent in all SMS advertisements. For example, the move pattern which occurred the most in all SMS advertisements was “Description of offer/promotion + Call-to-action”. This move successfully achieved the purpose of advertising for certain products or services by simply giving an account of the offer/promotion and then asking the receiver of the SMS to do an action, i.e., call a number, visit a store, or check a website. Therefore, the move patterns used in the SMS advertisements analysed were found to be suitable for the genre of SMS advertisements.



Figure 4. The Move analysis features characteristic of specific themes.

Bibliography

- Aslam, W., Batool, M., & UIHaq, Z. (2016). Attitudes and behaviour of the mobile phones users towards SMS advertising: A study in an emerging economy. *Journal of Management Sciences*, 3(1), 63–80.
doi:10.20547/jms.2014.1603105
- Becker, M., & Arnold, J. (2010). *Mobile marketing for dummies*. Hoboken, NJ: Wiley Publishing.
- Bhatia, V. K. (1993). *Analysing genre: Language use in professional settings*. Oxon, England: Routledge.
- Biber, D., Connor, U., & Upton, T. A. (2007). *Discourse on the move: Using corpus analysis to describe discourse structure*. Amsterdam, The Netherlands: John Benjamins.
- Carey, J. (2006). Contents and services for next generation wireless networks. In J. Groebel, E. M. Noam & V. Feldmann (Eds.), *Mobile media: Content and services for wireless communications* (pp.115–130). Mahwah, NY: Routledge.
- Cougnon, L., & Fairon, C. (2014). Introduction. In L. Cougnon & C. Fairnon (Eds.), *SMS communication: A linguistic approach* (pp.3–10). Amsterdam, The Netherlands: John Benjamins Publishing.
- Drossos, D., Giaglis, G. M., Lekakos, G., Kokkinaki, F., & Stavraki, M. G. (2007). Determinants of effective SMS advertising: An experimental study. *Journal of Interactive Advertising*, 7(2),16-27.
doi:10.1080/15252019.2007.10722128
- Egyptian Ministry of Communications & Information Technology. (2018, October). *ICT indicators in brief: Monthly issue*. Retrieved from http://www.mcit.gov.eg/Upcont/Documents/Publications_16122018000_En_ICT_Indicators_in_Brief_October.pdf
- El-Falaky, M. S. (2016). Text me! Interpersonal discourse analysis of Egyptian mobile operators' SMSs. *Advances in Language and Literary Studies*, 7(1), 11–20. doi:10.7575/aiac.all.v.7n.1p.11
- Haig, M. (2002). *Mobile marketing: The message revolution*. London, England: Kogan Page.
- Khodadust, M. R. (2013). A sociolinguistic study of discourse of consumerism in SMS advertisements of Iran. *Biannual Journal of Applied Linguistics and Discourse Analysis (JALDA)*, 1(1), 90–117.
doi:10.22049/jalda.2013.8152

- Lin, H., Zhou, X., & Chen, Z. (2014). Impact of the content characteristic of short message service advertising on consumer attitudes. *Social Behaviour and Personality*, 42(9), 1409–1420.
doi:<http://dx.doi.org/10.2224/sbp.2014.42.9.1409>
- Ogungbe, E. O. (2011). Linguistic style and discourse strategies in telecom sales promotion messages in Nigeria. *Journal of the Nigeria English Studies Association (JNESA)*, 14(2), 36–49. Retrieved from http://scholar.google.com/eg/scholar_url?url=http%3A%2F%2Fwww.academia.edu%2Fdownload%2F30859580%2Fogungbe.pdf&hl=en&sa=T&oi=gpp&ct=res&cd=0&d=10141033653143785804&ei=KgMZXNK0F4iumwGZ7pLABg&scisig=AAGBfm1x6bDrd_u91DIS5w-KnlBIMlfecQ&nossl=1&ws=630x706&at=Linguistic%20style%20and%20discourse%20strategies%20in%20telecom%20sales%20promotion%20messages%20in%20Nigeria
- Okoe, A. F., & Boateng, H. (2015). Consumer attitudes toward and intentions to accept mobile advertising. *Management Science Letters*, 5, 833–842.
doi:10.5267/j.msl.2015.7.
- Rau, P.-L. P., Zhou, J., Chen, D., & Lu, T.-P. (2014). The influence of repetition and time pressure on effectiveness of mobile advertising messages. *Telematics and Informatics*, 31(3), 463–476.
doi:10.1016/j.tele.2013.10.003
- Upton, T. A., & Cohen, M. A. (2009). An approach to corpus-based discourse analysis: The move analysis as example. *Discourse Studies*, 11(5), 585–605. doi: 10.1177/1461445609341006
- Upton, T. A., & Connor, U. (2001). Using computerized corpus analysis to investigate the textlinguistic discourse moves of genre. *English for Specific Purposes*, 20, 313–329. Retrieved from http://www.researchgate.net/profile/Thomas_Upton2/publication/222698340_Using_computerized_corpus_analysis_to_investigate_the_textlinguistic_discourse_moves_of_a_genre/links/53ce74450cf2d9fc43149d28.pdf
- Varnali, K. (2014). SMS advertising: How message relevance is linked to the attitude toward the brand? *Journal of Marketing Communications*, 20(5), 339–351. doi:10.1080/13527266.2012.699457

- Yeh, J.-T., & Lin, C.-L. (2010). Measuring the effectiveness of advertisements sent via mobile phone: Implications of the appeal, endorser, and involvement model and purchasing behavior. *Social Behavior and Personality*, 38(2), 249–256. doi:10.2224/sbp.2010.38.2.249
- Zabadi, A. M. A., Shura, M., & Elsayed, E. A. (2012). Consumer attitudes toward SMS advertising among Jordanian users. *International Journal of Marketing Studies*, 4(1), 77–94. doi:10.5539/ijms.v4n1p77