

# **Netvertising and ESP: genre-based analysis of target advertisements and its application in the Business English classroom**

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## **Abstract**

*There is a new trend in genre-analysis studies which is starting to pay attention to the study of technology for academic and teaching purposes. Different authors have re-defined genre, adding to the concept not just form or structure, but also content, situation, context and communicative purposes. The present analysis is a detailed study on how new Internet genres can play an important role in the Business English classroom. We have studied a corpus of 40 first page target ads, of which 20 introduced products, whereas the other 20 were created in order to offer information about different types of services. We have analysed sub-generic similarities and differences considering five different aspects: objectives, register, language, content units and the author's presence in the resulting text. Conclusions are drawn from this study, emphasising how this type of ads can be used in the Business English classroom.*

Key Words: business English, genre analysis, netvertising, technology

## **1. Introduction**

There has been an increasing interest in recent years regarding the use of computer-based teaching strategies applied to the English language classroom, mainly due to the continuous development of this type of technology. Additionally, most ESP lecturers have tried to find sound grounds in order to introduce computers in their classes, trying to get the best from this new technology. As Slaouti (1997) has recently commented, the importance of the data being transmitted throughout the net can vary enormously, although it is up to us, ESP lecturers, the decision to select those pages that may enhance our students' ability to improve their linguistic competence in a second language. In this paper our aim is to analyse, from a genre-based perspective, those fine nuances which distinguish two different types of advertisements appearing in Internet, and how these differences can help us to use this type of texts in the Business English classroom in order to teach English language skills to our students.

The study on the use of Internet technology in the classroom has been in progress in recent years. Adell (1994) offered some guidelines on the possible implementation of this new device

in the university classroom. In a later study (Adell, 1996), this author also offered his own view on recent progress on the subject, offering advice to new Net users on how to enhance classroom activities by means of this technology. This pedagogical tendency has been implemented by Fortanet, Palmer and Posteguillo (forthcoming), paying attention to the ESP classroom, analysing the different applications of these commercial texts as task generating activities for both Business and Computer Science students. Additionally, some other authors have analysed how marketing appears in the Net, paying special attention to all those features that can increase the quality of those advertisements (Ellsworth & Ellsworth, 1997).

In this paper we analyse how Internet advertisements are written. The relevance of this study for prospective Business graduates is high, due to the huge potential of marketing campaigns throughout Internet. In fact, an important number of companies have been using the Net in order to introduce their latest products. In addition, fairly recent research, published by *Pacific Digital Communications*, predicts on-line advertising will be a \$5 billion market by the year 2000. Considering the importance of promotional campaigns for most firms, many different organisations have already developed their own teams of experts in charge of the production and maintenance of web pages. Additionally, and thanks to the latest technological trends, advertisers can tell how successful their ads are on a weekly basis, obtaining immediate statistical analyses that help them to rate the different commercial possibilities of the products to be endorsed.

Although the language of advertising has been widely analysed, there seems to be a lack of relevant research on the use of language in the Net. Our aim is to offer a clear overview on all the different features that can be observed when analysing Net ads. In this paper we analyse how consumer advertising is depicted in Internet, by means of observing some linguistic aspects appearing in target ads.

To start with, we should define the concept “target ad”. This term is related to those pages to which we can connect just by clicking on top of a banner ad (see Appendix 1). As Novak and Hoffman (1996) observed, banner ads provide little more than an invitation to click on them in order to learn more about a product or service. As both Chatterjee (1996) and Fortanet et al. (1997) point out, banner ads are a form of passive advertising exposure, whereas target ads help prospective customers to get exposed to active advertising. Some important studies on banner ad placement have already been published, either from an academic (Doyle, Minor & Weyrich, 1997) or a merely commercial point of view (O’Connor, 1997).

## **2. Method**

### **2.1. Corpus selection**

To start with, we chose 100 banner ads randomly taken from three different Internet browsers (Infoseek, Webcrawler and Lycos). After clicking on those banner ads, we got access to those first page target ads which are the object of our study. It showed us that there is a whole variety

of products being endorsed by Internet, though a good number of them are very much related to the Net itself. In fact, thirty-six ads were designed in order to introduce all the supposed benefits that different software designers could offer us. Other services, such as travelling agencies, cars or on-line magazines are also very popular among Internet users. Table 1 shows the number of ads observed and the type of products and services being endorsed.

Type of product or service	Number of ads
Computing and software services	36
Travel agencies and services	11
Cars	8
Securities	5
On-line magazines	5
Virtual shopping-malls	3
Films	3
Car rental services	2
Telephones	2
Insurance	2
Chocolates	2
Others	21

Table 1. Different products and services endorsed in the Net.

Among these 21 ads grouped in the “others” section we could find very different products, such as batteries, removable nails, washing powder or records. Nevertheless, we also found a good number of ads introducing services, and we tried to differentiate between products and services. Taking computer and software products as a service designed to facilitate access to information, we observed that there were just 27 products advertised. Meanwhile, the other 73 ads introduced Internet-based services. Very differently from what can be seen in any other publishing media (TV, radio, press), there is a predominance of services over products, clearly due to the nature of the Net itself. In a previous paper (Fortanet et al., 1997) we have already carried out a general study on how target ads are written, paying special attention to both linguistic and formal aspects of this type of publicity. However, assuming that there is a wide difference in the type of goods endorsed, our aim will be to find out the differences which can be observed between product and service endorsing target ads.

For this study we have then used a corpus of 40 first web pages of target ads. Twenty of those pages were used to advertise products that could be bought in stores (cars, chocolates, telephones, batteries, etc.), while the other twenty pages advertised services which could only be acquired throughout the Net (insurance, securities, specific Internet software, on-line magazines, etc.). We decided to limit the corpus to first pages because some ads have an unlimited number of linkers that could lead any prospective Net user into a never-ending

process. Our main concern is to analyse the way both types of advertisements were written after having observed some specific differences. Our initial hypothesis is that there will be some important differences between these two types of ads.

## **2.2 Method of analysis**

We will observe the existing differences between the two types of target ads analysed, paying attention to a whole set of linguistic features, as well as to some other related aspects, such as objectives, register and audience. Additionally, we will also observe the way specific Internet content units are used, such as HT linkers and images, as well as the way text creators preserve their work from possible copies. The overall analysis, therefore, will follow this pattern:

### **a) Objectives of the advertisement**

### **b) Register**

### **c) Linguistic analysis**

- i) Length of the ad
- ii) Length of the sentences
- iii) Type of sentences and/or phrases
- iv) Use of verb tenses
- v) Use of verb voice
- vi) Use of personal pronouns
- vii) Use of possessive adjectives
- viii) Use of punctuation marks

### **d) Content units**

- i) Images
- ii) Combination of images and text
- iii) HT linkers

### **e) Author's involvement in the target ad**

- i) Use of copyright regulations
- ii) Advertisement developers' information

## **3. Results and discussion**

### **a) Objectives of the advertisement**

Comparing the two sets of ads analysed, we can see that there is a common commercial trend in both groups: a clear attempt to sell a product or to get money in exchange for a service. Nevertheless, those ads related to services are mainly used in order to change the readers'

perspective regarding a given situation or idea, while those helping to endorse a real product tend to base their message on the depiction of some specific features, even if some of them could already be obvious for the prospective buyer. Nevertheless, the most striking difference between these two types of advertisements regarding their objectives is that those companies endorsing a service try to get in touch with possible buyers throughout technology more often (15 instances) than those ads concerned with real products (8 instances, as it can be seen in table 2). In order to do so, they sometimes include either on-line questionnaires or talk-to-us icons, which allow the person reading the page to leave a message to the webmaster in charge of the page maintenance, most times offering highly important information about prospective average consumers and/or users.

	Ads endorsing products	Ads endorsing services
Use of technology to get in touch with customers	8 instances	15 instances
On-line registration forms	0 instances	5 instances
Change of the audience opinions	17 instances	16 instances

Table 2: Use of technology within the general objective of a target ad.

As table 2 shows, most ads endorsing products are simply designed in order to sell the image of a product. Meanwhile, those ads created to promote services through the Net are created by web page designers to compile information from customers, in order to both improve their services and adequate them to the actual type of people interested in them. As an example, there is a greater tendency towards the use of photographs and images within those advertisements endorsing products (141 instances) than among those related to services (78 instances)<sup>1</sup>, due to the higher interest of these latter firms to point out all the benefits the services endorsed could offer to any prospective user. Additionally, there is not a single case among ads endorsing products in which we can find an on-line registration form specially designed in order to enquire about goods, while this specific request of information is sometimes used by those webmasters maintaining service-endorsing pages.

In relation to the attempt to change the audience's opinion, we could see that the majority of ads from both categories try to offer a new view on products and services, not showing major differences.

### b) Register

Regarding register, we have not been able to find great differences between both types of ads analysed. As previous research has already shown (Fortanet et al., 1997), there is a

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<sup>1</sup>In fact, three of the ads did not even have a single picture or photograph, being the authors not so interested in impressing the reader as in offering a written account on all the benefits the product advertised could offer to a prospective buyer.

predominance of the colloquial register in both types of ads, no matter the product or service endorsed (see table 3).

	Ads endorsing products	Ads endorsing services
Colloquial register	12 instances	11 instances
Combination of colloquial register + neutral register	4 instances	5 instances
Neutral register	3 instances	0 instances
Technical register	1 instance	4 instances

Table 3. Register within the two types of ads analysed.

In both types of ads we can observe that most web-page developers have tried to avoid highly specific technical language, although there are some few instances in which this type of register has to be used, due to the specific nature of the products endorsed (highly-specialised computing programs, printers, and on-line trading floors service). The only difference, as data seem to support, is that these technically-written ads tend to be used by professionals endorsing services. Additionally, the only case among those ads introducing products has to do with the special sale of a printer, which can make us think that this type of register can be most times related to high-tech products. Assumingly, people using the Net to get informed about these products will have the appropriate knowledge in order to understand technical language.

### c) Linguistic analysis

In order to analyse the two different types of target ads we have followed the same order developed by Fortanet et al. (1997), though we have introduced some new significant aspects.

First of all, we observed that both types of ads were fairly short. In fact, 15 target ads from each group were just one-page long, while the longest one was printed in just four pages. Although results show that product-endorsing ads are slightly longer (1.5 pages) than service-endorsing ones (1.35 pages), this difference cannot be defined as significant. Besides, a further analysis on the number of sentences and noun phrases appearing in the forty ads offered very similar results: from an average of 30.75 sentences/phrases per product-endorsing ad, it barely increased to 32.55 when dealing with service-endorsing target ads.

Moreover, a third analysis also proved that both types of advertisements followed similar patterns regarding the length of their sentences. As figure 1 shows, there is a similar tendency towards the use of simple, short sentences, as well as towards the use of noun phrases.

In a deeper analysis of these results, we can observe that a wider number of the structures analysed are either short noun phrases or brief imperative sentences. In both cases it seems that directness is the main objective. In fact, there is an average of over 70% of sentences and phrases depicted in five or fewer words (70.73% among product endorsing ads, and 71.27%

among those presenting services). Summarising, this type of texts are fairly concise. Additionally, we can rarely see compound sentences, a fact that stresses the directness of the advertising style in general, and of these two types of Internet sub-genres in particular.

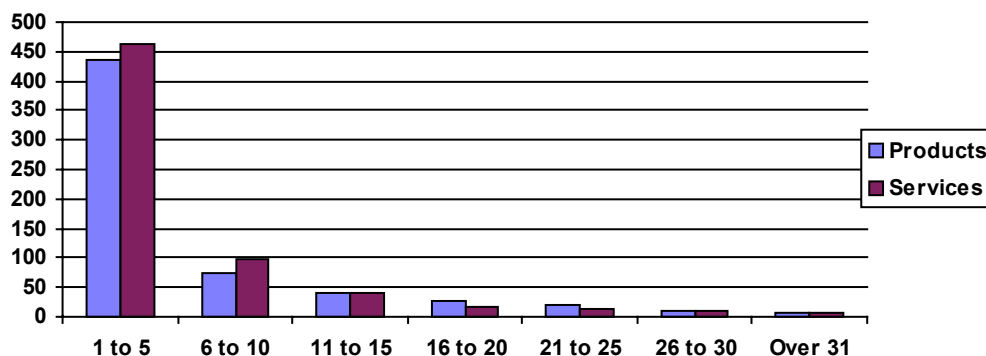


Figure 1. Length of the phrases and sentences, as measured by the number of words taken from the ads analysed.

In order to prove the predominance of concise noun phrases within this type of ads, we also analysed the exact percentages of noun phrases, simple sentences and compound sentences appearing among the forty ads studied. The exact figures can be observed in table 4.

	Ads endorsing products		Ads endorsing services	
	Number of instances	Percentage	Number of instances	Percentage
Noun phrases	398 instances	64.71%	412 instances	63.28%
Simple sentences	148 instances	24.06%	186 instances	28.57%
Compound sentences	69 instances	11.23%	53 instances	8.15%
Total	615 instances	100%	651 instances	100%

Table 4. Percentage of appearance of different types of phrases and sentences.

Results presented in table 4 seem to confirm that the average structure of both types of advertisements is fairly similar, with a clear predominance of noun phrases. Similarly, there are not significant differences in the use of simple and compound sentences among all the ads analysed. These results suggest a tendency towards the use of short phrases, in an attempt to avoid difficult language expressions. First page Internet target ads are mainly based on images

and colour, and not so much on giving complete information on products or services. In order to do so, we will always have access to further information by simply clicking on some of the different HT linkers distributed throughout the page.

Regarding the use of the different verb tenses observed within the simple sentences, we can state some differences in both types of ads (see figure 2).

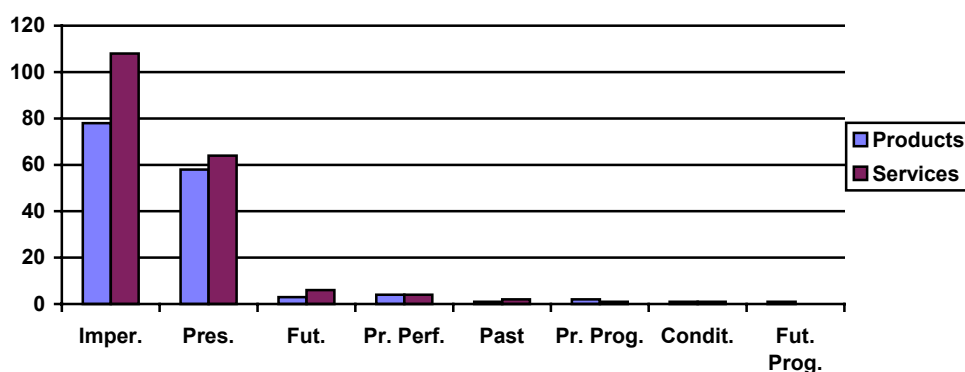


Figure 2. Use of verb tenses.

As figure 2 shows, there is a prevalence of imperative tenses among those ads endorsing services (58.22%), whereas this is not so clear when dealing with product endorsing target ads (52.70%). In both types of texts, this is by far the most usual type of verb form, with simple present tenses being the second most commonly used. Meanwhile, the other verb tenses appear just occasionally in these ads. Additionally, when we analysed those compound sentences appearing in both types of ads, there were just five instances in which we could not find either an imperative or a simple present tense among the verb tenses used. Therefore, we can conclude that the use of the imperative and the present tenses are by far the most used ones.

Regarding voice, there is a clear predominance of active voice in both types of ads, though the use of passive voice is slightly more considerable among service endorsing advertisements (12.29%), for only 4.96% in the ads endorsing products. It seems as if in most cases the passive voice tenses are used in order to show some of the features which the services endorsed can offer to possible customers, in sentences such as “*Better results have been proved ...*,” or “*If business is selected, the following items are required.*” However, we can always observe the overall higher use of active tenses, trying to facilitate comprehension.

While analysing the use of personal pronouns, we detected that there is a clear predominance of the second person, as we could have expected after having observed how imperative forms are by far the most widely used among the 40 advertisements. Table 5 shows the exact number of instances in which both types of ads include personal pronouns



	Ads endorsing products	Ads endorsing services
You	62	66
It	20	15
We	8	10
I	2	11
Us	17	17
They	4	0
Them	1	0
She	1	0
He	2	0
Me	0	6
Her	1	0
Total	118	125

Table 5. Use of personal pronouns.

As table 5 shows, there is a wider selection of personal pronouns among those target ads endorsing products, though the total figure is fairly similar (118 vs. 125). Besides, there is also a clear stress on the use of the second person in both types of ads.

Something similar can be observed in an analysis of possessive adjectives, where we can again stress how the second person is more often used in the two types of target ads analysed (see table 6).

	Ads endorsing products	Ads endorsing services
Your	43	40
Our	21	8
Their	3	4
My	0	2
Her	1	0
Total	68	54

Table 6. Use of possessive adjectives

Observing all these data, we cannot see further differences in the linguistic components of these two different advertisement sub-genres. Data suggest that there are not great differences in how products and services appear announced in first page target ads. Our analysis supports the initial idea that the differences among these two types of ads will not only be based on the language used (in which we have simply found tendencies, though in most cases not significant

enough to be stressed as major differences), but on other Internet-related elements, such as images or web-linking devices.

To end up with this linguistic analysis, we have paid some attention towards the use of punctuation marks within the two different types of ads. In order to carry out this analysis, we have disregarded the use of traditional punctuation marks (periods, commas, semi-colons), as these do not seem to express any additional information on what has been depicted within the texts. Therefore, we pay attention to some other less used punctuation marks, such as, dashes, brackets, or exclamation marks. Table 7 offers the results observed in our analysis.

Type of punctuation mark	Purpose	Instances in ads endorsing products	Instances in ads endorsing services
--	To introduce authors' observations	10	16
:	To offer examples and to introduce answers to questionnaires	12	40
(	To offer examples and clarifying instructions	4	36
/	To offer options and introduce other related pages	65	14
!	To stress the importance of an offer	61	46
?	Rhetorical questions	13	15
[	To introduce foot linkers or instructions	1	2
...	To introduce comments or special offers	8	11

Table 7. Use of punctuation marks

A glance at table 7 suggests some important ideas. First of all, the wide difference in the use of colons seems to suggest the predominance of on-line forms and questionnaires in those target ads endorsing services, requesting information from possible users. This seems to corroborate the use of this innovative device observed in table 2. Additionally, the use of brackets as a means of offering clarifying examples and instructions seems also to add up to this previously stated idea. On the contrary, the use of slashes within product endorsing ads, separating foot linkers to other web pages, shows that most information appearing in this type of pages is simply a way to get the attention of a possible buyer, offering more details in successive related web pages. In addition to all these data, there is also a slightly wider use of exclamation marks in those advertisements introducing products, trying to stress the benefits that the goods endorsed can offer to a possible buyer, as well as offering additional information on possible offers and deals. This feature cannot be seen so often among advertisements introducing services.

After a thorough linguistic analysis, we cannot detect important differences between the two different types of advertisements analysed. However, we can hypothesise that a further analysis on content units may offer important differences.

**d) Content units: images and HT linkers**

As several authors suggest (Vestergaard & Schroder, 1985; Myers, 1994), most advertising genre analysts observe language as one of its multiple features. An additional study on the images appearing in the 40 ads chosen for our research will provide relevant information to better understand how these advertisements are designed.

We should point out that we have found three different types of images: pictures, cartoons and photographs. The first important difference observed was that those people designing target ads introducing products used a wider amount of images and graphical information than those interested in the promotion of services. As we commented above, this can be caused by the greater interest of these firms to point out all the benefits the services endorsed could offer to any prospective user, preferring to use slightly longer texts, and therefore avoiding unnecessary images and photographs, showing more interest for the text itself. Besides, as table 8 points out, there is a predominant use of just one image within service endorsing products.

Number of images per text	Instances observed in ads endorsing products	Instances observed in ads endorsing services
0	0	3
1	6	9
2	3	1
3	1	1
4	2	0
5	0	1
6	1	0
7	0	1
8	2	1
9	1	0
10	0	1
11	1	0
12	1	0
13	0	1
21	0	1
29	1	0
35	1	0
Total	20	20
Total number of images observed	141	78

Table 8. Number of images used

As we can see in table 8, there is a tendency towards the use of more images within those ads endorsing products, though the fairly high use of this feature in two specific cases has increased the overall pattern considerably. However, further data also corroborates the importance of images within target ads. The higher use of “real life images” (photographs, as opposed to pictures or cartoons) among these advertisements help to stress the idea of the appropriateness of introducing images instead of words as the best way to get hold of possible customers. In order to observe this, figure 3 offers the diverse patterns observed in these two different types of advertisements:

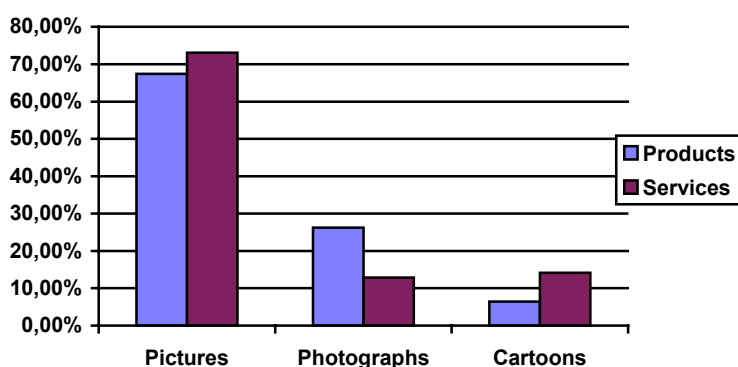


Figure 3. Percentage of use of the different types of images.

Although in both cases there is a clear primacy on the use of pictures, it can be observed that the use of photographs is considerably higher among product endorsing ads (26.24%) than among service endorsing advertisements (12.82%). This difference seems to show the more visual aspect of the former. Besides, and what is more relevant, there is a wider use of images interconnected with texts within service endorsing ads (78.21%, vs. 69.51% in those ads introducing products), whereas images appear isolated more often when dealing with those target ads endorsing products (30.49%, vs. 21.79% in those ads offering services).

Even assuming that the combination of images and text is a characteristic of this genre, we have to be especially careful while considering how these two sub-genres operate. Table 9 shows how texts and images appear interconnected within the two different types of ads (see table 9).

As we can see in the table, most images appear connected with only one text, introducing information or comments on what is depicted in that image. Similarly, the most widely used combination in both types of ads is that of a picture and an interrelated text. In a good number of instances these images are used by web page designers as HT linkers, allowing the reader to get access to further related pages (see table 10). Nevertheless, there are many different ways to get direct access to these additional web pages from the original first page target ad, just by

clicking on top of words or icons. We now analyse some of these linking devices and the way they appear depicted in the two different sub-genres analysed.

Type of picture/text combination	Instances observed in ads endorsing products	Instances observed in ads endorsing services
Picture only	23	12
Picture + one text	68	40
Picture + several texts	4	5
Photograph only	13	5
Photo + one text	17	4
Photo + several texts	7	1
Cartoon only	7	0
Cartoon + one text	2	4
Cartoon + several texts	0	7

Table 9. Type of image/text combinations

We consider that the analysis of how these HT linkers are used can be relevant to understand how these two target ad sub-genres are created. In order to do so we have paid special attention to all the different ways observed within the ads to connect the reader with further information appearing in successive web pages. Table 10 shows how these HT linkers are used in the 40 advertisements analysed.

Type of HT linker	Instances observed in ads endorsing products	Instances observed in ads endorsing services
side linkers	213	166
Text-integrated linkers	91	88
Linkers with an image	59	56
images as linkers	48	31
foot linkers	76	41
Total number of instances	487	382

Table 10. Types of HT linkers

Table 10 depicts an important difference in the number of pages to which users have access. In fact, there is an average of 19.1 linkers in those ads introducing services, whereas the average is considerably higher (24.35 linkers) among those ads presenting products. Additionally, the difference in the use of side and foot linkers is also quite noticeable, being considerably more often used in order to introduce further information about products. Results regarding the use of images directly related to linkers also offer a good idea of the importance of graphical information in order to advertise products.

Additionally, we have also observed that most side and foot-linkers are summarising information that tends to appear as linkers integrated in the text. This tendency happens similarly in the two sub-genres analysed, though it can be more clearly seen among those ads endorsing products.

#### **e) Author's involvement in the target ad**

In order to analyse the process of creation of an advertisement, we have paid attention to two different aspects which tend to be often used in target ads: the use of copyright and the appearance of information about the people or organisation commissioned to create the final format of the target ad. To start with, we have observed how these two sub-genres are legally preserved by copyright. In fact, we have observed that 13 service-endorsing ads use some sort of copyright protection, always appearing at the end of the text. Similarly, this copyright protection can also be seen when dealing with product-endorsing target ads, though it does not appear so often (10 instances).

Additionally, we have also observed how advertisement designers' information appear in the texts. In fact, information on the person or team designing and developing the web page is not very frequent, having being observed in only 5 ads out of the 40 analysed. Additionally, there are not great differences in the two sub-genres studied, with three appearances within service-endorsing target ads, and just two cases among product-endorsing ones.

These results seem to prove that important corporations do not pay great attention to the creative process, though they try to preserve what appears in their web pages from being copied by other companies. Nevertheless, we have not been able to find relevant differences between the two sub-genres analysed.

## **4. Conclusion**

Our conclusions are divided into sub-generic similarities and differences, in an attempt to offer some guidelines on how first page target ads are created.

#### **a) Similarities**

Most Internet target ads are very short, generally printed in just one page, and formed by no more than 30-35 sentences and/or noun phrases. They tend to be concise regarding syntax, with most sentences and/or noun phrases being made up of no more than 5 words. In both sub-genres there is a clear predominance of imperatives and present tenses. Passive voice is rarely used. There is an important use of different punctuation marks, in an attempt to emphasise different communicative purposes.

Regarding images, both sub-genres tend to use combinations of pictures and text in order to offer access to further web pages. These two types of advertisements offer a fairly visual aspect, stressing aspects such as colour and different fonts and sizes. The register of both types of texts tends to be colloquial, and the purpose is to change people's attitude towards the kind of products and services endorsed.

### b) Differences

In our opinion, the most important conclusions will have to do with those differences observed among the two different types of sub-genres analysed. We should observe how advertisement designers make use of graphical information depending on the general features of the product or service endorsed. As the data collected seem to suggest, there is a greater use of images when dealing with those ads endorsing products, due to their tangible features. On the other hand, the number of cartoons and pictures is proportionally higher when dealing with ads introducing services, trying to substitute that information that cannot be presented throughout photographs.

Similarly, there is also a considerable difference in the use of HT linkers within these two different subgenres. Product endorsing ads offer more possibilities in order to get access to further pages, especially throughout the use of some HT linking devices, such as foot or side linkers. These are not so often used when dealing with ads endorsing services. Additionally, the combination of images and HT linkers is also higher when dealing with product endorsing ads.

A third important difference is based on the use of technology to get in touch with customers, something often used by those companies endorsing services. Besides, the use of on-line registration forms cannot be observed among those firms offering services throughout the Net. This has a linguistic correspondence in the use of some punctuation marks that are typical of this type of registration forms, such as colons or brackets.

This analysis has tried to shed some light on how Internet genres are evolving today. It is our content that some subgeneric variations can help both ad designers and Internet users to better understand all the fine nuances within this type of texts.

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## ADS ANALYSED

### a) Ads endorsing products

<http://www.blackanddecker.com/>  
<http://www.hanes2u.com/>  
[http://www.dreamshop.com/DreamShop/sessio...ate\\_godiva/](http://www.dreamshop.com/DreamShop/sessio...ate_godiva/)  
<http://mmx.com/>  
<http://www.mot.com/>  
<http://www.pontiac.com/97montana/home.htm>  
<http://www.nokia.com/>  
<http://www.honda.com/cars/cr-v/index.html>  
<http://www.aiwa.com/>  
<http://www.ccsi.canon.com/special/4200rebate/>  
<http://www.duracellusa.com/>  
<http://www.americangreetings.com/gorant.pd/>  
<http://www.mushkin.com/pg1.html/>  
<http://www.honda.com/cars/prelude/>  
<http://www.saturncars.com/home.egi/>  
<http://www.clothesline.com/>  
<http://www.intel.com/proshare/videophone/>  
<http://members.aol.com/ucbooks/BG.index.html/>  
<http://www.easports.com/fifa97/index.html/>  
<http://www.buick.com/egi-bin/homepage.pl?buick-homepage-Y-/>

### b) Ads endorsing services

<http://www.cuc.com/ctg/cgi-bin/Travel/home/ref=cucwebcrawler07/>  
<http://community.zdnet.com/register/register.cgi/>  
<http://www3.elibrary.com/id/88/184/search.cgi/>  
<http://www.pcworld.com/resources/subscribe/webcrawler.html?subs-gift5/>  
<http://www.att.com/traveler/?q=901-35-exped-r-ros=uth/>  
<http://www.netaddress.usa.net/NA/Subscribe/Step1/>  
<http://www.impactonline.org/>  
<http://www.nb.rockwell.com/mcd/K56Plus/home.html/>  
<http://www.accountemps.com/infoseek/>  
<http://www.internetservice.net/>  
<http://www.bonusmail.com/>  
[http://www.sprint.com/sip/sign\\_up.html/](http://www.sprint.com/sip/sign_up.html/)  
<http://www.rocketmail.com/py/RMail.py?stat=iseek/>  
<http://www.smithbarney.com/>  
<http://www.disneyblast.com/preview/index.html/>  
<http://www.bidnask.com/Main.html/>  
<http://www.datek.com/advert/banner.html?from=infsk.9742/>  
<http://www.avis.com/>  
<http://www.insuremarket.com/pr/smile.htm/>  
<http://www.att.com/w3403.attworldnetservice.needforspeed/html/>