

CHAPTER FIVE

CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS

This chapter presents a summary of the study, a summary of the findings, discussion of the communicative purposes and the rhetorical move-structure in public address discourse, conclusions, and, recommendations for further studies.

5.1 SUMMARY OF THE STUDY

5.1.1 The purposes of this study were to investigate communicative purposes in the public address discourse of Thai Airways International Public Company Limited. It also focused on exploring the typical rhetorical moves in a public address.

5.1.2 The genre-text data used for analyzing was the public address discourse, or on board announcements, of THAI Airways. It consisted of four main announcements utilized regularly on every flight; the welcoming announcement, in-flight service announcement, descending announcement, and farewell announcement.

5.1.3 In order to analyze the move-structure of a genre, it is essential to base the findings on the researcher's understanding and judgment of the genre-text. As this study used the qualitative paradigm, the research instrument was the researcher herself who has been working in the airline industry as a flight attendant for THAI for 7 years and has direct experience with the genre-text.

5.1.4 The procedures in conducting the study included choosing four main public addresses regularly used on every flight as mentioned in 5.1.2. Then the genre-text was analyzed accordingly to the theoretical framework for genre analysis by Swales (1990) and Bhatia (1993) for the communicative purposes and rhetorical move-structure.

5.2 SUMMARY OF THE FINDINGS AND DISCUSSION

First of all, the findings of the study revealed that the public address of THAI carries out several communicative purposes as follows:

1. To convey information to the passengers, such as flight details, service details, or specific details.
2. To give out orders and commands when an emergency situation occurs.

3. To inform or remind the passengers of the rules and restrictions aboard the aircraft.

4. To greet and farewell the passengers, which, in a way, provides a sense of comfort.

5. To request for the passengers' cooperation concerning safety matters in order to comply with the airline's regulations.

Then, the findings also revealed the rhetorical move-structure of THAI's public address. Every announcement begins with the move 'addressing the audience' and ends with the move 'ending salutation'. The reason is that politeness, professionalism, and formality are significant factors to consider in the service industry such as the airline business. It is worth noting that the 'ending salutation' is simply employing the phrase "Thank you" to indicate the last part of the announcement and to thank the audience for their attention. In the move 'showing gratitude' (i.e. move 4, step 5) in the farewell announcement, however, the phrase "Thank you" is applied as well but to show gratitude to the passengers as valued customers to the airline. This move only occurs in the last announcement made on the flight.

In the welcoming and farewell announcements, the information provided in the move 'providing information' is the same. This is due to the fact that the information is essential and needs to be confirmed. Moreover, the specific information in the descending announcement (i.e. move 4) is also crucial. This move distinguishes the descending announcement from other announcements as the information provided concerns immigration, customs and quarantine regulations at the destination.

It should also be stated that the move 'ending' (i.e. move 4) in the welcoming and the in-flight service announcement refers to the phrase "We wish you a pleasant flight" which is announced towards the beginning of the flight.

Another prominent aspect is move 2 in the in-flight service announcement. The in-flight supervisor introduces himself/herself to show good hospitality and promote a sense of comfort.

5.3 RECOMMENDATIONS FOR FURTHER RESEARCH

As previously stated, the genre analysis of public addresses has never been conducted before. The present study was to raise the realization of this type of discourse as a genre. In addition, the present study was undertaken to examine the genre of only the public address of Thai Airways International Public Company Limited. Therefore, it is recommended for further research that public addresses of other airlines should be analyzed. This will not only encourage the reliability of the study but will also predict the prototypicality and flexibility of the genre.

Moreover, this study only focused on analyzing the communicative purposes and the rhetorical structure of the genre-text. The analysis of typical linguistic features can be further examined.

