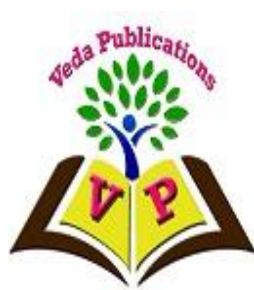**EXTENDED ABSTRACT**

ANALYSING SALES REPLY LETTER WRITTEN BY THE UNDERGRADUATES OF UMK: A CORPUS-BASED STUDY

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ABSTRACT

This study aims to investigate the generic features used in a business correspondence written by the undergraduates of Universiti Malaysia Kelantan (UMK). The aim of this research is to propose a standard generic structure in writing a business email. The emails are gathered from their assignment comprised of two email-based questions; but, this paper will only analyse the generic structure of sales reply emails. Thus, a comparison with Bhatia's promotional sales letter moves can be made. The methodology used in this mini-scaled investigation of the written communication is the Computer-Assisted Corpus Analysis (CACA) developed by Manvender (2011). It is analysed by using a genre-based technique introduced by Bhatia (1993). The particular moves and steps in both kinds of texts were recognised and categorised individually. The rhetorical structure of sales reply emails consists of three major moves: introducing product – product details – offering incentives, further realized in several steps. Although there are similarities in the moves applied by the students, there are also apparent dissimilarities in terms of the number and content of the moves as well as the contextual patterns utilized.

Keywords: *Moves Analysis, Promotional Genre, Sales Inquiry Emails, Written Communication, Corpus.*