

Company brochures: The self and the other in semantic categories

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Processing**

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The study

A corpus study of the use of pronouns and determiners in expressing the self and the other in the genre of web-based English company brochures in engineering companies in Hong Kong

Approaches, concepts, theories and methods of study

- Professional communication in English
- Combining genre analysis and corpus linguistics
- *Ba* theory
- The notion of ‘concgram’
- Combining corpus linguistic programs

Department of English

**Research Centre for Professional
Communication in English (RCPCE),
since 2006**

The Hong Kong Polytechnic University

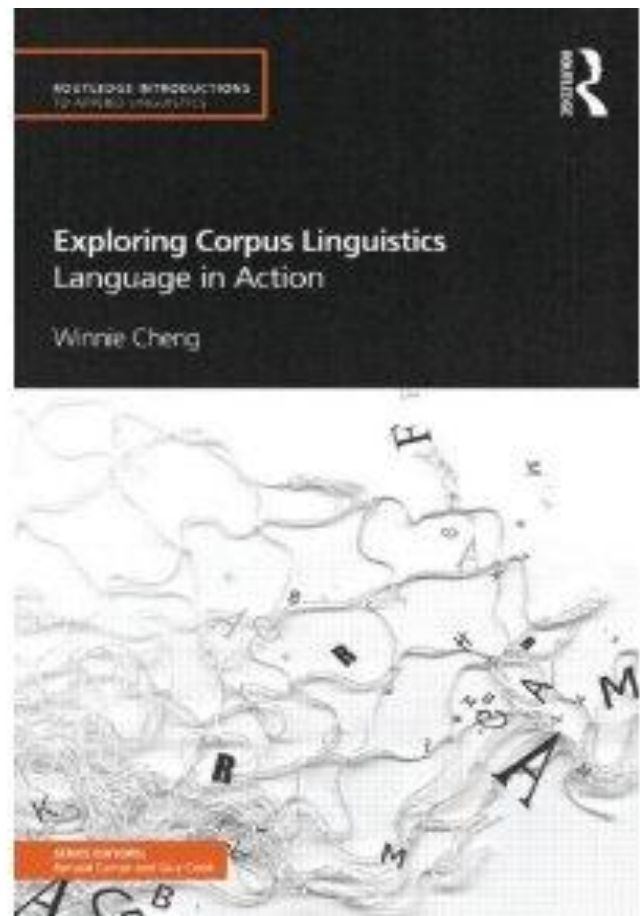
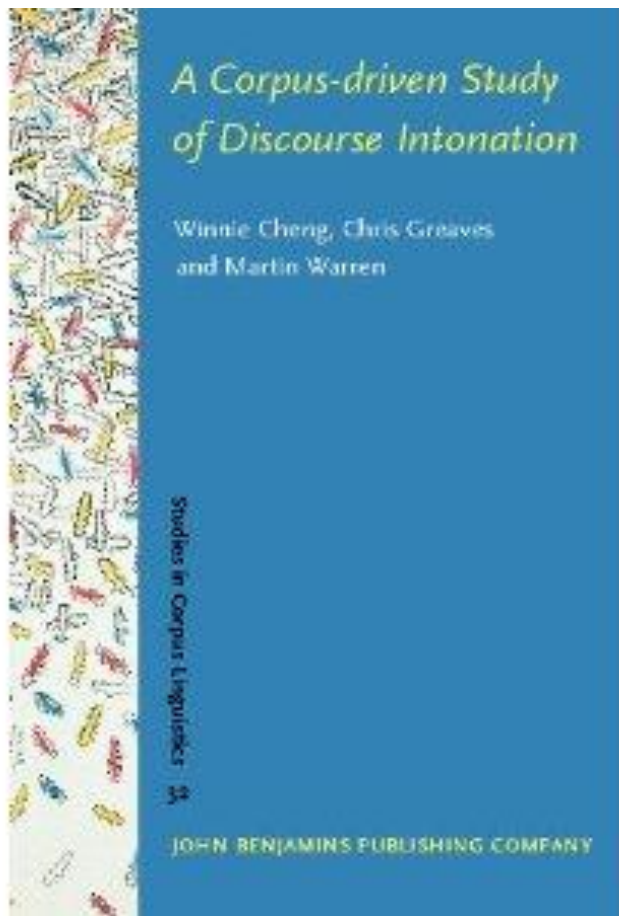
Mission of RCPCE

- To pursue applied research and consultancy to deepen our understanding of professional communication in English and better serve the communication needs of professional communities.

Ba (場) theory

- “living organisms live in the *ba* of non-separation of the self and the other”
(Professor Emeritus Hiroshi Shimizu)
- “non-separation of subject and object, and non-separation of the self and the other”
(Professor Masayuki Otsuka)
(Otsuka, M. On *Ba* Theory.)

Corpus linguistic research and teaching



Online RCPCE Profession-specific Corpora

- Hong Kong Corpus of Spoken English (1 million words)
- Hong Kong Corpus of Surveying and Construction Engineering (5.7 million words)
- Hong Kong Engineering Corpus (9.2 million words)
- Hong Kong Financial Services Corpus (7.3 million words)
- Hong Kong Budget Speeches Corpus 1997 – 2010 (176,515 words)
- Hong Kong Policy Address Speeches Corpus 1997 – 2009 (153,198 words)
- Corpus of Research Articles (5.7 million words)
- Upload and Search Your Own Text or Corpus

— ConcGramOnline©, designed and written by Chris Greaves, Senior Project Fellow, The Hong Kong Polytechnic University

RCPCE Profession-specific Corpora

Choose the profession-specific corpus that you wish to search:

- [Hong Kong Corpus of Spoken English](#)
- [Hong Kong Corpus of Surveying and Construction Engineering](#)
- [Hong Kong Engineering Corpus](#)
- [Hong Kong Financial Services Corpus](#)
- [Hong Kong Budget Speeches Corpus 1997 - 2010](#)
- [Hong Kong Policy Address Speeches Corpus 1997 - 2009](#)
- [Corpus of Research Articles](#)
- [Upload and Search Your Own Text or Corpus](#)

[Click here](#) for more on how to use the corpora.

[RCPCE Home Page](#)

Hong Kong Corpus of Spoken English

Welcome to the [HKCSE](#) hosted by the Research Centre for Professional Communication in English of the Hong Kong Polytechnic University. The HKCSE is a large collection of texts representing spoken English in Hong Kong. This is the orthographic version, if you would like to purchase or know more about the prosodic version (book with CD) [click here](#) to go to John Benjamins website.

There are currently **907,657** words in the HKCSE.

- You can search for a word, e.g. **people**, **not**, or a phrase, e.g. **Hong Kong people**, **a lot of**, and find examples of its use in its context.
- You can also search for an additional word in combination with your search word, e.g. **people** (search word) and **different** (additional word), or search phrase, e.g. **I don't know** (search phrase) and **actually** (additional word).

Enter search word or
phrase

Additional word or phrase
(optional)

SEARCH

The default setting displays up to 40 instances. You can click on the link at the top of the page to see all the instances in the HKCSE.

- [Click here](#) to see the most frequent words in the HKCSE.
- [Click here](#) to see the most frequent 2-word concgrams in the HKCSE.

Click here for: [[Advanced Searches](#)] [[Search Your Own Text](#)]

Contents

For details of the contents of the HKCSE [click here](#).

Please note that the contents in the HKCSE do not represent the views of the organisation and/or writer.

The computer software used to search the HKCSE is ConcGramOnline© designed and written by Chris Greaves, Senior Project Fellow, The Hong Kong Polytechnic University.

The work to compile the HKCSE was substantially supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region (Project No. G-YE86). This support is gratefully acknowledged.

Hong Kong Financial Services Corpus

Welcome to the [HKFSC](#) developed by the Research Centre for Professional Communication in English of the Hong Kong Polytechnic University. The HKFSC is a large collection of texts collected from the financial services sector of Hong Kong.

There are currently **7,341,937** words in the HKFSC.

- You can search for a word, e.g. **bank**, **not**, or a phrase, e.g. **annual report**, **a lot of**, and find examples of its use in its context.
- You can also search for an additional word in combination with your search word, e.g. **equity** (search word) and **profit** (additional word), or search phrase, e.g. **financial institutions** (search phrase) and **banks** (additional word).

Enter search word or phrase Additional word or phrase (optional)

The default setting displays up to 40 instances. You can click on the link at the top of the page to see all the instances in the HKFSC.

- [Click here](#) to see the most frequent words in the HKFSC.
- [Click here](#) to see the most frequent 2-word concgrams in the HKFSC.

[Click here for: \[\[Advanced Searches\]\(#\) \] \[\[Search Your Own Text\]\(#\) \]](#)

Honorary consultant: *Mr Jackson Yeung*, MPA MA(ArbDR) FCPA FAIA MHKSI FHKIoD FHKRFP MHKIM MCIM, CFO Solutions Ltd.

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Hong Kong Engineering Corpus

Welcome to the [HKEC](#) developed by the Research Centre for Professional Communication in English of the Hong Kong Polytechnic University. The HKEC is a large collection of texts collected from the engineering sector of Hong Kong.

There are currently **9,224,384** words in the HKEC.

- You can search for a word, e.g. **fluid**, **not**, or a phrase, e.g. **wind turbine**, **a lot of**, and find examples of its use in its context.
- You can also search for an additional word in combination with your search word, e.g. **tall** (search word) and **building** (additional word), or search phrase, e.g. **structural design** (search phrase) and **building** (additional word).

Enter search word or phrase

Additional word or phrase (optional)

SEARCH

The default setting displays up to 40 instances. You can click on the link at the top of the page to see all the instances in the HKEC.

- [Click here](#) to see the most frequent words in the HKEC.
- [Click here](#) to see the most frequent 2-word concgrams in the HKEC.

[Click here for: \[\[Advanced Searches\]\(#\) \] \[\[Search Your Own Text\]\(#\) \]](#)

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The work to compile the HKEC was substantially supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region (Project No. G-YF39). This support is gratefully acknowledged.

Corpus of Research Articles

Welcome to the Corpus of Research Articles ([CRA](#)). The CRA is a large collection of Research Articles collected from 39 disciplines.

There are currently **5,609,407** words in the CRA.

- You can search for a word, e.g. **research**, **data**, **framework** or a phrase, e.g. **rather than**, **in accordance with**, **in this study**, and find examples of its use in its context.
- You can also search for an additional word in combination with your search word, e.g. **future** (search word) and **research** (additional word), or search phrase, e.g. **in this study** (search phrase) and **participants** (additional word).

Enter search word or phrase

Additional word or phrase (optional)

SEARCH

The default setting displays up to 40 instances. You can click on the link at the top of the page to see all the instances in the CRA.

[Click here](#) to see the most frequent words in the CRA.

[Click here](#) to see the most frequent 2-word concgrams in the CRA.

Click here for: [[Advanced Search \(by Discipline\)](#)] [[Advanced Search \(by Field and Section\)](#)] [[Search Your Own Text](#)]

The computer software used to search the CRA is ConcGramOnline© designed and written by Chris Greaves, Senior Project Fellow, The Hong Kong Polytechnic University.

The work to compile the CRA was substantially supported with generous funding from the Dean of the Faculty of Humanities (Projects No. 1-87TT and 1-87SP). This support is gratefully acknowledged.



Process of compiling RCPCE profession-specific corpora

Compiling Hong Kong professional-specific corpora

- Collaborator from disciplinary department
- Working list of genres read and written by professionals
- Honorary advisers from the professional associations
- Final list of genres that comprise the professional corpus
- Request for consent
- Disclaimer on RCPCE website

Contents of HKEC (31 genres) and HKFSC (25 genres): five shared genres

Contents of HKEC (1)

HKEC: Text type	Word count	HKEC: Text type	Word count
About Us	647,013	Frequently Asked Questions	55,726
Abstracts	94,671	Guides	783,805
Agreements	127,895	Handbooks	67,284
Circulars	143,313	Letters to the Editor	3,492
Codes of Practice	997,228	Manuals	296,299
Conference Proceedings	196,498	Media Releases	1,566,742
Consultation Papers	111,494	Notes	156,255
Fact Sheets	26,059	Ordinances	139,176

Contents of HKEC (2)

HKEC: Text type	Word count	HKEC: Text type	Words count
Plans	4,173	Speeches	2,822
Position Documents	75,660	Standards	136,024
Product Descriptions	611,549	Technical Papers	65,731
Project Summaries	115,829	Tender Notices	4,242
Publicity Material	599,407	Transaction Discussions (HKIE)	7,149
Q&A	27,703	Transaction Notes (HKIE)	79,058
Reports	979,170	Transaction Proceedings (HKIE)	1,055,248
Review Papers	106,506	TOTAL	9,224,384

HKFSC: Text type	Words	HKFSC: Text type	Words
Annual Reports	1,274,618	Insurance Product descriptions	103,439
Bank Service Charges	20,354	Investment Product Descriptions	339,853
Brochures	12,770	Media Releases	886,516
Circulars	401,038	Model Agreements	6,913
Codes of Practice	24,151	Ordinances	384,910
Corporate Announcements	88,246	Procedures	1,198
Fund Descriptions	18,109	Principles	1,467
Fund Reports	70,842	Prospectuses	1,959,111
Fact Sheets	14,842	Results Announcements	321,426
General Meetings	28,226	Rules	5,711
Guidelines	131,452	Speeches	609,821
Interim Reports	603,862	Standards	12,766
Insurance Policies	16,407	TOTAL	7,334,908

The notion of 'concgram': phraseological variation

How can the phraseological tendency of a language be objectively and formally identified?

Cheng, W., Greaves, C., Sinclair, J. McH, & Warren, M. (2009).
**Uncovering the extent of the phraseological tendency:
Towards a systematic analysis of concgrams.** *Applied
Linguistics*, 30(2): 236-252.

Cheng, W., Greaves, C. and Warren, M. (2006). **From n-gram to
skipgram to concgram.** *International Journal of Corpus
Linguistics* 11(4): 411-433.



n-grams and skipgrams

- n-grams ('clusters' or 'bundles') are contiguous word co-occurrences , e.g. 'play a role'
- Skipgrams are non-contiguous word co-occurrences, e.g. 'play a key role'

concgrams

(Cheng, Greaves & Warren, 2006)

- A **concgram** is made up of words which co-occur **contiguously** and/or **non-contiguously**. It includes all instances when one or more words are found between the co-occurring words (i.e. **constituency variation**), and if the co-occurring words are in different positions relative to one another (i.e. **positional variation**), e.g.
 - ▶ ‘**play** a **role**’, ‘**play** a **key** **role**’, ‘**have** a **role** **to** **play**’

Studies in Corpus Linguistics Software 1

ConcGram 1.0

A phraseological search engine

Chris Greaves

JOHN BENJAMINS PUBLISHING COMPANY



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

ConcGram 1.0

Designed specifically to fully automatically find co-occurrences of words and/or phrases across a wide span (120 → 500 characters) irrespective of constituency and/or positional variation

- + user-nominated search
- + exclusion list (by default excluding the most frequent 50 grammatical words in BNC)

'because/so' in British National Corpus

1 won't know is that she's never bothered to ask **because** she's not talking **so** it's okay while there but
2 and you've got to have the front door [unclear] **because** there's a bar at back **so** these are special
3 the taxi. He goes well, let me read it. Because, **because** I'm a complete stranger **so** I don't have to spend
4 you see, J Julie's likely to do quite a lot **because** she's got to stay there **so** you've got to
5 home, Rowan's mother wouldn't let her have it **because** it was too revealing and **so** Penny was stuck with
6 the morning Yeah, no it wouldn't be tomorrow **because** I think my mum's working **so** Yeah It doesn't
7 No, it's not going to cost her any more, **because** it's included in the plan, **so** it's not going to
8 with Chris and Chris insisted that he did it. **Because** he's got a plan of the site **so** he wants to know
9 give you a bit of my advice [unclear] on a lead, **because** er you haven't had the call **so** you ought to be
10 scratch in Alan's well equipped kitchen. But **because** Linda has to stop half way through **so** that other
11 the movement and people need labels. I think , **because** the society does want to categorise people **so**
12 1960s were in the lowest housing class. This was **because** they generally had low and insecure incomes, **so**
13 he, was he so naughty to you? **so** Richard's crying **because** he'd been hitting him the face. He's howling and
14 get the land. Er, **so** I just make that point **because** of the debate last week. Thank you. Thank you.
15 I'll put those down, **so** let's find some of these **because** obviously you won't have met them all, maybe.
16 hundreds of years. **So** he brought his family over **because** negotiations were taking so long, and he
17 at this time. **So** it must be that one Mm mm **because** the other chap comes about half past eight in the
18 that's fine, **so** I'll have to get it in soon **because** I won't be able to get him in till about for
19 [unclear] **So** to get this You had to pay this, **because** when it came to the end of the quarter, you had
20 worried **so** I thought well I might as well go up **because** I shall start to worry and things get out of
21 effort **so** that they will fear losing their jobs **because** the alternative jobs are less well paid (see
22 that. **So** you, you've got to think about those, **because** if you want to survive, and you also want to go
23 it. **So** I think that that's an important point, **because** I do believe that weight is placed by the
24 **so** then we can talk about lobbying Parliament, **because** we can't do it without them. We need a focus
25 **so** before anybody jumps for it, think about it, **because** it's boring. Now down to business I would like

A sample concordance of the two-word concgram 'political/Hong Kong' in the Western Media Corpus in 2006-2008

1 the Basic Law to increase China's control over political reform in Hong Kong. It ruled that the chief
2 the Basic Law to increase China's control over political reform in Hong Kong. It ruled that the chief
3 young talent. In response to questions about political liberties in Hong Kong under Chinese
4 report aggressively on environmental and political issues, both in Hong Kong and on the mainland.
5 club in the good old British tradition - not political in any sense'. HONG KONG OVERVIEW - HONG KONG
6 to introduce more accountability into the political system." At times in Hong Kong's recent history
7 in protest. It was the beginning of a period of political turmoil that forced the Hong Kong government to
8 to create the conditions for the emergence of a political class is the Achilles heel of Hong Kong's system.
9 down the streets, muzzling any whisper of political dissent," says the AP. Today, Hong Kong is a
10 years, from where I sat as Chief Secretary, the political transition went extremely well. Hong Kong wasn't
11 WU: There seems to be a lot of discontent on the political front. In the 1960s and '70s, when Hong Kong
12 reality becomes political reality." And the political reality, according to Lee, is "All the Hong Kong
13 of Commerce, An Min, that Hong Kong political forces are wrong ""to think that they are
14 go ahead unhindered every year in Hong Kong. Political and news websites are not blocked by censors.
15 go ahead unhindered every year in Hong Kong. Political and news websites are not blocked by censors.
16 worries that China would restrict Hong Kong's political and religious freedoms. When the celebration
17 ago. The frozen nature of Hong Kong's political system is just one, striking, instance of how
18 years on China has managed to make Hong Kong's political demands seem an almost parochial concern.
19 contest marks a major event in Hong Kong's political development. Such an event would carry risks for
20 censor themselves. Predicting Hong Kong's political future is difficult because Beijing has yet to
21 unfulfilled promises regarding Hong Kong's political integrity. Her re-entry into politics as a
22 China? WU: Nothing has moved much on Hong Kong's political front apart from the nearly daily demonstrations
23 a study on press practices in Hong Kong by the Political and Economic Risk Consultancy (PERC) that found
24 revolution. Hong Kong's was a unique political system: undemocratic but free. China was, and
25 of government, that Hong Kong's was a unique political system: undemocratic but free. China was, and
26 the social strata of Hong Kong and the balanced political participation of all social circles and the
27 In that period Hong Kong has endured mixed political and economic fortunes, the key message being that
28 election show that Hong Kong people prefer more political competition," says Ma Ngok, a professor of
29 In that period Hong Kong has endured mixed political and economic fortunes, the key message being that
30 At times in Hong Kong's recent history its political system has been a matter of global interest: at
31 the chairman of Hong Kong's largest pro-Beijing political party, recently questioned whether the events of
32 guarantee Hong Kong's prosperity and render political reforms irrelevant. These complacent
33 with Hong Kong. Here, as in Hong Kong, political development has been distorted by the
34 of a Hong Kong company with strong Chinese political connections. The same concerns almost lost the
35 that Hong Kong is "an economic city" not a "political city". Why then is politics taking centre stage
36 Hong Kong's freedom to push ahead with political reform and a third NPCSC interpretation in 2005
37 of Hong Kong itself, which is not so much a political entity as a corporation -- a subsidiary of China.
38 Hong Kong could serve as a laboratory for political change on the mainland, as it earlier served as
39 Hong Kong, Chan is less concerned with the political climate of Hong Kong's handover as a main factor
40 2047 Hong Kong would keep its own economic and political system and enjoy autonomy in everything except



Profession/discipline- and genre-specific phraseologies

1. Most frequent lexically-rich two-word concgrams in the Hong Kong Financial Services Corpus (HKFSC)
 - By using the exclusion list in ConcGram 1.0
 - To reveal the aboutness of the specialised corpus
2. n-grams vs. concgrams of a corpus of engineering ordinances

Top twelve lexically rich two-word concgrams in Hong Kong Financial Services Corpus (7.3 m): Aboutness

exchange / stock	3963
set / out	3696
term / long	3443
fair / value	3341
than / more	3228
share / per	3068
capital / share	2947
balance / sheet	2888
ended / year	2868
capital / share	2867
financial / statements	2791
company / limited	2706



Searching for phraseologies

- **To examine a corpus of engineering ordinances (139,176 words) to compare the results of searching for 3-grams and 3-word concgrams**

Top ten 3-grams and 3-word concgrams in the Engineering Ordinances Corpus

3-grams (frequency)

the water authority (186)

no person shall (139)

the contractor shall (127)

in respect of (113)

in relation to (108)

project division emsd (108)

referred to in (107)

in the case (100)

liquefied petroleum gas (92)

in accordance with (91)

3-word concgrams (frequency)

of/the/to (2,452)

and/of/the (2,263)

a/of/the (2,186)

in/of/the (2,080)

of/shall/the (2,070)

be/shall/the (1,815)

be/of/the (1,703)

of/or/the (1,695)

for/of/the (1,311)

a/in/the (1,152)



'of/to/the' in Engineering Ordinances Corpus

- **the** current status **of** each module **to** be monitored
- **the** supply **of** gas **to** any premises
- **The** Ordinance applies **to** certain types **of** projects
- **the** prevention **of** annoyance **to** persons travelling
- **to** prevent **the** further escape **of** gas



Combining corpus linguistic programs

1. **ConcGram 1.0**
2. **Wmatrix**

Program for corpus data analysis

- *Wmatrix* (Rayson, 2008), a software tool for corpus analysis and comparison, to analyse the **key semantic content** of the moves and steps.

Wmatrix tag wizard

[**Tagging** > [Tag Wizard...](#) | [My Tag Wizard...](#) | [Domain Tag Wizard...](#) | [Load file without tagging...](#)]

[**Folders** > [My folders](#) | [Details](#) | [Create...](#) | [Delete...](#) | [Archive...](#) | [Extract...](#) | [Join...](#) | [Share...](#) | [Empty TRASH](#)]

[**Options** > [Switch to Simple Interface](#) | [Edit user options...](#)]

[**Help** > [Contents](#) | [Availability](#) | [Tagsets: POS & Semantic](#) | [USAS: Lexicon & MWEs & Context rules](#) | [Updates](#) | [Feedback](#)]

[**You are here** > [My folders](#)]

Upload file



Part-of-speech tagging



Semantic tagging



Frequency lists

1. Enter new folder name:

2. Click the browse button to select a file:

Browse...

3. Upload now

Reset form



The Wmatrix tag wizard takes you automatically through the POS (CLAWS tagger) and Semantic analysis (USAS tagger) stages, and produces frequency lists from your text file. Please do not run large texts (e.g. with more than 100,000 words) through the tag wizard. These are better run off-line and loaded into Wmatrix afterwards. Please get in touch with Paul to do this.

File types:

The **raw text type** is plain ASCII, as created by Windows notepad for example. If you have a MS Word file, you should convert it to a 'txt' file before uploading to Wmatrix. Open the file in MS Word, select 'save as' and then the file type should be set to 'text only with line breaks' with MS-Word 2000 and earlier. If using MS-Word 2003 select 'plain text', then in the dialog box click 'insert line breaks' and 'allow character substitution' and then save. This last option is required for replacing Windows apostrophes for ASCII equivalents. Raw files will have their contents enclosed in a <wmttext> tag to enable CLAWS tagging. Wmatrix is also capable of dealing with text in HTML, SGML or XML format. The taggers do not require parsable encoding, it is necessary only that left and right angled brackets are well-balanced.

Further [input format guidelines](#) are available including for example how to avoid problems with less-than and greater-than symbols in the input text.

One text per folder:

If you do not specify a folder, one will be created with a unique name. It is recommended that you use a **new folder for each file**. If your corpus consists of more than one file, then we recommend concatenating the files together first.

Large texts:

Please do not run large texts (e.g. with more than 100,000 words) through the tag wizard. These are better run off-line and loaded into Wmatrix afterwards. Please get in touch with Paul to do this.

Since Wmatrix does not pre-index the texts, speed of concordancing is proportional to the text size.

Producing a concordance from larger texts may take up to 1 minute and may cause the web browser to timeout. A good rule of thumb is that texts should not exceed 1 million words (even when run through the tag wizard offline).

The study of pronouns based on

Cheng, W. (2011). **‘Excellence always’:
A genre analysis of engineering
company brochures.** In Salvi, R, &
Tanaka, Hi. (Eds.), *Intercultural
interactions in business and
management* (pp. 45-72). Bern:
Peter Lang.

Company brochure corpus

Twenty brochures from twenty companies with engineering or surveying operations in Hong Kong (49,228 words), ranging from 486 to 10,478 words, with an average length of 2,530 words

Aim of study (Cheng, 2011): To describe:

1. the patterns of moves and lexico-grammar
2. the semantic fields that constitute the brochures and individual moves

• **This study: the use of pronouns and determiners in the**

Table 1. Move-structure of company brochures in surveying and construction engineering in Hong Kong

Move Structure	%	Word count (49,228)
Move 1: Establishing the company's professional image	100% (obligatory)	267
Move 2: Introducing contents and organisation of brochure	35%	285
Move 3: Establishing relationships with potential partners	20%	1,058
Move 4: Promoting the company	100% (obligatory)	42,581
Step 1: Providing the company's background information	95% (obligatory)	14,160
Step 2: Detailing products and/or services	85%	14,840
Step 3: Highlighting the value of significant products or projects	35%	7,563
Step 4: Listing job reference	70%	6,018
Move 5: Describing corporate social responsibility	20%	2,134
Move 6: Looking to the future	10%	122
Move 7: Soliciting response	95% (obligatory)	2,781

Most frequent semantic fields in corpus

Semantic fields 1-10 (Semantic fields 11-20
Grammatical bin	Location and direction
Unmatched	Business: Selling
Numbers	Objects generally
Personal names	Helping
Business: Generally	In power
Geographical names	Belonging to a group
(7) Pronouns	Science and technology in general
General actions / making	Getting and possession
Architecture, houses and buildings	Time: Period
Places	Other proper names

Move-specific semantic fields (1)

Move Structure	Top ten semantic fields
Move 1: Establishing a professional image of the company	Grammatical bin; Unmatched; Architecture, houses and buildings; Business: Generally; General actions/making; Science and technology in general; Substances and materials: Solid; Personal names; (9) Pronouns ; Putting, pulling, pushing, transporting
Move 2: Introducing contents and organisation of brochure	Numbers; Grammatical bin; Paper documents and writing; (4) Pronouns ; Business: Generally; Geographical names; Speech acts; Science and technology in general; Personal names; Education in general

Move-specific semantic field analysis (2)

Move Structure	Top ten semantic fields
Move 3: Establishing relationships with potential partners	Grammatical bin; (2) Pronouns ; In power; Unmatched; Business: Selling; Belonging to a group; General actions / making; Helping; Architecture, houses and buildings; Location and direction
Move 4: Promoting the company Step 1: Providing background information of the company Step 2: Detailing products and/or services Step 3: Highlighting the value of significant products or projects Step 4: Listing job reference	<ol style="list-style-type: none"> Grammatical bin; Unmatched; (3) Pronouns; Business: Generally; Personal names; General actions/making; Numbers; Geographical names; Architecture, houses and buildings; In power Grammatical bin; Unmatched; General actions/making; (4) Pronouns; Objects generally; Helping; Business: Generally; Business: Selling; Geographical names; Education in general Grammatical bin; (2) Personal names; Business: Generally; Unmatched; Architecture, houses and buildings; Numbers; Time: Period; Places; Geographical names; General actions/ making Unmatched; Personal names; Numbers; Business: Generally; Grammatical bin; Geographical names; Substances and materials: Solid; Places; Money generally; Architecture, houses and buildings

Move-specific semantic field analysis (3)

Move Structure	Top ten semantic fields
Move 5: Describing corporate social responsibility	Grammatical bin; (2) Pronouns ; Helping; Belonging to a group; Unmatched; Personal names; Green issues; Education in general; Giving; General actions/making
Move 6: Looking to the future	Grammatical bin; (2) Pronouns ; Time: Future; Numbers; Places; Location and direction; Residence; Existing; Unmatched; Personal names
Move 7: Soliciting response	Numbers; Unmatched; Personal names; Telecommunications; Geographical names; Business: Generally; Grammatical bin; Vehicles and transport on land; Location and direction; Information technology and computing

Top ten POSs in Moves 1-3

Move Structure	Top ten POSs
Move 1: Establishing a professional image of the company	single common noun; general adjective; plural common noun; singular proper noun; base form of lexical verb; article; general preposition; for (as prep); past tense of lexical verb; -ing participle of lexical verb
Move 2: Introducing contents and organisation of brochure	single common noun; cardinal number; general adjective; plural common noun; singular proper noun; base form of lexical verb; article; hyphenated number; single article; coordinating conjunction
Move 3: Establishing relationships with potential partners	single common noun; general adjective; plural common noun; general preposition; coordination conjunction; (6) possessive pronouns , pre-nominal; base form of lexical verb; article; infinitive; (11) 1st person plural subjective personal pronoun (we)

Move-specific POSs

Move	Part-of-speech
Move 1: Establishing a professional image of the company'	past tense of lexical verb
Move 3: Establishing relationships with potential partners	1st person plural subjective personal pronoun (we)
Move 4 Step 4: Listing job reference	unit of measurement
Move 7: Soliciting response	single locative nouns' 'unclassified words' containing addresses and URLs
Move 3: Establishing relationships with potential partners	'infinitive' to describe purpose and promise action
Move 6: Looking to the future'	'infinitive' to describe purpose and promise action

Top twenty pronouns in Moves 3-6

Move (percentage)	Top twenty pronouns
Move 3: Establishing relationships with potential partners (8.62%)	<i>our, we, its, their, that, us, them, I, they, which, it, this, you, ourselves, itself</i>
Move 4 Step 1: Providing background information of the company (2.69%)	<i>our, we, its, it, that, which, I, their, they, his, one, who, us, my, them, your, its own, what, everything, me</i>
Move 5: Describing corporate social responsibility (5.05%)	<i>our, we, its, it, their, that, which, his, those, who, us, they, everyone, their own, this, ourselves</i>
Move 6: Looking to the future (4.62%)	<i>our, we, that, it, you, our own, this, one, its</i>



Ba theory: The self and the other

Move	Pronouns and determiners (frequency)
Move 3: Establishing relationships with potential partners (8.62%)	our (31), we (31), us (2), I (2), ourselves (1) they (1), you (1)
Move 4 Step 1: Providing background information of the company (2.69%)	our (98), we (65), I (13), us (6), my (3), me (2) their (11), they (8), his (5), them (3), your (2)
Move 5: Describing corporate social responsibility (5.05%)	our (26), we (22), us (2), ourselves (1) their (6), his (3), they (1), everyone (1)
Move 6: Looking to the future (4.62%)	our (15), we (5) you (1)

Three-word concgrams with determiners and pronouns as the user-nominated search words:

- ‘our’ and ‘we’
- Moves 3, 4 (1) and 5

Move 3: Establishing relationships with potential partners

Top 20 three-word concgrams of ‘our’

our	achievements	believe	2
our	achievements	continue	2
our	achievements	Mr	2
our	achievements	operate	2
our	achievements	reputation	2
our	achievements	appropriately	5
our	achievements	because	4
our	achievements	clients	3
our	achievements	Encouraging	2
our	achievements	Mr	2
our	achievements	Nien	3
our	achievements	Robert	3
our	achievements	satisfaction”	2
our	advantage	important	2
our	advantage	most	2
our	advantage	quality	2
our	advantage	achievements	3
our	advantage	appropriately	3
our	advantage	because	2
our	advantage	more	2

Move 4 Step 1: Providing background information of the company

Top 20 three-word concgrams of 'our'

Our	adheres	aspect	2
Our	adheres	business	2
Our	adheres	core	2
Our	adheres	Every	2
Our	adheres	markets	2
Our	adheres	mission	2
Our	adheres	bears	4
Our	adheres	customers'	4
Our	adheres	ETHOS	4
Our	adheres	hints	3
Our	adheres	other	5
Our	adheres	trademarks	2
Our	adheres	we	4
Our	bears	Group	2
Our	bears	history	2
Our	bears	members	2
Our	bears	staff	2
Our	bears	thousand	2
Our	bears	witness	2
Our	bears	years	2



Move 4 Step 1: Providing background information of the company

Top 20 three-word concgrams of 'we'

We	aspire	customer	2
We	aspire	dimension	2
We	aspire	do	2
We	aspire	provide	2
We	aspire	service	2
We	aspire	as	2
We	aspire	claim	5
We	aspire	dimension	5
We	aspire	formerly	3
We	aspire	improved	5
We	aspire	Kong's	4
We	aspire	local	3
We	aspire	makes	2
We	aspire	Wah	9
We	aspire	wide	4
We	claim	pride	2
We	claim	provide	2
We	claim	Today	2
We	claim	truly	2
We	claim	as	2

Move 5: Describing corporate social responsibility

Top 20 three-word concgrams of 'our'

Our	environmentally	also	3
Our	environmentally	guides	3
Our	environmentally	infrastructure	3
Our	environmentally	Olympics	2
Our	environmentally	only	3
Our	environmentally	other	2
Our	environmentally	Supporter	2
Our	guides	as	2
Our	guides	environment	2
Our	guides	us	2
Our	guides	also	3
Our	guides	infrastructure	5
Our	guides	Olympics	2
Our	guides	only	3
Our	guides	other	4
Our	guides	over	3
Our	guides	page	3
Our	guides	projects	2
Our	guides	Supporter	2
Our	infrastructure	development	2



Move 5: Describing corporate social responsibility

Top 20 three-word concgrams of 'we'

We	able	enjoy	2
We	able	success	2
We	able	concessionary	4
We	able	express	4
We	able	enjoy	4
We	able	Garden	2
We	able	gratitude	2
We	able	Shing	2
We	able	so	2
We	able	themes	3
We	able	Wan	7
We	concessionary	care	2
We	concessionary	community	2
We	concessionary	express	2
We	concessionary	our	2
We	concessionary	offer	2
We	concessionary	serve	2
We	concessionary	special	2
We	concessionary	tariffs	2
We	concessionary	express	5



Move 3 Establishing relationships with potential partners: 'we' (N=31)

1 improves work efficiency and professional ethics. We also believe organizational structure and discipli
2 ing service systems, maintenance and renovations. We are also backed by Hopewell Construction Company L
3 than just buildings, we are designing lifestyles. We are at all times understanding the needs and antic
4 ur customers, shareholders, and business partners we are constantly creating and providing excellent va
5 rson "We are designing more than just buildings, we are designing lifestyles. We are at all times unde
6 g - Registered Architect and Authorized Person "We are designing more than just buildings, we are des
7 and greatest contribution to the society. Today, we are full of proud that EMMIXR has become a top bra
8 ant advantage is in the quality of our staff, and we are proud to lead such a professional, energetic a
9 nstruction, and professional facility management. We are solution-focused, environmentally responsible
10 omotions and sponsorship of continuing education, we award and encourage younger members of our staff f
11 a small company to a diversified specialist firm. We believe that the reason for our growth and succes
12 ross the broad spectrum of businesses we operate, we believe our reputation and our achievements will c
13 e of philosophy and principles towards our work. We believe that teamwork is an unbeaten energy resour
14 (HITEC) "Fresh thinking comes from fresh minds. We encourage that internally at Hopewell in developin
15 d information on market potentials. Through them, we envisage our business opportunities." Mr. Andrea
16 lls through company sponsored education programs. We frequently participate in international competitio
17 relationship with our customers. It is from them we get our first hand information on market potential
18 serve our customers with expertise. Furthermore, we have also invested heavily in state-of-the-art har
19 n since its establishment. Driven by this vision, we have been increasingly committed to provide excell
20 ng services of construction materials since 1976. We have grown tremendously from a small company to a
21 staff. In order to maximize corporate potential, we have put in lots of effort to train up a professio
22 erience in corporate affairs and administration "We invested in the people and created the professiona
23 's about where they live, work, shop, and play - we look at their lives as a whole and thus deliver co
24 tions to keep ourselves on the competitive edge. We maintain that our most important advantage is in t
25 hilosophy across the broad spectrum of businesses we operate, we believe our reputation and our achieve
26 ment system. Regardless of technology or quality, we pledge to excel in the industry. Customers Come F
27 ild a Better Future With our excellent products, we pledge to promote green construction for quality l
28 e strengthens staff loyalty and self-improvement. We provide ample incentive schemes to award our emplo
29 ssing needs in an immediate and flexible fashion. We treasure long-term relationship with our customers
30 et-oriented with a holistic approach to business. We understand market needs and tailor our services ap
31 naging Director's message As the founder of GCE, we welcome you to know more about our company. Throug



Move 3 Establishing relationships with potential partners: 'our' (N=31)

1 inesses we operate, we believe **our** reputation and **our** achievements will continue. Mr Eddie Ping Chang HO
2 plans into real projects. By continuing to apply **our** best practice philosophy across the broad spectrum
3 onal, energetic and knowledgeable team to provide **our** best service to **our** clients. Encouraging Success.
4 n on market potentials. Through them, we envisage **our** business opportunities." Mr. Andreas S T Chow -
5 knowledgeable team to provide **our** best service to **our** clients. Encouraging Success. Hopewell Holdings c
6 founder of GCE, we welcome you to know more about **our** company. Through precise strategies and developmen
7 anagement (FM) service is more comprehensive than **our** customers expect. Problems are solved immediately
8 derstanding the needs and anticipating demands of **our** customers now and well into the future. It's about
9 mpany. These professionals are dedicated to serve **our** customers with expertise. Furthermore, we have als
10 ich allows us to service and address the needs of **our** customers with high level of satisfaction." Mr W
11 , business development, marketing and sales "For **our** customers, shareholders, and business partners we
12 fashion. We treasure long-term relationship with **our** customers. It is from them we get **our** first hand i
13 e reason for **our** growth and success is because of **our** doctrine of philosophy and principles towards **our**
14 ment. We provide ample incentive schemes to award **our** employees for their dedication. Through promotions
15 ating the future." Build a Better Future With **our** excellent products, we pledge to promote green con
16 dscape for better living and working environment. **Our** expressways and power plants act as runways for th
17 onship with **our** customers. It is from them we get **our** first hand information on market potentials. Throu
18 ely on-site. Beyond expected property management, **our** FM service is a total solution - energy conservat
19 specialist firm. We believe that the reason for **our** growth and success is because of **our** doctrine of p
20 ell Holdings has always strived hard to implement **our** innovative plans into real projects. By continuing
21 selves on the competitive edge. We maintain that **our** most important advantage is in the quality of **our**
22 hed in Guangzhou so as to facilitate promotion of **our** products across China. With the highly-motivated p
23 national Facility Management Association (IFMA) "**Our** professional facility management (FM) service is m
24 rket needs and tailor **our** services appropriately. **Our** projects are about efficient planning and design,
25 f by its portfolio of diverse strategic projects. **Our** properties form part of the landscape for better l
26 ment talents and allowing innovative solutions - **our** recent EMax redevelopment is a shining example of
27 oad spectrum of businesses we operate, we believe **our** reputation and **our** achievements will continue. Mr
28 o business. We understand market needs and tailor **our** services appropriately. **Our** projects are about eff
29 cation, we award and encourage younger members of **our** staff for their demonstration of enthusiasm, energ
30 **our** most important advantage is in the quality of **our** staff, and we are proud to lead such a professiona
31 **our** doctrine of philosophy and principles towards **our** work. We believe that teamwork is an unbeaten ene



Move 4 step 1 Providing background information of the company: 'we' (N=65) (1)

ious departments of the Hong Kong SAR Government. We also build up long-term cooperative relationships network serving over 600,000 premises. In addition, we also hold stakes in CitiPower, Victoria's most renowned for customer account and technical inquiries, we also provide a 24-hour automated telephone enquiry systems. Mitigation measures are also recommended. We also provide advisory services on the efficient utilisation of the Harbour Tunnel linking Hung Hom and Wan Chai, we anticipated the development of business area eastward. Culture - Committed to Environmental Protection We are committed to promote green building and minimise our carbon footprint throughout our transmission and distribution network. We are constructing an extension to the Lamma Power Station. With outstanding technological know-how on premixed products, we are fully supported by a multinational committee of experts. With outstanding reputations in the field, we are invited to take part in consultation on setting standards for steady growth in business development. Currently, we are providing our services and products to several business districts and inner suburbs. In Thailand, we are the largest foreign shareholder in the Ratchaburi. I am confident in their skills and experience - we are trustworthy partners." Mr Ho believes that quality is the first dimension to what we do is customer service. We aspire to provide the highest level of courtesy and reliability. "Scheme" to the local construction industry. We assure that our E-MIXR products sold out to customers, a harmonious, efficient and committed workforce. We believe in remaining a committed member of the community. We can complete the works smoothly. The clients are most satisfied with our technology, management and production skill, we can surely satisfy customer demand towards construction. Maintaining a world-class record of 99.999%. Today, we can truly claim with pride that we provide the energy services evolved over the years, we have evolved too. We continuously improved our services, modernised our infrastructure and maintained it over the years. To ensure that we deliver this reliability in the most efficient and cost-effective investment strategies. EXCELLENCE IN EVERYTHING WE DO We power the infrastructure that makes Hong Kong efficient in our every interaction with customers as we do in reliability of energy supply. Our customers are delighted. The other dimension to what we do is customer service. We aspire to provide the highest level of service. In the light of corporate social responsibility, we endeavour to extend our concern and care to the local community, the Mainland and the economic recovery of Hong Kong, we firmly believe that with our businesses in operation, we keep the business heart of Hong Kong beating. We firmly believe that excellence in customer service is committed to the highest quality standards. We fully understand the significance of our role and commitment to growth and excellence. In the United Kingdom, we have a 19.9% stake in the Northern Gas Networks Limited. Anniversary is a landmark occasion of our Group. We have a vision to build for the communities and we are committed to the highest quality standards. We have all along focused in developing quality products and services. We have also launched Pallet Recycling Program so as to reduce waste. We have been able to build a professional practice with a strong reputation in local and overseas markets. Over the years, we have been promoting the use of energy-efficient equipment.



Move 4 step 1 Providing background information of the company: 'we' (N=65) (1) (2)

past track record and robust financial position, we have built a strong platform for the continuous success to be for the public sector, Mr Ho said. "Since we have completed many Housing Authority projects and on to pioneering technical services in Hong Kong, we have developed a specialized set of skills and experience. World Centre are some landmarking projects which we have done in the past. With our solid background in the property investment and development front - we have entered into agreement to sell our 50% interest in business, and consumers evolved over the years, we have evolved too. We continuously improved our service, transmission and distribution facilities, we have fulfilled Hong Kong's needs for energy as it enters the 21st Century. In the 35-year history of the Group, we have grown from a construction company into proper company. We have a vision to build for the communities and we have grown with the communities we serve. Our reputation for a high quality of life within the community. We have invested in Hong Kong's future, growing steadily arising from the Open Door Policy of the PRC. We have many successful track records, including pioneered by experienced and dedicated professionals, we have participated in a number of major development projects. The Hotel project is under appeal. Power Plant - we have successfully disposed of our interest in the power industry to improve construction quality, we jointly organize activities with relevant organizations. CE is a Hong Kong based company founded in 1976. We offer professional consultation services in civil engineering standards that are reviewed every year. We operate a Customer Centre as well as a Pay-in Centre to ensure the reliability of their electrical installations, we operate a Power Quality Centre which displays a wide range of major gas distribution networks. In Australia, we partly own ETSA Utilities, the sole electricity distribution strategies. EXCELLENCE IN EVERYTHING WE DO. We power the infrastructure that makes Hong Kong one of the most livable cities in the world. Equipped with advanced technology and equipment, we provide fast, reliable, and professional service. and creative design to the present company where we provide services in interior design, construction, and maintenance. 9.999%. Today, we can truly claim with pride that we provide the energy that keeps the business heart of Hong Kong beating. Excellence - it can affect business success. 15 16 We put customers first with world-leading reliability and innovative environmental and community programme. Truly, we're always on for Hong Kong. THE ENERGY TO SUCCEED. A dedicated workforce. To care for the community which we serve. OUR VALUES. Pursuit of excellence. International communities and we have grown with the communities we serve. Our reputation is founded on a record of developed commercial properties in Wan Chai area. We shall continue our unwavering commitment to address the needs of concrete, cement, soil & rock and chemical. We started as a professional consultation firm with our own experts in China, by setting industry standards. We were the first to introduce hotel management concept to the rapid growth of the economy in the region, we will continue to work with the community and to build a better Hong Kong. Good workmanship are necessary," Mr Ho said. "We will try to reach what the clients require and won't stop until we achieve the best record of reliability and commitment to the people we work amongst. The Group will continue to maximise

Move 4 step 1 Providing background information of the company: 'our' (N=98) (1)

t also helps to build up customer's confidence in our ability to provide quality assurance. Quality pri
ng and key international markets. Every aspect of our business adheres to our core mission: · To enhanc
d financial centres. As technology, the nature of our business, and consumers evolved over the years, we
verseas investments are an important component of our business. They also realise Hongkong Electric's c
ecoverly of Hong Kong, we firmly believe that with our businesses in operation, our vision, strategic ins
n 1972 in Hong Kong, our goal llas been "to serve our clients with excellent and quality service" Staffe
-fired unit scheduled for operation in mid 2006. Our commissioning of the territory's first commercial
cialscale wind turbine in February 2006 underpins our commitment to delivering clean and renewable energ
emories Building for the Future It is all along our commitment to develop high quality properties in H
which located in major cities of Mainland China. Our commitment to the new century Since our inception
and mortar in the local construction industry. Our Company COMPANY PROFILE Arts Wing Design & Const
tomer can enjoy a comprehensive range of service. Our Company policy is aimed at building an image and m
ate social responsibility, we endeavour to extend our concern and care to the local community by taking
rcial kitchen equipment and heat pumps as part of our continuous effort to create a cleaner and better e
de fast, reliable, and professional service. With our continuous improvement in our technology, manageme
t on Hong Kong's Lamma Island. Bottom: A view of our control centre, monitoring the performance of our
in the most efficient and cost-effective manner, our core business processes as well as customer servic
markets. Every aspect of our business adheres to our core mission: · To enhance shareholders' value
to explore development opportunities in line with our corporate investment strategies. EXCELLENCE IN EV
image and market strategy for its clients through our cost effective management. Taking care of your fut
customer service standards. Next page: Top left: Our customer service hotline operators at work. Top mi
stomers as we do in reliability of energy supply. Our customer service principles are defined in and mea
customers in solving on-site technical problems, our customer service team follows up the projects clos
hints and advice with our customers. Caring for our customers and the community We have been promotin
nerships. HAESL's Mission is to be recognised by our customers as truly world class and to be their aer
rstands all too well that the best means by which our customers can manage and reduce their costs is to
mponent repair capabilities, allowing it to offer our customers cost effective alternatives to outright
ng Kong Laboratory Accreditation Scheme. Keeping our customers delighted The other dimension to what w
rious fields to share handy hints and advice with our customers. Caring for our customers and the commu
use of electricity and tariff related matters to our customers. Enriching lives and lifestyles A diff
ity - 99.999 percent It is our understanding of our customers' needs that has impelled us to achieve
isfy the increasing demands for power. Today, all our electricity is generated at a modern power station
f at the system control centre monitoring closely our electricity supply network. Hongkong Electric is

Move 4 step 1 Providing background information of the company: 'our' (N=98) (2)

34 to the local construction industry. We assure that **our** E-MIXR products sold out to customers are trustwo
35 , China, Europe, North America and South Africa. **OUR** ETHOS **OUR** VISION is to excel in the energy busine
36 e the highest level of courtesy and efficiency in **our** every interaction with customers as we do in relia
37 30 Years **Our** experience KLPS Group Limited ("KLPS") is a wholl
38 or continual training programs may be arranged by **our** experienced consultants to help facilitate the con
39 ed in a number of marl(eting development projects **Our** expertise comes from handling major multinational
40 We continuously improved **our** services, modernised **our** facilities and enhanced **our** reach as Hong Kong gre
41 entury Since **our** inception in 1972 in Hong Kong, **our** goal llas been "to serve **our** clients with excellen
42 ficult times such as the SARS crisis, business of **our** Group has achieved tremendous growth and developme
43 tion is in good progress. On the financial side, **our** Group is in a very strong position. As at 30 June
44 Hong Kong-Zhuhai-Macau Bridge project proposed by **our** Group is now under advanced stage of review by the
45 of expertise. Together, they drive the success of **our** group locally and overseas. 9 Previous page : To
46 d this 35th Anniversary is a landmark occasion of **our** Group. We have a vision to build for the communit
47 shareholders and to the thousand staff members of **our** Group. **Our** 35 years of history bears witness to th
48 0 MW. Prepared for the future At every stage of **our** growth, Hongkong Electric has always aimed to mini
49 national Trade and Exhibition Centre was opened. **Our** Happy Memories Building for the Future It is all
50 de a 24-hour automated telephone enquiry service. **Our** highly interactive and user-friendly website offer
51 A different side of the Company is on display at **our** Home Management Centre, a popular institution that
52 ve renovation, upgrading and revamping of EMax in **our** Hongkong International Trade & Exhibition Centre,
53 China. **Our** commitment to the new century Since **our** inception in 1972 in Hong Kong, **our** goal llas been
54 . Power Plant - We have successfully disposed of **our** interest in the Indonesian Tanjung Jati power plan
55 nt front - We have entered into agreement to sell **our** 50% interest in the Nova City development at Nova
56 ands. • Hongkong Electric International Limited, **our** international investment arm, with operations in k
57 ntial-cum-commercial development has commenced. - **Our** Mega Tower Hotel project is under appeal. Power P
58 **our** control centre, monitoring the performance of **our** network round the clock to ensure a safe and relia
59 uture expansion, ensure punctual delivery is also **our** objective services. Company Structure Sales Depa
60 ctricity supply for Hong Kong. 11 The pillars of **our** organisation The three companies that together co
61 e a 1,400 MW gas-fired power plant near Bangkok. **Our** overseas investment arm, Hongkong Electric Interna
62 pot. Beyond Hong Kong - and beyond electricity **Our** overseas investments are an important component of
63 va Taipa, Macau for a price of HK\$4.58 billion. - **Our** 95% owned property development project in Huadu, G
64 ational Trade & Exhibition Centre, Panda Place in **our** Panda Hotel and Hopewell Centre have been complete
65 t one of **our** substations in Hong Kong. Top right: **Our** power plant on Hong Kong's Lamma Island. Bottom:
66 al Environmental Award. Top right: An engineer at **our** Power Quality Centre explains how customers can en



Move 4 step 1 Providing background information of the company: 'our' (N=98) (3)

67 prudent and strategic investment in technology at **our** power stations and throughout **our** transmission and
68 raw materials through stringent quality control, **our** products are guaranteed to fulfil relevant environ
69 volume reached 800,000 metric tons in Hong Kong. **Our** products have been used on 500 square kilometres o
70 services, modernised **our** facilities and enhanced **our** reach as Hong Kong grew, and are today a global le
71 customers' needs that has impelled us to achieve **our** reliability rating of 99.999%, a record since 1997
72 especially for the financial and service sectors. **Our** reliable power supply has provided unfailing suppo
73 and we have grown with the communities we serve. **Our** reputation is founded on a record of reliability a
74 understand the significance of **our** role and take **our** responsibility seriously as the supplier of energy
75 tandards. We fully understand the significance of **our** role and take **our** responsibility seriously as the
76 usiness development. Currently, we are providing **our** services and products to several hundreds of clien
77 rs, we have evolved too. We continuously improved **our** services, modernised **our** facilities and enhanced o
78 ove regional economies, and bring satisfaction to **our** shareholders and to the thousand staff members of
79 ing projects Which we have done in the past With **our** solid back(ground and good reputation, KLPS should
80 of the world's top financial centres. Next page: **Our** staff at the system control centre monitoring clos
81 o meet ISO 9001 international standards. Besides, **our** Standards Laboratory, which provides measurement t
82 employees, has three major subsidiaries. Each of **our** subsidiaries has a distinct focus of expertise. To
83 Heyuan, Guangdong, a 40 60 joint venture between **our** subsidiary and the Shenzhen Energy Group, was appr
84 : Top left: The Hongkong Electric logo at one of **our** substations in Hong Kong. Top right: **Our** power pla
85 g Kong. THE ENERGY TO SUCCEED ANYWHERE Extending **our** success beyond Hong Kong. The glowing spire above
86 as reduce development costs and risks. Thanks to **our** technology and dedicated people, LMS has become th
87 ciated with intelligent system design. Thanks to **our** technology and dedicated people, LMS has become th
88 ional service. With **our** continuous improvement in **our** technology, management and production skill, we ca
89 ssways and power plants in Mainland China. Since **our** 30th Anniversary in August 2002, notwithstanding d
90 opment, including: On the infrastructure front - **Our** toll expressway operation was separately listed un
91 n technology at **our** power stations and throughout **our** transmission and distribution network. We are cons
92 orld-beating reliability - 99.999 percent It is **our** understanding of **our** customers' needs that has im
93 l properties in Wan Chai area. We shall continue **our** unwavering commitment to address the needs of all p
94 orce . To care for the community which we serve **OUR VALUES** . Pursuit of excellence . Integrity . Re
95 rope, North America and South Africa. **OUR ETHOS** **OUR VISION** is to excel in the energy business in Hong
96 ly believe that with **our** businesses in operation, **our** vision, strategic insight, concrete past track rec
97 Macau and Mainland China Over the last 30 years, **our** well-trained team has proven ourselves to be the l
98 s and to the thousand staff members of **our** Group. **Our** 35 years of history bears witness to this. Sir Go



Move 4 step 1 Providing background information of the company: 'I' (N=13)

1 rground drainpipes. In order to complete on time, I also participated in it despite having retired fro
2 he industry, who have been known for a long time. I am confident in their skills and experience - we a
3 any values good human resources. "Can you see why I can carry out ten more projects at the same time w
4 lems at all?" Mr Ho asked. "That is because since I entered the industry in 1973, I have been familiar
5 is because since I entered the industry in 1973, I have been familiar with the trade and understood t
6 ty Company Licence (Security Work Type Code I) Intenational Air Transport Association Chevali
7 developed in phases is progressing well and Phase I of about 477 units was completed and sold. - Exten
8 nder HHI is presently over RMB10 million. - Phase I of the Western Delta Route, a 6-lane, 14.7 km expr
9 ng Border Control Complex was completed. Navotas I Power Station in the Philippines was completed. I
10 clients to complete works on time and properly. "I think promises, punctuality and proper workmanship
11 many projects impressed me but if you ask me now, I think the most impressive was Shui On's PSPS proje
12 ction work began on the Western Delta Route Phase I - A 14.7km closed system asphalt-paved dual three
13 d in August 2003. 2004 Western Delta Route Phase I was opened to traffic on 30th April. 2007 Commenc



Move 4 step 1 Providing background information of the company: 'us' (N=6)

1 ineering (Shenzhen) - Member Co., Ltd. ABOUT **US** Geotechnics & Concrete Engineering (HK) Ltd (GCE)
2 neering contractor, they will think of nobody but **us**." Having built his career in plumbing engineering
3 IA Engineering Company Limited (SIAEC), more than **US\$120 million** has been invested to create a state-of
4 works smoothly. The clients are more confident in **us**, so that when they have Housing Authority projects
5 h of electricity a year, is important in allowing **us** the opportunity to gain practical experience in us
6 anding of our customers' needs that has impelled **us** to achieve our reliability rating of 99.999%, a re

Move 4 step 1 Providing background information of the company: 'us' (N=6)

1 ineering (Shenzhen) - Member Co., Ltd. ABOUT **US** Geotechnics & Concrete Engineering (HK) Ltd (GCE)
2 neering contractor, they will think of nobody but **us**." Having built his career in plumbing engineering
3 IA Engineering Company Limited (SIAEC), more than **US\$120 million** has been invested to create a state-of
4 works smoothly. The clients are more confident in **us**, so that when they have Housing Authority projects
5 h of electricity a year, is important in allowing **us** the opportunity to gain practical experience in us
6 anding of our customers' needs that has impelled **us** to achieve our reliability rating of 99.999%, a re

Move 4 step 1 Providing background information of the company: 'they' (N=8)

1 ments are an important component of our business. **They** also realise Hongkong Electric's commitment to gr
2 ts SHKP developments apart in the market, whether **they** are large-scale residential projects, luxury resid
3 ries has a distinct focus of expertise. Together, **they** drive the success of our group locally and oversea
4 e to maintain the new Rolls-Royce engine types as **they** enter the market and become operational. HAESL is
5 he clients are more confident in us, so that when **they** have Housing Authority projects to do and need a p
6 parts back to a fully restored condition so that **they** have the same integrity and durability as new part
7 ts have been comparatively more difficult because **they** require more new techniques and equipment. However
8 to do and need a plumbing engineering contractor, **they** will think of nobody but us." Having built his ca

Move 4 step 1 Providing background information of the company: 'their' (N=11)

1 d by our customers as truly world class and to be **their** aero engine service provider of first choice. NETW
2 y developing comprehensive repair capabilities on **their** behalf and for the manufacturers' entire worldwid
3 t customers' fingertips by allowing them to view **their** bills, track consumption status, pay bills and mak
4 eans by which our customers can manage and reduce **their** costs is to keep the engine out of the shop and to
5 ains how customers can enhance the reliability of **their** electrical installations. Bottom: Baking cookies i
6 power quality and ways to enhance reliability of **their** electrical installations, we operate a Power Quali
7 ed airlines that have chosen Rolls-Royce to power **their** fleet of Airbus and Boeing Aircrafts. With the est
8 s are under stringent control in order to improve **their** quality and performance. The laboratory also devel
9 and useful courses designed to enrich and enhance **their** quality of life. Courses range from electric cooki
10 ave been known for a long time. I am confident in **their** skills and experience - we are trustworthy partner
11 o provide innovative designs and products to meet **their** stringent demand. A carefully planned production p



Move 4 step 1 Providing background information of the company: 'his' (N=5)

1 they will think of nobody but us." Having built **his** career in plumbing engineering over many years, Mr
2 uction at the Disney theme park site" Considering **his** company's capabilities and vision, Mr Ho believes
3 earl River Delta region. 1963 - Mr Gordon Wu and **his** father Mr Wu Chung co-founded Hopewell Constructio
4 om scratch. Over subsequent years, Mr Ho built up **his** plumbing engineering experience and became familia
5 e plumbing engineering industry in 1973, learning **his** skills in the trade from scratch. Over subsequent

Move 4 step 1 Providing background information of the company: 'my' (N=3)

1 ine for many years, and got through the work with my colleagues day and night for two weeks," Mr Ho rec
2 fic Coffee Company 2007 The Best Coffeehouse" in "My Favourite Restaurants Award" of U Magazine
3 ngs very well, and most of the managing staff are my fellows in the industry, who have been known for a

Move 4 step 1 Providing background information of the company: 'them' (N=3)

1 e ordering for customers. It is more flexible for **them** to allocate resources for transportation, warehous
2 ity service at customers' fingertips by allowing **them** to view their bills, track consumption status, pay
3 and interests of clients, and excel at providing **them** with quality products and efficient services of hi

Move 4 step 1 Concordance for 'your' (N=2)

- 1 ugh our cost effective management. Taking care of **your** future expansion, ensure punctual delivery is also
- 2 d back(ground and good reputation, KLPS should be **your** most trustworthy business partner. Corporate Stru

Move 4 step 1 Providing background information of the company: 'me' (N=2)

1 sive to Mr Ho. "Actually, many projects impressed **me** but if you ask **me** now, I think the most impressive
2 tually, many projects impressed **me** but if you ask **me** now, I think the most impressive was Shui On's PSP

Move 5 Describing corporate social responsibility: 'we' (N=22)

1 turbine Lamma Winds - built by Hongkong Electric. We aim to meet the energy needs of our communities in
2 se energy responsibly. As an energy organisation, we also believe that one of the most worthwhile cause
3 or those we touch and serve in so many ways. 32 We are an active member of the community on Lamma Isl
4 ms of renewable energy. Caring for Lamma Island We are very keen to support the community development
5 only a corporate responsibility, it is also a way we can show gratitude. Without a strong community we
6 and computer simulations are used to ensure that we constantly adhere to the highest standards of envi
7 mmunity we would not be able to enjoy the success we have achieved. Hopewell always stands for enhancin
8 ote the responsible use of energy among students. We have also co-sponsored an Energy Efficiency Centre
9 turfing and hydroseeding of 50,000 sq.m. of land. We have also done extensive landscaping in and around
10 during the Lamma Fun Day. Caring for our staff We have consistently invested in recruiting and retai
11 ronmental protection - air, water, noise or land. We have installed Hong Kong's first Flue Gas Desulphu
12 energy efficiency and conservation. To this end, we have launched the Smart Power Campaign to promote
13 ransmission and distribution on the environment. We have set ourselves extremely high standards for en
14 ovision of the best possible working environment, we motivate and empower our staff to deliver their be
15 ther express our care for the community we serve, we offer special concessionary tariffs for those in n
16 taken by schools in Hong Kong. Through the years, we participate in community programmes to increase pu
17 ed To further express our care for the community we serve, we offer special concessionary tariffs for
18 conservation and caring for the less privileged. We take pride in our volunteers team, which consists
19 e member of the community, with empathy for those we touch and serve in so many ways. 32 We are an ac
20 xide by over 90% from our three generating units. We use low Nitrogen Oxide burners, which reduce nitro
21 28 Enhancing community environmental awareness We work closely on an ongoing basis with environmenta
22 we can show gratitude. Without a strong community we would not be able to enjoy the success we have ach



Move 5 Describing corporate social responsibility: 'our' (N=26)

1 hand for the underprivileged To further express **our** care for the community we serve, we offer special
2 ong Electric. We aim to meet the energy needs of **our** communities in ways that are environmentally frien
3 hat are environmentally friendly and sustainable. **Our** concern for the environment guides us in the devel
4 visit by Hongkong Electric volunteers. 31 It is **our** constant endeavour to not only be a successful and
5 well always stands for enhancing the lifestyle of **our** customers and by extension the lifestyle of the co
6 ries. A FOCUS ON ENVIRONMENTAL SUSTAINABILITY **Our** efforts to promote the responsible use of energy h
7 ngkong Electric engineers examining facilities at **our** Flue Gas Desulphurisation Plant. Previous page: Tr
8 contribute time and effort to the causes dear to **our** hearts, such as preserving Hong Kong's valuable ec
9 r the environment guides us in the development of **our** infrastructure, as well as **our** other initiatives w
10 the development of **our** infrastructure, as well as **our** other initiatives with the community. 26 Setting
11 le to monitor, contain and minimise the impact of **our** power generation, transmission and distribution on
12 o conventional units. Solid and liquid waste from **our** power station is recycled as far as possible. Six
13 ave also done extensive landscaping in and around **our** power station to minimise its visual impact on the
14 ity development of Lamma Island, which is home to **our** power station. Since its inception in 1990, the La
15 tions into the planning and implementation of all **our** projects - from plant design and functioning to tr
16 and, as well as preservation of its environment. **Our** reforestation projects have resulted in the planti
17 Children learn about energy conservation through **our** Smart Power Campaign. Next page: A view of Hong Ko
18 ing concert during the Lamma Fun Day. Caring for **our** staff We have consistently invested in recruiting
19 lunteering to create a better Hong Kong In turn, **our** staff and their families regularly contribute time
20 ible working environment, we motivate and empower **our** staff to deliver their best, every day. Volunteer
21 etting benchmarks for environmental conservation **Our** team of environmental engineers and chemists use t
22 in the air quality objectives set for Hong Kong. **Our** team of professional engineers and chemists are tr
23 uce emissions of sulphur dioxide by over 90% from **our** three generating units. We use low Nitrogen Oxide
24 caring for the less privileged. We take pride in **our** volunteers team, which consists of over 700 employ
25 and participation in environmental conservation. **Our** wind turbine project includes an education centre
26 ested in recruiting and retaining the best staff. **Our** workforce of about 2,000 consists of highly skille

Move 5 Describing corporate social responsibility: 'their' (N=6)

1 ent, we motivate and empower our staff to deliver **their** best, every day. Volunteering to create a better
2 iaries of the scheme are entitled to discounts in **their** electricity bills, as well as waivers on deposits
3 create a better Hong Kong In turn, our staff and **their** families regularly contribute time and effort to t
4 hip scheme, which enabled Hong Kong people to buy **their** own homes. Being a leader in the environmental eng
5 which consists of over 700 employees who dedicate **their** time to helping others in the community. **Their** vol
6 te **their** time to helping others in the community. **Their** voluntary service ranges from electrical inspectio

Move 5 Describing corporate social responsibility: 'his' (N=3)

1 ion in educating the young generation, as well as **his** enthusiasm in promoting the commercial and cultura
2 s awarded the Gold Bauhinia Star of year 2004 for **his** great contribution to the commercial sector, **his** p
3 **his** great contribution to the commercial sector, **his** passion in educating the young generation, as well

Move 6 Looking to the future: 'we' (N=5)

1 customers. This remains a constant goal - one that **we** have achieved over the years and intend to surpass
2 ur to be a good neighbour and corporate citizen. **We** look forward to staying on for Hong Kong - and the
3 ustomers and the community. 36 Into the future, **we** see our role as continuing to work conscientiously
4 on for Hong Kong - and the global community - as **we** venture into the future. Envisioned Excitement H
5 mer service. Building on this remarkable success, **we** will continue to do our best not only to surpass o

Move 6 Looking to the future: 'our' (N=15)

1 n this remarkable success, we will continue to do **our** best not only to surpass **our** own standards of reli
2 g ample recreation and green space. Demonstrating **our** commitment and confidence in China, Hopewell New T
3 service and quality, but also the expectations of **our** customers and the community. 36 Into the future,
4 effective and environmentally friendly energy to **our** customers. This remains a constant goal - one that
5 ability, and that of **our** environment, is based on **our** effective adoption of new and proven technologies
6 customer service will continue unabated, as will **our** endeavour to be a good neighbour and corporate cit
7 for excellence. **Our** sustainability, and that of **our** environment, is based on **our** effective adoption of
8 r the years and intend to surpass in the future. **Our** focus on setting new benchmarks in excellence for
9 serviced residences, and hotels. Here are some of **our** future projects. Hopewell New Town in Guangzhou H
10 lace to work and live, while continuing to expand **our** international business, building upon **our** worldwid
11 will continue to do **our** best not only to surpass **our** own standards of reliability, service and quality,
12 success and will be a momentum for future growth. **Our** property portfolio will include office and retail
13 s and the community. 36 Into the future, we see **our** role as continuing to work conscientiously to prov
14 ng upon **our** worldwide reputation for excellence. **Our** sustainability, and that of **our** environment, is ba
15 expand **our** international business, building upon **our** worldwide reputation for excellence. **Our** sustaina

Conclusion and implication (1)

- Combining genre analysis and corpus linguistics in the study of professional communication in Hong Kong
- Other genres, other languages, other regions/countries

Conclusion and implication (2)

- Combining corpus linguistic programs in retrieving patterns of structure and meaning
- Use the “automated” function of ConcGram

Conclusion and implication (3)

- Applying *Ba* theory to understand the non-separable relations between the self and the other in attaining specific communicative functions in certain moves in engineering company brochures in Hong Kong
- Other genres, other languages, other regions/countries

Thank you!

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