

UNIVERSITY OF MACAU

CROSS-CULTURAL LINGUISTIC ANALYSIS
A CASE STUDY: THE BILINGUAL WELCOMING MESSAGE IN THE
RECRUITING WEBSITES OF DIFFERENT CASINOS AND RESORTS IN
MACAO

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Abstract of thesis entitled Cross-cultural Linguistic Analysis

A case study: the Bilingual Welcoming Message in the Recruiting Websites of different Casinos and Resorts in Macao.

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Since the liberalization of the gaming industry in 2002, many overseas investors have come to Macao to develop their business; Chinese language and English language have been prevailing here. In the last few years, online recruitment systems (both in Chinese and English) have also appeared and become popular.

In this study, six welcoming messages from three categories of casinos and resorts are chosen as the main object of study for linguistic analysis and cultural comparison. The three categories are: 1) foreign enterprises, viz. the Wynn Resorts, and the Venetian Macao-Resort-Hotel; 2) joint-venture enterprises, viz. Crown Macau and MGM GRAND Macau; and 3) two branches of the sole local company SJM, viz. The Fisherman's Wharf and the Grand Emperor. All six hotels were opened between 2006 and 2008.

This research focuses on whether the cultural differences of different companies have affected the text-generators in their writing of the texts. The welcoming messages are studied because they are the featured texts on the front page of all of the recruiting websites. They give target readers the first impression of the companies. The English and Chinese versions exhibit considerable linguistic differences, from

which contrasting cross-cultural communicative behaviors can also be observed.

Politeness Theory as formulated by Brown and Levinson (1987) will act as the framework for analyzing the welcoming messages, to see what different pragmatic stances and pragmalinguistic strategies the various companies adopt when communicating with their target readers. The Cultural Scripts Theory of Wierzbicka (1972, 1985, 1991, 2003) provides the model for accounting for the differences in linguistic behavior observed through the Politeness Theory-based analysis.

The final result shows that, in the first instance, the text-generators from different companies with different cultural background adopt distinctive pragmalinguistic strategies. Furthermore, even among companies with similar cultural background, for example, the Wynn and the Venetian Macao-Resort-Hotel which are completely under foreign ownership, the pragmalinguistic strategies vary, too, which argues for a finer-grained discussion than a broad application of Cultural Scripts.