

Thesis Title An Analysis of Intercultural Business Email Communication
between Thai and Japanese Writers

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ABSTRACT

The present study aims to analyze the rhetorical structures of intercultural business email communication between Thai and Japanese writers and to investigate the communication strategies used by Thai and Japanese writers in writing business emails. 305 pairs of intercultural business emails consisting of inquiry and reply emails collected from 91 non- native English writers, Thai and Japanese writers. The data obtained from emails were analyzed through the intercultural rhetoric analysis based on two types of writing genres: inquiry and reply. Furthermore, both Thai and Japanese writers were asked to complete a self-report questionnaire regarding the employment of communication strategies in writing a business email across cultures. It was found that there was a distinctive difference between both groups of writers in composing each type of email. Thai writers composed business inquiry and reply emails using six move-pattern; whereas, Japanese writers employed four move-pattern in composing business inquiry and reply. Moreover, both groups of writers tend to employ the achievement strategies to help them communicate via email rather than the reduction strategies.

Keywords: Intercultural Business Email Communication, Email Writing Strategies, Rhetorical Structures, Non-native English Speakers