

## A Documentary Review of Theoretical and Practical Elements for a Genre Analysis of Thailand Travel Listicles

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**Abstract :** This paper reports on a literature review sub-study of a larger research project which has been designed to identify the rhetorical organization of a travel writing genre, together with the use of lexical choices, syntactical structures, and graphological features, based on a randomly-selected corpus of Thailand travel listicles. Conducted as a library-based overview, this study aims to specify theoretical and practical elements for the said larger study. The materials for the review have been retrieved from various Internet sources, covering both public search engines and library databases. Generally, the article focuses on answering questions about the 'what' and the 'how' of such background elements widely discussed in the literature as the meaning of listicles, how the travel listicles' patterns and regularities can be categorized to form a new genre, the effect of computer-mediated communication on the travel world, the travel language, and the current situation concerning the importance of travel listicles. The theoretical and practical data derived from this study provide valuable insights into the way in which the genre analysis and lexico-syntactical examination of Thailand travel listicles in the present authors' larger research project can be properly conducted. The data gained can be added to the expanding body of knowledge in the field of the ESP genre.

**Keywords :** computer-mediated communication, digital writing, genre-based analysis, online travel writing, tourism language

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