
Abstract:
The paper reports on the findings of an on-going research project entitled ‘Multimodal analysis of hotel homepages: A comparison of hotel websites across different star categories’ (4-ZZAV) at The Hong Kong Polytechnic University. One of the aims of the project is to examine the way in which hotels describe and promote the entities (hotel products and services) in the English introductory texts of the hotel homepages. By referring to the Oriental Travel website, an organisation that offers travel and hotel information in Greater China Region, the project has collected linguistic/verbal text from 242 hotels in Hong Kong, classified into three-star (N=147), four-star (N=77), and five-star (N=18) hotels. As a result, three corpora have been compiled. This paper compares and discusses the findings of a corpus-driven comparative study that examines both the semantic fields (using Wmatrix) and phraseological patterns (using ConGram) characteristic of the three corpora to have an informed understanding of the ‘aboutness’ of hotels of different star categories.