A GENRE-BASED STUDY OF UNLABELLED ADVERTORIALS AND ADVERTISEMENTS ON PRODUCTS RELATED TO CARDIOVASCULAR DISEASES

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CARDIOVASCULAR DISEASES

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ABSTRACT

The World Health Organization (WHO) is concerned about improper pharmaceutical advertising. Although health information is considered a fundamental part of healthcare, the WHO has called for a clear distinction between information and advertising disguised as “information”. This study investigates the promotion of over-the-counter (OTC) pharmaceutical products. It uncovers the strategies used by advertisers to bend pharmaceutical advertising regulations in order to achieve commercial interests. This study focuses on unlabelled advertorials which are accompanied by advertisements on products related to cardiovascular diseases. There are many genre analysis studies on a particular genre such as promotional genres or research genres. However, genre analyses on mixed genres and genre set in context are less established. The present research is based on the English for Specific Purposes (ESP) School of genre analysis approach and the findings expose the exploitation of rhetorical strategies through analyses on appropriation of generic resources, interdiscursivity, generic integrity and private intentions. While the study could be used as a guide for a critical genre analysis on complex genres in context, the findings could be used to address WHO’s (2007) concerns “to enact, new, or enforce existing, legislation to ban inaccurate, misleading or unethical promotion of medicines, to monitor promotion of medicines, and to develop and implement programmes that will provide independent, non-promotional information about medicines”.
ABSTRAK

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Chow Ung T’chiang
University of Malaya
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<td>MAB</td>
<td>Medicine Advertisements Board</td>
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<td>DTC</td>
<td>Direct-to-customer (DTC) Advertising</td>
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<td>MMA</td>
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1.1 Introduction

In the past, most patients would only visit a doctor when they are sick. They pay a doctor for a medical consultation in order to receive information about their health and treatment for the conditions. From the consultation, a patient will receive professional advice and a prescription of medication. However, the situation has changed with the expansive pharmaceutical industry, the high cost in health and medical expenses, the increasing interest in maintaining and improving health and the demand for health and medication information.

These recent developments have contributed to the increase in self-medication, which is supported by the over-the-counter (OTC) products and policies. The OTC products are easily available to consumers or patients because a prescription is not required for purchase. Since consumers and patients can have easy access to health and medicine information via the media, pharmaceutical companies have begun to promote their products aggressively. One of the strategies is in the pretext of offering free health and medicine information to the public.

When pharmaceutical information is published in the mass media, it may have an impact on the health of consumers or patients. Therefore, it is important for advertisers of such products to be responsible when providing free information on healthcare and pharmaceutical product. However, in reality, pharmaceutical product companies promote or market their products to achieve their private goals, which are mainly related to business and profit. There are concerns about the companies’ actual intentions in
providing free health/medicine and product information to the public. Biased and unregulated information could lead to potential risk of adverse effects on the patients or consumers’ health.

In Malaysia, the ‘free’ health/medicine information is usually available in various forms, ranging from pharmaceutical product flyers/brochures placed at pharmacies to articles in health magazines. In this research, the targeted genre is an unlabelled advertorial claimed as an article. It is published in a health pullout of a newspaper. An advertisement on products which contains substances discussed in the unlabelled advertorial is also published in the same pullout.

While some advertorials are clearly labelled with the word ‘advertorial’ to indicate that they are a type of promotional genre, others are identified as articles. The label is omitted in the latter. Many of such ‘articles’ are placed strategically among other healthcare articles which are authored by medical/health consultants and professionals. There is a distinction between health/medicine articles and health/medicine advertorials. The former is contributed by a professional or a representative of a medicine/health association while the latter is published and sponsored by a pharmaceutical retailer or company. The most distinctive feature between these two types of genres could be identified in the notion of “socially recognized purposes vs private intentions”.

Although pharmaceutical product advertisements (including advertorials) are governed by the Medical Advertisement Board (MAB), the Code of Conduct for Non-Prescription (OTC) Products, the Malaysian Code of Advertising Practice, the Medicines (Advertisement & Sale) Act 1956 (Revised – 1983), the Law of Malaysia Act 290 and other monitoring agencies and departments, there are no specific or sufficient legal
provisions for governing advertorials on healthcare and pharmaceutical product information. The legal provisions for the more established promotional genres are more comprehensive compared to the legal provisions implemented on the advertorials, which are a type of complex and mixed genre.

This research analyzes advertorials which are claimed as ‘articles’ and accompanying related advertisements from a genre based perspective. These two genres are published by pharmaceutical companies and retailers for product promotion and advertising purposes. The general objective is to identify whether the ‘free’ information is inclined towards ‘private intentions’ or ‘socially recognized purposes’ (Bhatia, 1994) while the specific objective is to provide a ‘thicker’ description (Bhatia, 2004) on the deceptive genre set of the unlabelled pharmaceutical product advertorial and advertisement.

In order to provide a thicker description (a more critical and comprehensive analysis) of the genre set, there is a need to approach the study with a multidimensional and multi-perspective genre analysis (Bhatia, 2004) and a Critical Genre Analysis (Bhatia, 2008). The findings and discussions of the research will help establish generic description of unlabelled advertorial, the intentions of exploiting the usage of a genre set and also the generic integrity of the two genres.

For a clearer understanding of the study, this introductory chapter will discuss the background of the study, the statement of the problem, the purpose of the study, the objectives of the study and the rationale of the study. It will also describe the research questions, the limitations of the study and the significance of the study. The last part of this chapter defines related terminology and presents the organization of the thesis.
1.2 Background of the Study

The pharmaceutical industry usually provides product information aimed at professional practitioners such as doctors and pharmacists. Consumers and patients who are not professional practitioners come from a ‘different discourse community’ and they face difficulties in identifying and comprehending such healthcare information which is not familiar to them (Askehave, 2002; Askehave and Zethsen, 2000). However, with the promising market for pharmaceutical products in the retailing sector, especially for OTC products, pharmaceutical companies exploited the situation and they have also started to disseminate free healthcare information to another target group, the consumers via the mass media.

This situation creates a direct-to-customer (DTC) advertising opportunity for the pharmaceutical companies to exploit. Pharmaceutical companies usually exploit the situation by mixing pharmaceutical product advertising and promotion with educational and informative health information and embedding them in publications on health and medicine. While the primary purpose of the consumers in obtaining healthcare information is for informative and educational purposes, the main intention of the pharmaceutical company is for profitable returns.

The Bangkok Post (March 28, 2000) stated that the Health Ministry of Malaysia acknowledges that “there appears to have been an increase in the number of product launches by drug companies which can be construed as advertisements” and the issue is not confined to Malaysia. Thailand for instance reported a concern over the “rising number of direct and indirect advertisements.” It urged “academics and well-known figures in the profession” to stop acting as presenters of commercial products,
“especially those in the health sector to avoid misleading consumers.” In other words, this deceptive promotional concern is not limited to Malaysia. It is an international concern and the World Health Organization (WHO) shares the concern about improper pharmaceutical advertising. The WHO has called for a clear distinction between information and advertising disguised as “information”.

To illustrate the concern, *The New Straits Times* (11 March 2000) reported that the “generosity” extends to all kinds of health-related activities which are well-disguised as professional and educational programmes. It also reported that in a recent editorial, *The British Medical Journal* observed that “huge amounts of money has already been put into promotion targeted at doctors” and “pharmaceutical companies provide far less education than jargon and promotion, and many claims proved to be inaccurate and misleading.” It is therefore, not surprising to note that the “pharmaceutical companies spend approximately 35 percent of sales revenue on marketing” and “around double the proportion spend on research and development”. As a result, the worrying concern about pharmaceutical companies disseminating “free” educational and informative articles to the public is justified.

*The New Straits Times* published on 30 April 2000 reported that medical consultants and practitioners are asked to contribute articles. They are then published alongside or near some product advertisements which are related to the topic discussed. The Minister of Health of Malaysia stated that such publication is a subtle form of advertising and it involves professionals. This could be seen in many health-related magazines and newspaper articles in Malaysia. What gave it away is the word “Advertorial” which is clearly marked at the top of the page of each article. An advertorial is an advertisement that imitates an editorial format. However, it is rather
obvious as who is advertising for whom. This study involves an equally or more deceptive strategy whereby the label is omitted from the advertorial and therefore, the readers are unable to identify the text as a promotional genre.

Many patients and consumers may not be aware of the private intentions found embedded in the medicine and health publications because the texts are projected and masked to serve socially recognized purposes. However, the conflict between private intentions and socially recognized purposes is evident as the pharmaceutical companies are profit and business driven. Massive competition in the pharmaceutical industry has also made such publications more inclined towards private intentions.

As a result, many pharmaceutical companies have resorted to adopting unlabelled advertorials or ‘articles’ rather than advertisements to market their products. Unless the generic description and generic integrity of this type of advertorial are established, pharmaceutical companies can continue to mask marketing strategies in an unlabelled advertorial which is a mix of healthcare information and pharmaceutical product advertising. This is justified in the notion that there is a fragile balance in generic integrity and generic conflicts, and it is usually found in a mixed or hybrid genre which is laden with embedded agenda (Bhatia, 1993, 1994, 1995, 1997, 1998, 2000).

The increased publications of advertorials by pharmaceutical companies on health issues and self-medication by using OTC products in the mass media can be seen as a form of marketing. It can also be seen as a form of intrusion into and colonization of other social and professional domains, in this case, health and medicine. These factors call for research which is multidisciplinary, multidimensional and multi-perspective as it involves various discourse communities which have varied discursive practices.
1.3 Statement of the Problem

This section will discuss the problems which are identified by the main or parent discourse (medicine and health) community. They are related to alternative, traditional and self-medication in general and OTC products in particular. The findings of the discourse community support the notion that there are existing problems in self-medication and they need to be addressed immediately.

Self-medication and OTC products are seen as an alternative form of medication apart from prescribed medication, especially with the high cost of medical expenses. OTC products have become more easily available with the increasing number of pharmacies. This is also helped by the increasing and recognized role of the pharmacist in dispensing prescribed and non-prescribed medicine and in providing pharmaceutical product information and advice. This finding is supported by reports such as “Pharmacist stamp their mark” (The New Straits Times, August 2009), “Dispensing: The road to better healthcare (The New Straits Times, 16 July 2009) and “Pharmacists: Dispensing move will benefit all” (The New Straits Times, 30 June 2009).

Patients suffering from terminal diseases are willing to try other forms of medication other than modern medicine to find a cure. Therefore, some pharmaceutical companies may take advantage of the situation by publishing articles, which may be exaggerated and misleading. This can be a danger to the lives of those seeking treatment by using the products, especially for patients from the lower income group and from the rural areas (The Sun, 9 January 2001). The situation has worsened, especially with the increase of drug prices and the cost of medical consultation. In the context of Malaysia, one important aspect that the Health Ministry is looking into is to educate the people to
get proper advice from qualified practitioners before self-medicating, even for the case of minor ailments (The Star, 9 August 2006).

The New Straits Times (11 May 2006) reported that the Health Action International, a Netherlands-based non-governmental organization, carried out a study on behalf of the World Health Organization (WHO) on profits of those in the distribution chain (pharmacists, dispensing doctors, wholesalers and even some governments). It found that the final mark-up for some drugs in Malaysia can be as high as 150% for generic forms and 80% for branded items. Many Malaysians pay exorbitant prices for their medicines. In fact, drug prices in Malaysia were found to be far above the international reference pricing. The prices were kicked up at every level from the manufacturer to pharmacy.

The National Pharmaceutical Controlling Bureau (Biro Pengawalan Farmaseutikal Kebangasaan – BPFK – www.bpfk.gov.my) reported that Malaysians are now more health conscious and there is generally greater awareness of the importance of nutrition for overall well-being. In recent years, many consumers rely on a variety of ‘dietary supplements’ to improve their health. These supplements are sometimes referred to as ‘health foods’ which comprise of a diverse group of OTC products that are now freely available through a myriad of outlets. A variety of such products are available in the market, supposedly for the prevention and even treatment of chronic diseases. These products may range from foods modified to have special properties or pure forms of vitamins and minerals and extracts of various botanical or animal products. These products are marketed through a variety of channels (including advertorials) and often carry a variety of functional and health claims. It is important to monitor and regulate
the marketing and sale of these products in order to protect the interest of the consumers.

The increase in prices coupled with the vast publicity of herbal cures in the media and other sources could have tempted more and more people to try traditional treatment which are also available as OTC products. The Malaysian Medical Association (MMA) is concerned about the liberal advertisements and dissemination of information of traditional medications in various media. There are many claims made without proof and the Government’s effort to stop such unhealthy publicity has not been very successful. This is because there is a sudden surge of interest in herbal therapy. These developments cause some main concerns and the MMA wants a total ban on herbal medicine. Some of these advertisements on herbal medicine have claimed that the Health Ministry has approved the products. However, no information is provided on their efficacy, safety preparations, side effects and quality control (The Star, 4 December 2001).

Unscrupulous advertising and factual inaccuracies and assertions can be manipulated in drug advertisements and disseminated information to meet private intentions. There is a high possibility that genre bending is used for healthcare advertorials, which are contributed by pharmaceutical companies because it provides more space and possibilities for embedding and mixing of information. Unlike regulated medical and health articles, such publications usually highlight the possibilities of self-medication and the advantages of certain pharmaceutical products.

Apart from genre bending, appropriation of generic resources is carried out to promote pharmaceutical products. Most advertorials omit ‘negative’ information, namely the
side effects, contraindications or drug interaction. They are omitted because such information may affect the purchase of the promoted pharmaceutical product. Since drug prices have increased dramatically, self-medication, especially with OTC products, is seen as a cheaper alternative. In order to convince the desperate consumers, only selected information is disseminated.

The following are some of the related problems which were highlighted in the media:

- **Pharmacists must be responsible** (*The Sun*, 3 November 2009)
- **Pharmacists: No hasty changes in dispensing role** (*The New Straits Times*, 28 August 2009)
- **Dispensing Medicine: Enough pharmacists for a switch** (*The New Straits Times*, 17 July 2009)
- **Health warning against four traditional products** (*The Star*, 10 June 2009)
- **Curbing medication misadventures** (*The New Straits Times*, 5 August 2009)
- **Be wary of alternative health products** (*The Star*, 11 November 2008)
- **Indian anti-cholesterol herb interferes with drugs** (*Bernama*, 18 October 2004)
- **Untested traditional remedies can be fatal** (*The New Straits Times*, 28 August 2004)
- **Play safe with herbal remedies** (*The Sun*, 19 April 2004)
- **Be cautious of health products** (*The Star*, 22 October 2003)
- **Need to educate public on OTC medicine** (*The New Straits Times*, 17 January 2003)
- **Ministry to monitor sales of over-the-counter drugs** (*The Sun*, 14 January 2003)
- **MMA (Malaysian Medical Association) wants ministry guidelines on sale of OTC drugs** (*The New Straits Times*, 13 January 2003)

Self-medication could be a problem if not practiced accordingly or regulated effectively. With the increase in the dissemination of health and medicine information through advertorials which contain promotional intent and selective information, the situation becomes more complicated and problematic.

There are research studies which investigate the advertorial from a linguistic perspective. However, most of these studies concentrate on the textual space. While
some studies include and integrate the social space, not many include the social professional space. The third space concerns Professional Discourse (Candlin, 2002), a dynamic area of study which involves the professional discourse community.

From the earlier discussions and identification of problems, the current research supports the addition of the social professional space as it is relevant to the study on pharmaceutical product advertorial. Since there are multiple problems involving various discourse communities and the focus in on a mixed and deceptive genre, this research adopts Bhatia’s (2004) multi-perspective and multidimensional framework for the analysis of discourse as genre and CGA. By integrating the approaches, the researcher will be able to describe advertorials from the perspectives of social professional space, social space and textual space.

### 1.4 Research Objectives

The researcher is aware of the background and problems which are associated with pharmaceutical product advertising and the regulations and notions of health and medicine information dissemination by pharmaceutical companies. He is also aware of the various types of genres used by the pharmaceutical companies in disseminating product information together with health/medicine information such as brochures, advertisements or labelled advertorials. However, he attempts to analyze a more complex and deceptive form of pharmaceutical product promotion.

The corpus selected for this study is a genre set of unlabelled advertorials on products related to cardiovascular diseases (UAPRCD) and advertisements on products related to
cardiovascular diseases (APRCD). The advertorials are identified as articles at the end of the text and they not labelled as “Advertorials”. These unlabelled advertorials are contributed by various companies from the pharmaceutical industry. The companies also promote products which contain substances recommended in the unlabelled advertorials through advertisements. Both the unlabelled advertorials and advertisements are published a few pages apart of each other in a health pullout of a newspaper. In other words, they form a genre set which has promotional intent.

In order to achieve the research objectives of studying the UAPRCD and APRCD in context, a genre based framework comprising of Bhatia’s notions of promotional genres, private intentions, Critical Genre Analysis (CGA) and Multidimensional and Multi-perspective discourse analysis framework approach is adopted. This conceptual framework focuses not only on the textualization and organization but also the contextualization of the genre set.

Based on the situation/context, the study focuses on the following research objectives:

Research Objective 1 : To establish the generic description of unlabelled advertorials.

Research Objective 2 : To establish the generic description of advertisements.

Research Objective 3 : To establish the context (background) of the UAPRCD-APRCD genre set.

Research Objective 4 : To establish the generic integrity of the UAPRCD-APRCD genre set through contextualization (evaluation).

Each research objective is used to formulate a research question. Research Objectives 1, 2, 3 and 4 are matched with Research Questions 1, 2, 3 and 4 respectively.
1.5 Research Questions

The research questions for this study are formulated based on a qualitative approach mainly because the research is an exploratory investigation and detailed analysis on the creative exploitation of genre mixing, interdiscursivity and appropriation of generic resources. Due to the exploratory and prospective nature for the study, the research questions are focussed on identifying and justifying appropriation of generic resources rather than quantifying typified established qualities (moves) for representativeness.

Since this research also serves as a prospective study of CGA and the Multidimensional and Multi-perspective discourse analysis framework approach, the research questions are formulated to determine the feasibility of utilizing the conceptualized combination of analytical research approaches and procedures to study unfamiliar genres in context.

The present study attempts to answer the following research questions:

Research Question 1 : What are the communicative purposes, generic structure and genre type of the unlabelled advertorial?

Research Question 2 : What are the communicative purposes, generic structure and genre type of the advertisement?

Research Question 3 : What are the communicative purposes (or private intentions) and genre colony of the UAPRCD-APRCD genre set?

Research Question 4 : How are contexts manipulated through interdiscursivity and appropriation of generic resources to achieve promotional intentions?
1.6 Significance of the Study

The study is a genre-based research on a hybrid and mixed genre – the unlabelled advertorial. The pharmaceutical product advertorial is generally regarded as an informative article or educational editorial. However, private intentions have made it more inclined towards marketing and advertising. The research investigates the private intention aspect of the complex generic genre which has not been established comprehensively and critically from an applied linguistic perspective.

Since the pharmaceutical product advertorial involves various discourse communities, domains and types of genres, there are avenues for appropriation of generic resources and genre bending. When excessive marketing strategies are embedded, the generic integrity of a professional genre can be affected. This study will establish the generic description of the pharmaceutical product genre. It could be used as a reference in future research on pharmaceutical product advertorials, the study of mixed and hybrid genres, and other professional and promotional genres. The findings and recommendations could be used to improve on the code, regulations and guidelines set by the different practitioners who are related to the genre.

To study a complex and versatile genre, multidimensional, multi-perspective and multidisciplinary analytical procedures are required to provide a thicker description. When a combination of analytical frameworks is used, a better and more insightful understanding of the realities of the targeted genre can be acquired. The present research adopts the multidimensional analytical perspective genre analysis to study the pharmaceutical product advertorial. The combination of analysis used in the framework
could provide a more critical and comprehensive description of the dynamic promotional genre, which invades and colonizes other social and professional genres.

The findings of the study can contribute to understanding the perspectives on genre in the context of the main discourse community and other related discourse communities. Not many studies have used a combination of textual, ethnographic, socio-cognitive and socio-critical perspectives in examining complex genres. Another significance of this study is that it attempts to identify the world of reality and the world of private intentions by a combination of contextualization, organization and textualization analysis which includes analysis on textuality, intertextuality, interdiscursivity and multimodality. The findings can serve a guide in publishing pharmaceutical product advertorials as well as drafting regulations for the promotion of pharmaceutical products.

1.7 Limitations of the Study

The study is limited to the study of pharmaceutical product advertorials which are found in *The Star*, an English language newspaper published in Malaysia. As it concerns a type of printed genre, a genre-based analysis on written discourse is adopted. The research focuses on a multidimensional and multi-perspective genre analysis.

Although there are numerous analytical perspectives and research procedures suggested in the multidimensional analytical perspective genre analysis and procedures, only relevant and suitable perspectives and procedures are selected for the research of pharmaceutical product advertorials for this prospective and exploratory study. The
selection is also considered based on applicability and the constraints of time and resources.

1.8 Definitions and Terminology

To avoid ambiguity, the research will set the scope, parameters and limitations of certain definitions and terminologies based on genre analysis and the present research. The definitions and terminologies are:

1.8.1 Self-medication, over-the-counter (OTC) and ‘non-prescription’ medicines

Self-medication is the treatment of common health problems with medicines, especially designed and labelled for use without medical supervision and approved as safe and effective for such use. Medicines for self-medication are often called ‘non-prescription’ or ‘over the counter’ (OTC) and are available without a doctor’s prescription through pharmacies. In some countries, OTC products are also available in supermarkets and other outlets. Medicines that are available from doctors with a prescription are called prescription products (Rx products). *World Self-Medication Industry (WSMI)*

The WSMI description on self-medication, OTC and ‘non-prescription’ medicines is used as it is relevant to the context of Malaysia and for this research.

1.8.2 ‘Responsible self-medication’ vs ‘Self-prescription’

The term ‘responsible self-medication’ is often used to emphasise the appropriate use of OTC medicines by informed patients and consumers, with healthcare professional support where necessary. In contrast, the term ‘self-prescription’ is used for the
inappropriate practice of using prescription products without medical supervision. Self-prescription is an unfortunate feature of a number of developing countries where good healthcare systems are absent or weak (World Self-Medication Industry [WSMI]).

In the case of this study, the former definition is relevant as it focuses on self-medication and OTC medicines.

1.9 Organization of the Thesis

After introducing the research and specifying the scope of study, an overview of the overall organisation of the thesis will be provided.

Chapter I - Introduction

This chapter introduces the research and the background related to the study, concentrating on self-medication, OTC products, advertising and the mass media. Since there are problems related to the advertising of OTC products in the mass media, the research reports on the problems which are related to the issue, focussing on the adverse effects of self-medication. To address the issue, the purpose of the study is provided and it highlights the need to investigate private intentions in advertising and advertorials. This is further justified by explanations on the objectives and rationale of the study, justifying the importance of studying appropriation in hybrid and mixed genres. To achieve this, the study suggests the use of a multidimensional analytical perspective genre analysis, which is reflected in the listed research questions. The scope and perimeters of the study are defined in the limitation of the study and definitions and
terminology sections. It ends by emphasizing on the significance of the study apart from providing an overview of the thesis’ organization.

Chapter II – Literature Review

The chapter begins with discourse, discourse analysis and the development in discourse Analysis, drawing attention on the extension of discourse analysis from structures and processes to social interaction and highlighting the move from a single perspective approach to a multi-perspective approach. It also reviews other related aspects such as discourse analysis in mass communication research, motivations and targeted sources in discourse analysis, and distinctions and interrelationships in multi-analysis approaches. These reviews suggest the need to identify a suitable and comprehensive analysis which is suitable for a particular type of research or area of research even though there are similarities and overlaps among the multidimensional analysis.

As this research involves a genre set, the chapter will also review genre and genre analysis in written and professional discourse, stressing on the shift of genre theory from text to context. With all the reviews, a suitable type of analytical framework for analyzing the targeted genre can be identified. The chapter concludes with a proposed conceptualized framework comprising critical genre analysis and a multidimensional analytical perspective genre analysis, which is most suitable for the research.

Chapter III – Review of Advertorials

This chapter establishes advertorials from the genre-based perspective. It attempts to bridge theory and practice by reviewing relevant genre descriptions and identifying them with advertorials. It begins with identifying the domain of the genre. Next, a generic genre description is used to classify advertorials. Since advertorials may have
private intentions, appropriation of generic resources in such text is discussed and scrutinised.

A further review on the generic structure of promotional texts will help identify the generic structure or convention of advertorials. This chapter will also report on other classification of advertorials which are not identified in the existing references on promotional genres. Perspectives on generic integrity will be discussed and they will be used to evaluate advertorials.

Chapter IV – Methodology
A genre-based discourse analysis, a qualitative study and a critical genre analysis using a multidimensional analytical perspective genre analysis are identified and supported as the methodology for research. The chapter will discuss the selected procedures for multidimensional analytical perspective genre analysis which are relevant for the study. Methodological procedures such as data collection and data analysis are elaborated.

Chapter V – The Generic Description of Unlabelled Advertorials on Products Related to Cardiovascular Diseases
The chapter will report on the findings on the unlabelled pharmaceutical product advertorials based on the textualization, organization and contextualization approach at the text level. It will discuss Research Objective One – *To establish the generic description of the unlabelled advertorial.* It will also discuss Research Question One – *What are the communicative purposes, generic structure and genre type of the unlabelled advertorials?*
Chapter VI – The Generic Description of Advertisements on Products Related to Cardiovascular Diseases

The chapter will report on the findings on the unlabelled pharmaceutical product advertorials based on the textualization, organization and contextualization approach at the text level. It will discuss Research Objective Two – To establish the generic description of advertisements. It will also discuss Research Question Two – What are the communicative purposes, generic structure and genre type of the advertisement?

Chapter VII - Contextualization of the UARPCD-APRCD Genre Set

The chapter will report on the findings on UAPRCD-APRCD genre set. It will discuss Research Objective Three – To establish the context (background) of the UAPRCD-APRCD genre set. It will also discuss Research Question Three – What are the communicative purposes (or private intentions) and genre colony of the UAPRCD-APRCD genre set?

Chapter VIII – Interdiscursivity and Appropriation of Generic Resources in the UARPCD-ARPCD Genre Set

The chapter will report on the findings on UAPRCD-APRCD genre set. It will discuss Research Objective Four – To establish the generic integrity of the UAPRCD-APRCD genre set through contextualization (evaluation). It will also discuss Research Question Four – How are contexts manipulated through interdiscursivity and appropriation of generic resources to achieve promotional intentions?

Chapter IX – Conclusion and Recommendation

The research will determine whether pharmaceutical product advertorials are inclined towards ‘private intentions’ or ‘socially recognized purposes’. It will also identify
whether the private intentions and appropriation have affected the generic integrity of the genres. Apart from recommending ways to promote generic integrity, it will also recommend the use of multidimensional analytical perspective genre analysis and critical genre analysis in providing a thicker description on mixed and deceptive genres.
CHAPTER 2: THEORETICAL FRAMEWORK OF A GENRE-BASED WRITTEN DISCOURSE STUDY

2.1 Introduction

This chapter reviews the literature which will be used for the theoretical framework. The reviews will also be used to support the present study. It is based on the discussion and information which was presented in Chapter One. The focus is on two important areas; genre and discourse, and advances in discourse and genre analysis.

Based on the reviews on both the development and evolvement of discourse and genre analysis, the research will identify and select a suitable research framework for the study. This chapter begins with reviews of literature on discourse, discourse analysis, the development of discourse analysis, discourse analysis in mass communication research, and motivations (focus) and targeted sources in discourse analysis. This is followed by discussions on distinctions and interrelationships in multidimensional approaches. Subsequently, it reviews literature on genre, genre analysis in written discourse, professional discourse, critical genre analysis in professional discourse, and multidimensional analytical perspective genre analysis. The chapter ends with a conclusion.

2.2 Discourse

Teun A. van Dijk (1997) stated that the term “discourse” is found in humanities, social sciences and in mass media. The situation makes it hard to define discourse. The
terminology becomes more complex when related concepts such as “language”, “communication”, “interaction”, “society” and “culture” are linked.

In other words, there is no one definition on discourse as it is a complex phenomenon. Since discourse is linked with other concepts, it is easier to identify it with “discourse studies” or “discourse analysis”.

Swales (1990), Feak (1994), Berkenkotter and Huckin (1995) and MacDonald (1994) advocate the study of discourse conventions or “culture” and the interrelatedness between discourse and community as suggested by “communicative context” and “situation”. This study adopts the notions because they are more related the study of genre. It also suggests that the study of discourse is related to the study of genre as both studies have focus on many similar aspects.

2.3 Discourse Analysis and the Development in Discourse Analysis

Some of the approaches in written discourse analysis are:

*Conversation analysis (Sacks 1974; Sacks, Schegloff and Jefferson 1974; Schegloff and Sacks 1973)*

*Ethnographic approaches to discourse analysis (Pike 1967; Geertz, 1973; Gumperz and Hymes, 1986)*

*Corpus-based discourse analysis (Stubbs, 1996; Hunston 2003; Baker 2006)*

*Multimodal discourse analysis (Kress and Van Leeuwen, 1996)*

*Genre analysis (Swales 1981; Miller 1984; Bazerman 1994; Berkenkotter and Huckin 1995; Martin 1997; Wales 1990; Bhatia 1993)*
Discourse studies or discourse analysis are varied. As more discourse analysis researches are conducted, they evolve further. Some still maintain a single perspective approach while others have started to adopt and integrate other approaches. Recently, there is a move towards multi-perspective and multidimensional approach in discourse analysis.

Likewise, the study of genre has started to adopt and integrate other approaches. Since genre and discourse are related, the move towards a multi-perspective and multi-dimensional approach to discourse or genre analysis is important as there is a need adopt a more critical and applied approach to analyse evolving, richer and more complex genres and discourses.

According to Cook (1992),

“In the recent years, there has been a move away from analyzing texts for their underlying meaning or structure, to analyzing text for their function, but in both approaches, there is an unwillingness to accept language as having any value unless we can be sure that it ‘contains’ information or emotion, or has a practical or social purpose. …..Most theories, moreover, concentrate on communication through speech in face-to-face interaction, or through writing on paper. Ads, however, are representative of a kind of discourse which arises from new technologies, and which creates new kinds of relationship between participants. Such discourse should make linguistics, discourse analysis and literary studies rethink many of the methods, assumptions and categories which they have relied in the past.” (Cook, 1992 p. xvi-xvii)

Cook (1992) also suggested that discourse analysis should not focus on language alone although its main focus is on language. According to Cook, discourse analysis views language and context holistically, contrary to the theory and practice of some schools of
linguistics, which treat language as a neatly isolated object because neither specific acts of communication nor the internal mechanisms of language can be well understood in any other way. In order to analyze ads as discourse, he recommended examining “the context of communication: who is communicating with whom and why: in what kind of society and situation; through what medium; how different types and acts of communication evolved, and their relationship to each other”. He summed up the need for interaction of elements in analyzing ads as shown in Figure 2.1.

As this research focuses on pharmaceutical product advertisements and pharmaceutical product articles or “advertorials”, it will take Cook’s recommendation of discourse analysis, which views language and context holistically, into consideration rather than analyzing language or discourse in isolation because the text, context and discourse in the research involve many if not most of the elements found in Figure 2.1.

![Figure 2.1](image)

**Figure 2.1**

*Interaction of elements in ads (Cook, 1992)*

Similar to Cook’s holistic view on discourse analysis, Fairclough (1995) has also pointed out that the analysis of the language of media texts, including those written in the press should involve:
1. How is the world (events, relationship, etc.) represented?
2. What identities are set up for those involved in the programme or story (reporters, audiences, ‘third parties’ referred to or interviewed)?
3. What relationships are set up between those involved (e.g. reporter-audience, expert-audience or politician-audience relationships)?

While Cook (1992) emphasized on the text, context and discourse, Fairclough looked into representations, identities and relations, which he further elaborated as “a useful working assumption is that any part of any text (from the media or from elsewhere) will be simultaneously representing, setting up identities, and setting up relations.” Since the discourse in this research involves the area of media, mass media in general and in newspapers in particular, it could be linked with Cook (1992) and Fairclough’s (1995) respective interpretations of discourse of advertising analysis and media discourse analysis.

2.4 Discourse Analysis in Mass Communication Research

Discourse Analysis has been applied in Mass communication research over the years. Teun A. van Dijk (1985) recommended that discourse analysis in mass communication research should consider:

- From content analysis to discourse analysis of media messages
- From discourse analysis to the analysis of complex communicative events
- Attention needed in the cognitive and social context.

van Dijk’s (1985) recommendations can be seen as a relevant foundation for conducting this research as the role of linguists in mass communication can be seen as necessary if not important, moving from content analysis to discourse analysis of media messages.
This is because media analysts usually focus on content analysis while linguists focus on discourse analysis.

As advertorials are a type of complex communicative event which involves complex processes and varied discourse communities, there is a need to apply not only discourse analysis but also analysis of complex communicative events. Linguists also need to analyze discourse beyond the text and messages, integrating cognitive and social context in the analysis, both in the discourse production and consumption. All these considerations indicate the need for an applied, critical and multi-perspective and multidimensional approach in discourse analysis as well as genre analysis.

2.5 Motivation and Targeted Sources in Discourse Analysis

There are many types of discourse analyses developed over the years and some continue to develop further. While some use a single analysis, others use multiple analyses. Some of these multidimensional approaches have integrated frameworks from other discourse analysis (e.g. MDA); some use a multi-dimensional framework (e.g. CDA); while others have adopted a multi-perspective and multi-dimensional approach (e.g. CGA). These analyses have their strengths and they have different motivations (focus) and targeted sources. In other words, they are different because they have different objectives and they use different applications which are suitable for a particular type of research or area of research. The focus includes textual social context, semiotic forms and textual modes.
Since this research is focused on a mixed genre and it is combined with another genre to form a genre set in order to realize its promotional intent, the research will be based on CGA because the focus is on a professional discourse and the various aspects of genre. CGA is relevant for this study because there is a need to contextualize the discourse community and ethnographic aspects in order to re-establish the genre and related professional discourse which have been intentionally mixed for private intentions.

2.6 Distinctions and Interrelationships in Multidimensional Approaches

The following subsections provide a description of the emerging multidimensional approaches. There are distinctions and interrelationships among them.

2.6.1 Multi-perspective Approaches and Multidimensional Frameworks

There are three types of analyses which use the multi-perspective approaches and multidimensional frameworks. They are Critical Discourse Analysis (CDA) - Fairclough (1995); Mediated Discourse Analysis (MDA) - Scollon (2001) and Genre Analysis (GA) – Swales (1998), Bhatia (2004), Critical Genre Analysis (CGA) - Bhatia (2008).

2.6.2 Distinctions and Interrelationships

2.6.2.1 Critical Discourse Analysis

Critical Discourse Analysis (CDA) focuses is on socio-political domination. The approaches include analysis of discourse, analysis of discourse practice and analysis of
discursive events. Its analyses are based on text production, distribution and consumption analysis, sociocultural practice analysis.

2.6.2.2 Mediated Discourse Analysis

Mediated Discourse Analysis (MDA) focuses on socio-political domination but focus is on social action rather than discourse. The approaches include mediated action theory, anthropological linguistics and the ethnography of communication, conversational analysis and ethnomethodology, critical discourse analysis and Bourdieu’s social practice theory.

The analysis focuses on critical discourse analysis, ethnography and interactional sociolinguistics, and multimodal discourse analysis.

2.6.2.3 Genre Analysis and Critical Genre Analysis

Genre Analysis (GA) and Critical Genre Analysis (CGA) focus on conventions - situated linguistic behavior in institutionalized academic or professional settings focusing on typification of rhetorical action, regularities of staged, goal oriented social processes and consistency of communicative purposes.

The approaches include ‘thicker’ description of language use, and a multidimensional and multi-perspective analysis of discourse by integrating professional space, social
space and textual space. It may include ethnographic discourse analysis, critical discourse analysis, corpus-base discourse analysis, and multimodal discourse analysis.

Although there are similarities and overlaps among the three types of analyses, it is found that GA, in particular, CGA is most relevant and suitable for the study of mixed professional genre in context because there is a need to study conventions and rhetorics in determining the generic integrity and generic description. CGA is also chosen because it uses an approach which not only analyzes the social domain but also the professional domain. This is important for analysing a mixed genre which integrates the professional discourses from multidisciplinary domains.

2.7 Genre

The study of genre used to focus on the text. More recent genre studies integrate the study of textualization and organization with contextualization. This is necessary as Candlin and Sarangi (2004: p. x) explained that genres are complex internally and they have uncertain boundaries. The increasing complexity also derives from the company they keep, whether in terms of “colonies” (Bhatia, 2004) or systems of genre or in terms of the chaining of genres. Candlin and Sarangi (2004) illustrated the healthcare context in hospitals where registration forms are linked to patient notes to request for specialist treatment or analysis. They called this an “organizational sequencing” as all are tightly linked institutionally in a well-defined process.

The genre being analyzed in this research is not restricted to a particular domain as in medicine. Although the genre is bound by and regulated by the main discourse
community, the genre is also related to other discourse communities such as the business community which sponsors the advertorial, the media community which publishes it and the social community which consumes it. Apart from the relationships, there are elements from the communities which affect genres. Genres are controlled by the main or parent discourse community.

This complexity can also be found in pharmaceutical product advertorials and advertisements studied in this research. They are published in a health supplementary section (a weekly pullout) from a weekend newspaper publication. The supplementary section publishes health related and medical articles apart from advertising some pharmaceutical products and services. The pharmaceutical product advertorials could be seen as placing themselves in the “company” of these academic and research articles and embedding themselves in the “colony”. To achieve this and to be part of the systems or chain of the genre, it masks itself as an academic research article by appropriating generic resources.

In addition, pharmaceutical product advertorials are also positioned near relevant and related academic research articles to enhance the linkage effect in order to give more recognition and “value” to the advertorials. For example, a pharmaceutical product advertorial on heart diseases is placed near to an academic research article on heart diseases. Pharmaceutical product advertorials are usually published with accompanying pharmaceutical advertisements. In fact, these advertisements have a generic description inclined towards an advertorial rather than an advertisement. The placement of accompanying advertisements, which exploits the chaining and sequencing effect, is to enhance the private intentions of advertising and marketing the product.
The complexity in genre is not limited to the exploitation and manipulation of texts. Scollon (1998) and Kress and van Leeuwen (1996) highlighted that the genre complexity also derives from the now pervasive multi-modality of genres. They insisted that as genres are multi-modal in practice, there is a need to include multi-modal analysis. Since there are visuals which are used to enhance the advertorials and accompanying advertisements, there is a need to include multi-modal analysis as part of the research framework. The research will focus on the appropriation of visuals and the embedding of prohibited visual used in enhancing the marketing intention.

Apart from the newer perspectives on genre, which is more relevant to the study of hybrid and mixed genre, there are the other perspectives of genre which are more relevant to the study of single disciplinary or within domain genres.

Martin (1997: p. 12) explained that “genre is concerned with systems of social processes, where the principles for relating social processes to each other have to do with texture – the way in which field, mode and tenor variables are phased together in a text. This means that the principles for relating texts to one another at the level of genre complement those at the level of register”.

Martin (1992: p. 505) stated that text structure is generated at the level of genre and genre networks would thus be formulated on the basis of similarities and differences between the text structures which thereby define text types. As part of the realization process, generic choices would preselect field, mode and tenor options associated with particular elements of text structure. Text structure is referred to as schematic structure in Martin’s model, with genre defined as a staged, goal-oriented social process realized through register.
Apart from Martin’s definition of genre, there are other definitions of genre and there are other significant definitions from different schools of thoughts (Table 2.1). These definitions may not be complete definitions of genre. However, based on the definitions, genre can be perceived as not on a complex and rich construct but also a construct which is determined by context, the producer or regulator and the intended purpose of constructing it.

### Table 2.1

**Genre Definitions from Different Schools of Thought**

<table>
<thead>
<tr>
<th>Bakhtin</th>
<th>Miller</th>
<th>Bazerman</th>
<th>Swales</th>
</tr>
</thead>
<tbody>
<tr>
<td>“a particular function and the particular conditions of speech communication specific for each sphere give rise to particular genres”</td>
<td>“a genre becomes a complex of formal and substantive features that create a particular effect in a given situation”</td>
<td>“the levers which we must recognize, use and construct close to type (but with focused variation) in order to create consequential social action”</td>
<td>“genre as a communicative event, with a communicative purpose, used and shaped by a discourse community”</td>
</tr>
</tbody>
</table>

This research will adopt the combined definition of genre as it investigates a genre which has the collective or most of the defined characteristics of a genre.

Swales (1990: p. 52) stated that texts belong to one genre share a set of communicative purposes. Form, structure and audience expectations are identified with the prototypical rhetorical structure of the genre. Swales (1990: pp. 53-54) emphasizes the importance of understanding the rationale behind the discourse structure of a particular genre describing the interrelationship between communicative purposes, rationale and conventions as ‘recognition of purposes provides the rationale, while the rationale gives rise to constraining conventions.’
Swales (1990: pp. 54-57) also claims that nomenclatures or classifications used in a discourse community are important. He refers nomenclatures as:

“One consequence is that these active members give genre names to classes of communicative events that they recognize as providing recurring rhetorical action. These names may be increasingly adopted first by overlapping or close discourse communities and then by farther and broader communities. Particular attention therefore needs to be given to the genre nomenclatures created by those who are most familiar with and most professionally involved in those genres.”

The descriptions of genres and the principles which makes genre distinctive from text and discourses are still valid. The change is not in the description or the principles but the context and the “new” type of genres which are emerging. This requires research to update descriptions and to scrutiny principles to make generic description move comprehensive and valid. To study and understand genre, there is also the need to understand the concept of genre from various perspectives. The following perspectives come from the pioneers in genre based researches.

2.7.1 Bakhtin’s Definition of Genre

It is fundamentally based on the communicative function of language. He defines genre as “a particular function and the particular conditions of speech communication specific for each sphere give rise to particular genres”.

Genre can be re-conceptualized genre as social action in six ways. Genre is viewed as dynamic, participatory, situated social action, and its application is an engagement with established discourse communities, acculturation into conventions, and negotiations.
with, and transformation of, the communities in practice. Thus, genre is seen as a form of “situated cognition” according to Berkenkotter and Huckin (1995).

Yates and Orlikowski (1992: p. 300) states that genre is a social institution that is capable of being changed and renewed; it shapes and is shaped by communicative actions while Johns (1997: p. 41) states, “every situated text is a negotiated revision modified by the social forces in its particular context”.

2.7.2 Miller’s Definition of Genre

Burke (1977), Searle (1978) and Austin (1975) state that the ‘New Rhetoric’ emphasizes on the contextual framework of society. It shapes Miller’s notion of genre as a social action embedded in a wide socio-rhetorical context. Genre as typified rhetorical actions or responses must consider the situational context in a discourse community since a situation functions as a social construct with a well-defined meaning.

According to Miller (1984: p. 25), “a genre becomes a complex of formal and substantive features that create a particular effect in a given situation”. Miller proposes a ‘hierarchy of meaning’ of nine levels: Human nature, culture, form of life, genre, episode or strategy, speech act, locution, language and experience. Miller (1994: p. 39) adds that genres serve “as keys to understanding how to participate in the actions of a community”, and they are related to social structures and related discourse communities.
2.7.3 Bazerman’s Definition of Genre

Bazerman (1994) sees genre as social action where writers and readers jointly construct genres with shared purposes. Genre develops on the basis of conventions over time and through recurring situations subject to social, cultural and institutional influences. “Genres are forms of life, ways of being. They are frames for social action. They are environments for learning. They are locations within which meaning is considered. Genres shape the thoughts we form and the communications by which we interact. Genres are the familiar places we go to create intelligible communicative action with each other and the guideposts we use to explore the unfamiliar”.

Genres in which we participate are “the levers which we must recognize, use and construct close to type (but with focused variation) in order to create consequential social action” (Bazerman, 1994: p. 79).

2.7.4 Swales’s Definition on Genre

A genre are communicative events which are shared by members who share the same set of communicative purposes. These purposes are recognized by the expert member of the parent discourse community, and thereby constitute the rationale for the genre. This rationale shapes the schematic structure of the discourse and influences and constraints choice of content and style. Communicative purpose is both a privileged criterion and one that operates to keep the scope of a genre narrowly focused on comparable rhetorical action.
In addition, exemplars of a genre exhibit various similar patterns in terms of structure, style, content and intended audience. The parent discourse community will view the exemplar as prototypical on realization of all high probability expectations. Subject to validation, a valuable ethnographic communication is constituted by the genre names inherited and produce by discourse communities (Swales, 1990: p. 58).

Swales integrates genre as a communicative event, with communicate purpose as a privileged criterion recognized by the parent discourse community. Swales (1986) defines genre as “the most stable and the most solid of communicative events” while Devitt (1993) describes genre as a trivial concept, a classification system that has been derived from literary criticism that names type of text according to their forms. These are based on the early concepts of genre which comprise of forms of text or textual features of text.

From these reviews, genres are regarded as powerful elements of social actions rather than mere descriptions of text and organization.

Swales (1990) considered research articles as a genre. He also suggested that if they are studied as a genre, then, “the complementary strengths of linguistic and rhetorical analysis can be shown to best advantage”. In the case of pharmaceutical product advertorials, it is a mixed and hybrid genre which consist of descriptions research or academic genre (medical and pharmaceutical information) and promotional genre. Therefore, an analysis from the genre-based perspective will provide both the opportunity to study the rhetorical and linguistic aspects of the pharmaceutical product advertorial comprehensively in addition to the opportunity to observe how they are closely associated with each other.
The genre theory is usually applied in the study of genre. There are three different conceptions and perspectives on genre theory. They overlap in their approaches even though they have different research and pedagogies. Freedman and Medway (1994) and Berkenkotter and Huckin (1995) are advocates of the Rhetoric Group which focuses on rhetorical tradition while Cope and Kalantzis (1993) and Christie and Martin (1997) support the Australian Genre Theory with influence from Halliday’s (1985) Systemic Functional Linguistics. Swales (1990) and Bhatia (1993) approach the genre theory through the ESP Approach which is based on Bakhtinian notion and Vygotskian principles. The research will adopt the third concept and this will be further discussed in the following chapter – The Review on Advertorials and Advertisements.

Swales (1990) definition of genre seems to apply here because as a genre, the research article comprises a set of communicative events, e.g. a set of relationships between people that are acting in a social context and performing certain roles. These roles are commonly associated with the occasion and with certain goals. In the case of the research article, it is to add to the existing stock of knowledge in the field as well as to gain recognition through contributions. Secondly, these communicative events are recognized by the expert members of the discourse community. Expert reviewers and readers recognize exemplars of the genre using “schemata”, e.g. the previous knowledge that guides their expectations about texts. They approach the research article using previous knowledge of academic in general and of disciplinary culture in a particular (content schemata,) and previous knowledge about generic textual features of the research article (formal schemata) In addition, appropriate reading and writing skills enable these expert members to bring to the text adequate expectations about the potential content and form. Finally, the communicative purposes of writing and
publishing research articles constitute the rationale that constrains the rhetoric of the
genre.

2.8 Genre Theory

The more recent concepts of genre describe genres as social actions (Miller, 1994) and
rhetorics in social contexts (Russell, 1997). Halliday and Hasan (1989) state that genre
involve concepts of context of situation and context of culture. Swales (1990) describes
genre as a communicative event, with a communicative purpose, used and shaped by a
discourse community. His definition of genre is based on the genre theory:

“A genre comprises a class of communicative events, the members of
which share some set of communicative purposes. These purposes are
recognized by the expert members of the parent discourse community
and thereby constitute the rationale of the genre. The rationale shapes
the schematic structure of the discourse and influences and constrains
choice and content and style. Communicative purpose is both a
privileged criterion and one that operates to keep the scope of the genre
as here conceived narrowly focused on comparable rhetorical action.
In addition to purpose, exemplars of a genre exhibit various patterns of
similarity in terms of structure, style, content and intended audience. If
all high probability expectations are realized, the exemplar will be
viewed as prototypical by the parent discourse community. The genre
names others constitute valuable ethnographic communication but
typically need further validation.”

The theory describes genres as powerful elements of social actions rather than mere
description of text and organization. However, earlier works of genre studies which
advocated Swales’s genre theory focussed on the description of text and organization
rather than the powerful elements of social actions.

Swales reviewed his definitions of genre and genre theory after observing the evolution
and development of genres. Swales described the newer definitions in a metaphoric
definition in 2004. These extensions and developments of the definition to genre and genre theory provides a more flexible and comprehensive understanding to genre studies compared to the definitions published in 1990. They are illustrated in Figure 2.2 on the next page.

**Metaphor**

- Frames of Social Action
- Language Standards
- Biological Species
- Families and Prototypes
- Institutions
- Speech Acts

**Variable Outcomes**

- Guiding Principles
- Conventional Expectations
- Complex Historicities
- Variable Links to the Center
- Shaping Contexts; Roles
- Directed Discourses

![Figure 2.2](image-url)

**Swales’s Notions of Genre and Genre Analysis as Metaphors**

The current research will adopt Swales’s 1990 and 2004 definitions as they are relevant to the type of data and data analysis. The former definition is used as a descriptive approach at the beginning of the research. The latter definition is used as an investigative and evaluative approach which is required for analyzing unfamiliar and deceptive genres in complex contexts.

### 2.9 Genre Analysis in Written Discourse

Hyland (2000) adopts a social constructionist perspective and he believes that text:

1. are the social products of particular communities
2. give form to the social negotiations of disciplinary investigation that shed light on the process of knowledge-making
3. are subjected to social practical influences of particular social groups
4. reveals generic activity as they add to the accumulation of previous textual works, and evidences repeated rhetorical responses to similar situations resulting in typification.

He further states ‘discourse communities’ implies interdisciplinary diversity and intradisciplinary homogeneity, disciplinary constraints and differences. As for ‘communities of practice’, there is an emphasis on situated activity.

In other words, the ideology of the social construction of knowledge suggests community conventions connect texts with disciplinary cultures and reveals how writers negotiate knowledge. Therefore, in adopting the social constructionist perspective, and stipulating a context for text analysis in such manner, Hyland has bridged a gap that has been subjected to criticism in discourse analysis. His perspectives support the relevance of genre analysis.

Bhatia (2004) reported that the genre analysis on hybrid and mixed genre is based on the systematic development of discourse analysis which has gone through three main stages. They are ‘textualization of lexico-grammar’, ‘organization of discourse’ and ‘contextualization of discourse’. Based on this historical development of genre theory, he proposed a four-space model of genre analysis, which studies language as text, language as genre, language as professional practice and language as social practice.

There are still genre studies conducted based on one or two of the stages of discourse analysis, ‘textualization of lexico-grammar’, ‘organization of discourse’ and ‘contextualization of discourse’. A genre study based on one or two stages of a
discourse analysis may be sufficient to describe a non-hybridized genre. However, this research will embark on one which incorporates all three stages because a thicker description is required to describe a mixed and hybrid genre such as the pharmaceutical product advertorial.

2.10 Three Approaches in Genre Analysis

There are three approaches to Genre Analysis. The proponents from the three approaches of genre analysis are:

   
   Genre analysis based on the English for Specific Purposes (ESP) theory.

   
   Genre analysis based on the Australian educational linguistic theory.

   
   Genre analysis based on the North American new rhetoric theory.
Hyon (1996) summarized the three approaches as shown in the following table:

Table 2.2

The Three Schools of Genre Theory

<table>
<thead>
<tr>
<th>Researchers</th>
<th>ESP Analysis</th>
<th>Australian Genre Theories</th>
<th>New Rhetoric Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researchers</td>
<td>ESP scholarship</td>
<td>Systemic-functional linguists</td>
<td>North American scholarship interested in L1 teaching</td>
</tr>
</tbody>
</table>

Objective

<table>
<thead>
<tr>
<th>Genre Theory</th>
<th>ESP Analysis</th>
<th>Australian Genre Theories</th>
<th>New Rhetoric Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Genre Theory</td>
<td>Genre as “Communicative events’ characterized both by their “communicative purposes” and by various patterns of “structure, style, content and intended audience” (Swales, 1990:58)</td>
<td>Genre as “Staged-goal-oriented social processes” (Martin, Christie and Rothery, 1987)</td>
<td>“Genre as social action” with social purposes (Miller, 1984)</td>
</tr>
</tbody>
</table>

Text Analysis

<table>
<thead>
<tr>
<th>Genre Theory</th>
<th>ESP Analysis</th>
<th>Australian Genre Theories</th>
<th>New Rhetoric Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text Analysis</td>
<td>Structural move analyses to describe global organizational patterns</td>
<td>Analysis of linguistic features within Hallidayan schemes of linguistic analysis</td>
<td>Text analysis based on ethnographic methods.</td>
</tr>
</tbody>
</table>

EAP = English for Academic Purposes, ESP = English for Specific Purposes, EPG = English for Professional Purposes
NSE = Native Speakers of English, NNSE = Non Native Speakers of English

The three approaches on genre analysis focus mainly on pedagogic applications. They are different in terms of theory as the ESP Analysis focuses on structural moves, the Australian Genre Theory focuses on linguistic feature analysis while the New Rhetoric Study focuses on ethnographic analysis.

Yunick (1997) summarizes the three approaches as:

“With respect to drawing relations between language and its social functions, New Rhetoric focuses on the social purposes end of the spectrum, while genre analysis in ESP brings more focus to moves in discourse structure. Australian linguistics explicitly and theoretically hooks up grammar and lexicon as well as discourse structure to social function.”
2.10.1 English for Specific Purposes Genre Analysis

Swales (1990) defines genre as a class of communicative events based on sociolinguistic and ethnomethodological theories. Analysts look for textual patterns common in a genre by analyzing the moves. The level of analysis is not only at the level of the text but also at the lexico-grammatical level. The analysts look at the use and the meaning of a particular word or phrase in a particular genre.

2.10.2 Australian/Hallidayan Genre Analysis


2.10.3 North American/New Rhetoric Genre Analysis

The North American new rhetoric approach is influenced by developmental psychology and meta-cognitive science. It focuses on the social purposes of genre. Miller (1984) states a genre is ‘social action’. He also suggests that the study of genre should include ethnographic study of the community in which it is found. Berkenkotter and Huckin
(1993) define genres as ‘dynamic rhetorical forms that develop from the ESP ones to recurrent situations and serve to stabilize experience and give it coherence and meaning’. They also state that ‘genre change over time in response to their users’ sociocognitive needs’. Therefore, the North American new rhetoric approach on genre involves social action and the study of genre involves ethnographic studies of the surround social context. Analysts analyze a genre though the study of society in which the genre is used or ethnomethodology.

2.11 ESP and Swales’s Genre Theory

The roots of systemic are in functional linguistics in which language is considered to be social, cultural and historic. The systemic theory influenced Swales’s theory of genre analysis mainly in the concept of language and generic structure.

Swales model (1985: p. 4) “a recognized communicative event” and “a shared public purpose” dual purpose of publication – the author’s purpose to contribute to the common stock of knowledge and the responsibility of the discourse community to validate new findings in relation to their current beliefs and interests, “within variable degree of freedom” and “with constraints of allowable contributions in terms of their positioning, form and intent”/fourth, “a structured and standardized communicative event”.

Duderstadt, et. al. (1982: p. 69) state that “engineers should acquire … a knowledge of the general structure of problem-solving methods, which can be adopted to the constraints of the situation at hand, and allow for creativity and imagination”. They
believe that “there is always some degree of reference to background ideas” and “that all measurement and experiments are conceived and interpreted in terms of current modes of thoughts” (Duderstadt et. al, 1982: p. 308)

Candlin and Hyland (1999) stated that writing should be viewed as a text which incorporates a process and an interpretation. A written discourse can be analyzed effectively if it involves analysis of generic structure and the discursive practices of the genre in question. The analysis should also consider the specific local circumstances in which the genre is produced as well as the broader institutional and socio-historical context which are linked with the production of the genre.

Genre analysis is also connected with studies on the form of language use in relations to meaning (Bhatia, 1993). Bhatia (2001) also stated that generic knowledge is accessible only to the members of the discourse community and by acquiring the generic knowledge, one can “use, interpret, exploit and innovate novel generic forms.” Bhatia (1993) noted that genre analysis requires input from a variety of disciplines to help interpret, describe and explain the rationale which underlies various professional and academic genres. He defined genre analysis as:

“A recognizable communicative event characterized by a set of communicative purpose(s) identified and mutually understood by the members of the professional or academic community in which it regularly occurs. Most often it is highly structured and conventionalized with constraints on allowable contributions in terms of their intent, positioning, form and functional value. These constraints, however, are often exploited by the expert members of the discourse community to achieve private intentions within the framework of socially recognized purpose(s).”

These notions further strengthen Swales’s (1990) definition of genre and the 3 Step Genre Analysis framework which focuses on how language is used within a specific
setting. It is used to analyse the different communicative purposes and how they place constraints on the formal features of the text, the discourse structure and the lexical and grammatical choices. In other words, Swales (1990) 3 Step Genre Analysis framework emphasises the purposive nature of genres and concerns the way genres look. It is used to show that the communicative purposes constitute the rationale for the genre. This means that the purpose of a genre constructs a particular text structure and a host of conventionalised verbal and visual rhetorical strategies.

Genre analysis began with studies on different aspects, sections or conventions of a genre. Cooper (1985) and Swales (1981, 1984, 1990) researched on the introduction section, while Nwogu (1997) focused on the method section, Brett (1994) and Williams (1999) studied on the results section while Hopkins and Dudley-Evan (1988) analyzed the discussion section. There are some research on linguistic features found in the medical articles. Thomas and Hawes (1994) reported on the use of reporting verbs while Azirah (1996) studied on generic structures and syntactic choices based on the systemic-functional model. Other medical related researches include studying syntactic features of texts (Malcolm, 1987; Pettinari, 1982; Slanger, 1986) and researching on generic structures or organization of information (Adams-Smith, 1987; Gosden, 1993, Skelton, 1994).

There are many studies conducted on genre targeting parts of a genre but not many have analyzed the entire genre or extending it to the contextual and social space. While academic genre in general and research articles in particular are significantly researched in the area of science, medicine, law and advertising, less have concentrated on interdisciplinary or multidisciplinary genre analysis. In addition, while many researches have extended and replicated on established genre, few have embarked into researching
genres which yet to be established such as the complex, mixed and hybrid genre. Apart from these, not many researchers have analyzed genre from a multi-perspective analysis. This research will select and study the pharmaceutical product advertorial although it can be regarded as a genre found in these less researched areas.

2.11.1 Historical Development of Written Discourse Analysis

2.11.1.1 Textualization

Textual competence is required for analyzing textualization. Bhatia (2000) linked textual competence with the ability to participate in the discursive practices of an occupation or profession. The discursive practices involve genre which belong to the profession or occupation. The ability to understand or comprehend the genre is also recognized as textual competence. Table 2.3 below illustrates some research conducted on the textualization of written discourse analysis.

**Table 2.3**

<table>
<thead>
<tr>
<th>STAGE</th>
<th>ANALYSIS</th>
<th>FINDINGS</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Textualization</td>
<td>Statistical significance of lexico-grammar</td>
<td>Passives in EST; Nominalizations in legal English; Noun-verb combinations in legal texts</td>
<td>Halliday et al. (1964); Barber (1962); Crystal and Davy (1969); Spencer (1975)</td>
</tr>
<tr>
<td></td>
<td>Textualisation of distinctive lexico-grammatical resources</td>
<td>Tenses in the rhetoric of science; En-participles in chemistry texts; Tenses in reporting past literature; Nominals in academic writing</td>
<td>Swales (1974); Oster (1981); Dubois (1982); Trimble (1985)</td>
</tr>
<tr>
<td>From textualization to text and discourse</td>
<td>Relationship between semantics and pragmatics of text; Coherence in text interpretation; Intertextuality</td>
<td>Van Dijk (1977); de Beaugrande and Dressler (1981); Brown and Yule (1983)</td>
<td></td>
</tr>
</tbody>
</table>
Bhatia (2000) describes generic competence as an ability to identify, construct, and successfully exploit a specific repertoire of professional, disciplinary or workplace genres to participate in the knowledge producing and knowledge consuming activities of a specific discourse community or community of practice. Generic competence is required for analyzing organization in genre analysis. With generic competence, one can identify the generic structure which is embedded in a specific disciplinary culture. This situation is a norm in the typical disciplinary practices of professional communities. Table 2.4 on the following page lists some research conducted on the organization of written discourse analysis.

<table>
<thead>
<tr>
<th>STAGE</th>
<th>ANALYSIS</th>
<th>FINDINGS</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization</td>
<td>Textual patterns leading to text types, highlighting rhetorical patterns</td>
<td>Rhetorical structures; Rhetorical-grammatical structures in science texts; Predictive structures in economics textbooks</td>
<td>Widdowson (1973); Selinker et al. (1973); Tadros (1985); Candlin et al. (1980)</td>
</tr>
<tr>
<td></td>
<td>General global patterns of discourse organization</td>
<td>Rhetorical patterns; Problem-solution patterns; Schematic structures; Macro-structures</td>
<td>Coulthard (1977); Hoey (1983); van Dijk (1988)</td>
</tr>
<tr>
<td></td>
<td>Cognitive structures and rationale in genres</td>
<td>Move structures in genres; Qualificational patterns; Generic structure potential</td>
<td>Swales (1981a, 1990); Bhatia (1982, 1993); Hasan (1985)</td>
</tr>
</tbody>
</table>
Bhatia (1999) stated that one who has generic competence could:

- select the appropriate genre(s) to suit a rhetorical purpose in a specific professional, disciplinary or workplace context,
- construct, interpret and use generic resources to achieve the goals of the professional community,
- exploit generic knowledge to create new forms to express ‘private intentions’ within the socially recognized goals, and
- participate effectively not only in the discursive procedures that give shape to such generic constructs, but also in the professional practices of which these forms an important component.

2.11.1.3 Contextualization

Bhatia (2003) noted that genre analysis has extended to social space. It has started to involve contextualization and the ability to use language socio-critically. This sociolinguistic perspective on genre includes social competence, the highest level of competence. Table 2.5 on the next page exemplifies some research conducted on the contextualization of written discourse analysis.
Table 2.5
Research on the Contextualization of Written Discourse Analysis

<table>
<thead>
<tr>
<th>STAGE</th>
<th>ANALYSIS</th>
<th>FINDINGS</th>
<th>EXAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>C O N T E X T U A L I Z A T I O N</td>
<td>Socio-cognitive aspects of genres; development and exploitation of generic resources</td>
<td>Genre development and change; Genre mixing, embedding; Appropriation of generic resources; Systems of genres</td>
<td>Berkenkotter and Huckin (1995); Bazerman (1994); Bhatia (1997a, 1998a)</td>
</tr>
<tr>
<td></td>
<td>Multidimensional, and multi-perspective analyses of professional and institutional genres</td>
<td>Why do professionals use language the way they do?; Disciplinary variation and conflicts in genres</td>
<td>Swales (1998); Bhatia (1999c, 2000); Hyland (2000); Candlin and Hyland (1999)</td>
</tr>
<tr>
<td></td>
<td>Language as critical discourse; Language as social control; Language in and as social interaction</td>
<td>Discourse, change and hegemony; Social control in institutionalized discourses; Language and ideology; Language as mediated discourse</td>
<td>Fairclough (1992, 1993,1995); Sarangi and Slembrouck (1994); Scollon (1998)</td>
</tr>
</tbody>
</table>

In short, if genre analysis incorporates a combination of textualization, organization and contextualization, it will provide a thicker description on textual, generic, professional and social aspects.

Brett (1994) stated that genre analysis studies have been carried out comprehensively on science based research articles and according to Brett (1994) and Holmes (1997), there are a few studies carried out on social science articles. However, based on references, the researcher believed very few studies have been carried out on advertorials, a hybrid and mixed genre. From the applied linguistics perspective, the researcher also believed that no genre analysis has been carried out on pharmaceutical product advertorials.
2.12 Professional Discourse

From the above discussions, discourse analysis can be regarded as interdisciplinary if not multidisciplinary. However, although discourse analysis is an interdisciplinary field of inquiry, it is often seen as located within the discipline of linguistics (Bhatia, Flowerdew and Jones, 2008). This, according to Sarangi and Candlin (2001: p. 379) is caused by two problems:

“……we revisit the main methodological problematic that pervades both social theoretical and sociolinguistic studies of social life. This has to do with striking a relationship between participants’ and analysts’ perspectives on social data. Two positions can be discerned. First we could say that participants and analysts bring different perspectives to data, very much in the objectivist, scientific mode of inquiry. Such an assumption of difference leads to the analyst imposing or transforming the “observed” into a form of order. A second position would maintain that participants and analysts view the world in the same way, through the same lens, using the same coding devices – very much in the hermeneutic, ethnomethodological mode of enquiry. Here the assumption is one of similarity demanding that both perspectives need to be aligned in any study of social events.”

The quotation from Sarangi and Candlin (2001) identified the challenges of “how shared can the practices be of investigating professional expertise and how shared the research methodologies?” Candlin (2002) reiterated the recognition for research and practice in professional discourse.

Bhatia (2003) stated that one needs to be competent in the generic structure of the discursive practice of any given profession in order to acquire professional competence. Professional competence is the ability to function using a repertoire of genres which belong to a particular profession. In studying a genre produced in a particular discourse, one is required to have an understanding of the professional competence.
2.13 Critical Genre Analysis in Professional Discourse

Bhatia (2002) explained that Critical Genre Analysis should involve examining generic description at three levels, which are the individual genres, genre colonies and generic values.

According to Geertz (1973), although genre analysis has been studied in the field of linguistics, it is only recently that the approach to provide a thicker description or a more comprehensive and insightful description. Bhatia (1993) specified the role of genre analysis in providing thicker description in the context of academic and professional texts. He stated that this type of genre analysis “has become a powerful and useful research tool to arrive at significant form-function correlations which can be utilized for a number of applied linguistic purposes.”

Bhatia (1993) further explained that genre analysis can provide an avenue for the study of institutionalized context. This included the system or methodology in which the discourse is used and the rules and conventions which are determined by the social, academic and professional conventions that are used to govern the language in such domains. In other words, genre analysis involves the characterization of the typical or conventional textual features of a discourse and the understanding of the rationale behind such characteristics.

Bhatia (1997) observed that a thicker description of genre analysis requires the study of situated linguistic behavior in institutionalized or professional settings. He listed four characteristics for analyzing professional genres in order to provide a thicker description. They are:
• Showing a genuine interest in the use of language to achieve communicative goals;
• Giving a dynamic explanation of the way expert users of language manipulate
generic conventions to achieve a variety of complex goals; combining the
advantages of a sociolinguistic perspective, especially the use of ethnographic
information, with those of a cognitive perspective, especially regarding the tactical
use of language;
• Being motivated by linguistic concerns;
• Focussing on specific differentiation in language use at various levels of generality.

Bhatia (1997) used the term ‘applied genre analysis’, as a type of analysis which not
only examines the structure of text in terms of moves and strategies but also examines
other features. The inclusion of other features evolves genre analysis from being single
perspective to multi-perspective.

Flowerdew and Dudley-Evans (2002) explain about the influence of “sociology of
knowledge or science”. They conclude that genre analysis “is no longer valid to present
a study that focuses on moves that a writer uses without a consideration of the role of
the writer in the discourse community and the expectations of the discourse community.
In this case, genre analysis could be multidisciplinary as the more recent genre
evolvement have introduced the promotional genre and also mixed and hybrid genres.

Apart from multi-perspective and multidisciplinary in nature, genre analyses have also
adopted multidimensional procedures. Some development include identifying lexico-
grammatical features and describing their functions (Bhatia, 1993), studying the social
and cultural factors in genre (Badger, 2003) and comparing cross-cultural aspects
(Upton and Connor, 2001). Thus, genre analyses have become multidimensional
instead of single dimensional as they incorporated different procedures to study different linguistic aspects.

2.14 Multidimensional Analytical Perspective Genre Analysis

According to Bhatia (2004), there is a need to apply a multidimensional and multi-perspective approach to discourse variations in professional communities. The rationales for design and execution of such an approach include:

- Use of multidisciplinary, multidimensional and multi-perspective analytical procedures can provide a thicker description of language use;
- Better and more insightful understanding of the realities of the world of professions through collaborative work;
- Accommodation and understanding of cross-cultural and intercultural variations in disciplinary discursive practices.

Bhatia’s (2004) framework for Multidimensional Analytical Perspective Genre Analysis and Procedures include:

- Textual perspective and procedures;
- Ethnographic perspective and procedures;
- Socio-cognitive perspective and procedures;
- Socio-critical perspective and procedures.

A detailed review on the Multidimensional Analytical Perspective Genre Analysis and Procedures will be discussed in Chapter Four - Methodology.
The typical genre-based analyses of professional discourse may not be sufficient to provide a comprehensive genre study on the hybrid and mixed genres as they are very much more complex and dynamic. To investigate such a world of hybrid and mixed genre, Bhatia (2004) advocated the need to have an equally complex, multidimensional and multi-perspective model of genre analysis. Bhatia (2004) proposed a

“….multi-perspective and multidimensional framework for extending the theory and scope of genre analysis in an approach to see ‘the whole of the elephant’, as they say, rather than approaching it from any specific point of view for a partial view.”

The pharmaceutical product advertorial is hybrid and mixed genre. It is an appropriated medical article whereby health related information is mixed with pharmaceutical product information. It is embedded with marketing discourse and the genre is bent towards the marketing genre colony to achieve private intentions. The appropriation of generic resources is masked by creative discourse to project the existence and maintenance of generic integrity. It is produced and consumed by various discourse communities. In other words, it is complex and dynamic in nature. Based on Bhatia’s (2004) view, it is best studied using a multidimensional and multi-perspective framework genre analysis.

2.15 Hybrid and Mixed Genre Analysis

Bhatia (2004) stated that ‘generic integrity’ is not something that is static or ‘given’, but something which is often contestable, negotiable and developing, depending upon the communicative objectives, nature of participation, and expected or anticipated outcome of the generic event. He highlighted the need to study the relationship between professional genres and expertise in particular professional fields. He also stated the
need to study how expert professionals acquire such expertise in their specialist fields and what role genre knowledge plays in the acquisition.

Taking Bhatia’s statements of ‘generic integrity’ from the genre theory perspective into consideration, it is therefore safe to conclude that a published pharmaceutical advertorial may not necessarily have ‘generic integrity’ even if it has been ‘approved’ by the professional practitioners and the newspaper editors who govern the publication of the genre. A pure or established genre usually has ‘generic integrity’. However, a hybrid and mixed genre’s ‘generic integrity’ is contestable, negotiable and developing.

In the case of the pharmaceutical product advertorial, the problems could be contributed by the varied discourse communities involved in its production and consumption. For example, there are fewer problems in achieving ‘generic integrity’ for medical, pharmaceutical or medical-pharmaceutical articles published in referenced academic research studies. Conversely, there could be more problems in achieving ‘generic integrity’ for medical-pharmaceutical advertorials published in newspapers by pharmaceutical companies. The former involve professionals from the same or related field (medicine-pharmaceutical) while the latter involve members of different discourse communities (medicine-pharmaceutical-business-social). A hybrid and mixed genre’s ‘generic integrity’ is often contested, negotiable and developing. However, the genre analyst can still play a role in identifying the ‘boundaries or continuum’ of a particular hybrid or mixed genre’s ‘generic integrity’. By identifying the communicative objective, nature of participation, and expected or anticipated outcome for a generic event, a ‘generic integrity’ model can be formulated and used as a guide to achieve ‘generic integrity’ for a particular hybrid or mixed genre.
The study of genre used to focus on the text. More recent genre studies integrate the study of textualization with intertextuality and contextualization. This is necessary as Candlin and Sarangi (2004: p. x) explained that genre are complex internally and it has uncertain boundaries. The increasing complexity derives also from the company they keep, whether in the term of “colonies” (Bhatia, 2004) or systems of genre or in terms of the chaining of genres. They illustrated the healthcare context in hospitals where registration forms are linked to patient notes to request for specialist treatment or analysis. They called this an “organizational sequencing” as all are tightly linked institutionally in a well-defined process.

This type of complexity can also be found in pharmaceutical product advertorials and advertisements studied in this research. They are published in a health supplementary section (a weekly pullout) from a weekend newspaper publication. The supplementary section publishes health related and medical articles apart from advertising some pharmaceutical products and services. The pharmaceutical product advertorials could be seen as placing themselves in the “company” of these academic and research articles and embedding themselves in the “colony”. To achieve this and to be part of the systems or chain of the genre, it masks itself as an academic research article by appropriating generic resources.

In addition, pharmaceutical product advertorials are also positioned near relevant and related academic research articles to enhance the linkage effect in order to give more recognition and “value” to the advertorials. For example, a pharmaceutical product advertorial on diabetes is placed near to an academic research article on diabetes. Pharmaceutical product advertorials are usually published with accompanying pharmaceutical advertisements. In fact, these advertisements have a generic description.
inclined towards an advertorial rather than an advertisement as discussed in Chapter Four. The placement of accompanying advertisements, which exploits the chaining and sequencing effect, is to enhance the private intentions of advertising and marketing the product.

The complexity in genre is not limited to the exploitation and manipulation of texts. Scollon (1998) and Kress and van Leeuwen (1996) highlighted that the genre complexity also derives from the now pervasive multi-modality of genres. They insisted that as genres are multi-modal in practice, there is a need to include multi-modal analysis. Since there are visuals which are used to enhance the advertorials and accompanying advertisements, there is a need to include multi-modal analysis as part of the research framework. The research will focus on the appropriation of visuals and the embedding of prohibited visual used in enhancing the marketing intention.

Candlin and Sarangi (2004: p. ix) explained that scholars and practitioners have acknowledged the distinctive perspective that the study of genre offers: as typified rhetorical and social action (Miller 1984); as a staged, goal-oriented social process (Martin, 1985); as a conventionalized communicative event closely associated with communities of practice (Swales, 1990). They also summarized these major contributions as:

“They have acknowledge a range of analytical perspectives on an increasingly broad range of genres, including close textual and linguistic description focusing on specific choices of lexico-grammar and discursive structures; ethnographic accounts of critical moments in key sties from institutional, professional and organizational perspective displaying how particular genres are characteristic of such cultures, their aims, objectives and constraints; socio-cognitive perspectives exploring tensions in the construction of genres between personal and professional intention.”
From the summary, it could be concluded that using a particular genre analysis may only describe the targeted genre from a perspective. Therefore, Bhatia’s (1993) proposal for an integration of different perspectives should be considered in genre analysis because it can provide a more comprehensive and overall descriptions of genre, especially for genres in particular sites and contexts. This is necessary because an integration of perspectives in genre analysis is required to study the extensive and pervasive hybridity in terms of textual realization and modes of representation which affect the stability of generic integrity (Candlin and Sarangi, 2004: p. ix).

Since the use of a single perspective may not describe the targeted genre thoroughly, this research will use Bhatia’s multi-perspective genre analysis which focuses on textual, ethnographic, professional and organizational and socio-cognitive perspectives. It is most suitable for genre studies on pharmaceutical product advertorials, a type of hybrid or mixed genre which has generic conflicts created by the tension between professional and private intentions (as reviewed in Chapter One).

Candlin and Sarangi (2004: p. x) reviewed Bhatia’s (2004) genre analysis and concluded that it differs from previous genre analyses because Bhatia researched intensively on hybrid or mixed genre. This present research which studies advertorial will take into Bhatia’s focus on:

1. Intertextuality and interdiscursivity;
2. Variation, hybridity, dynamism in the accounting for genre;
3. How complexity in hybrid or mixed genre can be recognized as co-occurring with increasing hybridization of organizational life;
4. How to analyse such hybrid genre with view to their application potential.
Earlier work on genre analysis focused on overwhelming pedagogic orientation. Bhatia (2004) highlighted that genre analysis have shifted from pedagogy which concern the field of teaching foreign language for specific purposes. Genre studies may have to an extent reached a certain plateau in applied linguistics. However, genre studies have become dynamic again with studies which focus on new audiences or studies which concern the exploitation of genres in their social and institutional. This study can be categorized as a genre study of the later classification. It does not focus on pedagogy and language teaching or learning but concentrates on a new discourse community and an advertorial which have social and institutional generic conflicts.

Carter (2004) reported that there is an increasing interest in “demotic creativity” which is related to the manipulation and dynamic utilization of the construct of genre. However, manipulation and dynamic utilization have their boundaries. Bhatia (2004) regarded that such interests would add value to genre studies because they could be used to discuss “tactical space”. Genre analysis can be used in establishing those boundaries and how they are creatively contravened and breached. The tactical space in pharmaceutical product advertorial because it is complex and it involves various discourse communities and genres. As a result, such complex tactical space will provide opportunities for demotic creativity and tactical manoeuvres. These developments provide a good area for mixed and hybrid genre research.

In the past, genre analyses focused on performance and production. However, Sarangi (2004) indicated that interpretative potential of genres is equally important. The pharmaceutical product advertorial is multidisciplinary and interdisciplinary. It also involves a complex discourse community which comprises members from various discourse communities. In this case, apart from focusing on its performance and
production (the cognitive perspective), it is necessary to carry out the interpretative potential of the mixed and hybrid genre (an integration of social and critical perspectives).

According to Candlin and Sarangi (2004, p. x), genres can no longer be clearly demarcated or closely and identifiably attached to a particular communities of practice. This is a consequence of the extraordinary contemporary flux in certain communities of practice. They also stated that the boundaries have become less secure in response to social pressures and to changes in their own institutional, professional and organizational structures or because of the sheer accretion of knowledge. In other words, genre in professional settings can no longer remain within a specific domain but will evolve as a genre across domains. For example, medical and pharmaceutical information was published for the expert practitioners in the past. However, there is a considerable shift in the discourse practices and in the case of this study, the advertorials, a mix of health information and pharmaceutical product advertising, are published for the general consumption. According to Bhatia (2004),

“….the complexity of the real world of written discourse can be viewed in terms of two rather different but related view of the world; one looks at genres within specific disciplinary domains, highlighting disciplinary differences within specific genres, while the other considers genre relationships across disciplinary domains, highlighting similarities across disciplines. The first one thus focuses on individual genres within disciplines, whereas the second one considers constellations of genres, which can be seen as ‘genre colonies’ across disciplinary boundaries. Both these views of the real world of discourse are useful for a more comprehensive understanding of the complexities of the real world of written discourse.”

Genre studies in genres within specific disciplinary domains are more established than genre studies in genre across disciplinary boundaries. As in the case of pharmaceutical product advertorials, there are fewer studies in this type of genre
because it is a newer type of genre and it is a hybrid and mixed genre. Although it is a hybrid genre, it actually originated from pure individual genres prior to mixing. Since there is limited source of reference in the hybrid and mixed genre, it is best to take Bhatia notion that “the complexity of the real world of written discourse can be viewed in terms of two rather different but related view of the world”. By identifying, describing and differentiating the pure individual genres which contributes to the development of a particular mixed and hybridized genre, the genre analyst may be able to establish the complex nature of the mixed and hybridized genre. For the pharmaceutical product advertorial, the hybrid and mixed genre is developed with appropriation of generic resources from the professional settings. In other words, there could medicine, pharmacy and business genre mixing and bending.

2.16 Appropriation in Generic Resources

Candlin and Sarangi (2004: p. x) quoted Fairclough (1993) that in the field of advertising, there is deliberate and engaged construction of hybrid genres, mixing in different configurations discourse features of promotion and information. They explained that by extension, other fields of practice, which are not within such a domain of advertising, have willingly borrowed some of the key generic characteristics for their own purposes.

One such appropriation example is the genre targeted in this research. Medical articles are academic institutional publications. However, when pharmaceutical companies extend the information for general and public consumption, the generic characteristics from the articles are mixed with the generic characteristics from the domain of
advertising. When the generic resources are appropriated and mixed, these articles will not possess the overall generic description of an academic research article. The genre becomes more mixed and hybridized when more deliberate appropriations of generic resources are engaged in the achieving private intentions.

2.17 Generic Integrity

Bhatia (2004) stated that the manipulation of established conventions raise legitimate questions about the integrity of genre and the extent of genres and the extent of freedom that professional writers have when they choose to bend generic norms and conventions in order to create new form. This, according to Bhatia, brings into focus the underlying tension between ‘generic integrity’, ‘generic appropriation’ and ‘generic creativity’, which lies at the very centre of applied genre theory.

Pharmaceutical product advertorials, a form of hybrid and mixed genre, which are studied in this research, are published in a newspaper. Therefore, it would have involved a fair amount of in the form of copywriting at the editorial level apart from some form of embedded advertising discourse at the marketing level. Through the use of ‘generic creativity’, the genre is further mixed with established conventions of a medical article to mask the private intentions of marketing the pharmaceutical products. The level of ‘generic appropriation’ moves be in tandem with the of private intentions requirement. In most cases, when ‘generic creativity’ and ‘generic appropriation’ is used in pharmaceutical product advertorials, the ‘generic integrity’ of the genre is questionable.
2.18 Related Previous Studies

This section will discuss previous studies which are related to the current study. After conducting an online and library search for relevant studies, it can be confirmed that the current study is not closely related to them.

The current study is not directly related or similar to the numerous GA studies on academic and research genres. These research focuses on the describing the generic structure and moves of various academic and research genres such as journal articles, book chapters and thesis/dissertations. These researches concentrates on describing parts of the genre or the whole genre and there is very little or no contextualization analysis of the genres. Many of these researches replicate the early researches which were carried out by Swales and Bhatia on Abstracts and the Introduction section in research articles. This research is unlike the research or academic based genres because it is not confined to a particular domain or discourse community.

There are also a number of researches on promotional genres such as advertisements, brochures and webpages. Most of these researches adopt a promotional move structure as a guide to describe the promotional genre. A popular move structure which is adopted is Bhatia’s (1993, 2004) promotional move structure. Many of these researches concentrates on the promotional discourses such as marketing, branding and sales apart from describing the promotional structure and moves. Most of them do not involve promoting or advertising regulated products which are controlled by regulations such as pharmaceutical products.
For mixed genre inclined researches, there are some researches on advertorials. However, these researches do not include unlabelled advertorials or advertorials which are claimed as articles. Cheong (2013) completed a PhD thesis, a GA research on Tourism Homepages and Web-mediated advertorials. Zhou (2013) described advertorials as an emerging hybridized genre. While Cheong uses a combination of multidimensional and multi-perspective genre analysis and multimodal discourse analysis for her research, Zhou uses the ESP school’s ‘move analysis’ model to describe the language aspects, text patterning and generic structure of advertorial published in magazines. Although this research focuses on the advertorials, the adopted analytical approach and the identified type of advertorials for research are different from the previous researches.

The researcher tries to match the current corpus to the disciplinary genre of medicine and health. The following are a list of genres which are related to the field or domain of medicine and health.

- **Rhetorical Moves and Hedging in Medical Research Articles and their Online Popularizations.** Alexandra Csongor (2013) PhD Thesis

- **Genre Analysis of Moves in Medical Research Articles, Daniel Huang (2013) Paper**

- **Analysis of the generic discourse features of the English-language medical research article: A systemic-functional approach.** (2012) Fryer, Daniel Lees


- **Genre analysis: Structural and linguistic evolution of the English-medium medical research article.** Li-Juan Li and Guang-Chun Ge (2009) Article


- **A text-type and move analysis study of verb tense and modality distribution in medical English abstracts.** F. Salager-Meyer (1992) Article
None of the researches is related to studying a genre set. They are also not based on a CGA or multidimensional, multi-perspective genre analytical approach. There is a possibility that the current research is among the first of its kind.

2.19 Research Gap

The current research is distinctive from earlier research because of the researcher hopes to fulfil a few aims, especially in creating research gaps and in developing the area which is currently being studied.

Based on a research point of view, since this research involves a PhD research, the researcher tries to avoid replicating the previous researches and identified new areas for research in order to make a distinct contribution to the knowledge of GA in general and CGA in particular. The latter area of study is still at its infancy. The researcher hopes that by discovering challenging but promising research gaps, the research fulfilment will be greater with the discovery of new facts and evidence of originality. The researcher also hopes to utilize his experience and knowledge in GA to exercise independent critical power on a prospective and exploratory conceptual approach on a complex genre set of deceptive promotional genres.
As a Genre Analyst, the researcher hopes to contribute to the development of GA. Therefore, the researcher choose the option to conduct a research based on a newly conceptualized GA approach in addition to a traditional GA approach. This is because the traditional GA approach alone will not be able to justify and achieve the aims and objectives of the research even though it is a proven approach. The other reason is that the traditional GA approach has been established significantly and exhaustively utilized. It leaves little research gaps for future and further studies. The current research adopts Swales’s notion of analyzing genres with applied aspirations rather than the more direct traditional GA approach. This newer approach could uncover more research gaps in analyzing genres. Swales distinguished the two approaches:

“The work of genre analysts is to track these textual regularities and irregularities and explain them in terms of the relevant and pertinent social circumstances and the rhetorical demands they engender. The work of those genre analysts with applied aspirations would then refashion these findings so that, by comparison and contrast, by episodic dissection, by rhetorical consciousness-raising, and by task designs such as the systemic-functionalists’ “wheel of genre”, they can become more transparent to those who would wish or need to become better consumers or producers of textual exemplars in the targeted genre or genres. I have, I hope, shown how this last development might work out at least in part with the genre of the personal statement/statement of purpose.”

Swales (2007:156)

The researcher will also attempt to use Bhatia’s notions of Analysis of context and Disciplinary Context Analysis in order to achieve the applied approach in genre analysis. The researcher hopes to apply and achieve conceptualized approaches to study GA. Some of them are suggested by Bhatia and if studied further, they may unfold newer research gaps. For example, Bhatia (2010, pp. 33-34) stated that “Intertextuality has been paid some attention in discourse and genre theory; interdiscursivity, however, has attracted relatively little attention, especially in genre theory.”
As for the research of health/medicine and promotions of pharmaceutical products, the research gaps which are identified by WHO (2004) should be given attention. The researcher hopes to address some of the research gaps:

Many studies show that printed advertisements do not meet regulations and guidelines in force in various countries. Neither self-regulatory systems nor review by journal editors provide effective control on drug advertising. Many organizations lack adequate policies for dealing with conflicts of interest.

Publication of descriptions of deceptive promotion can lead manufacturers to improve their promotional practices. Interventions need to be designed using the current evidence base about drug promotion, and these need to be evaluated and published. Research comparing the effect of different regulatory frameworks is urgently needed.

More high-quality studies are needed to establish causal relationships between promotion and attitudes, to provide more nuanced information about people's attitudes to promotion, and to investigate the impact of interventions to regulate or counter the effect of promotion.

There is no research in the database on the impact of promotion on the attitudes of other groups, such as consumers.

More research is needed on the public health consequences of drug promotion. More research is needed on the effect of promotion in developing countries.
2.20 Conclusion

There are many discourse and genre descriptions and they have changed the field of linguistic studies. As for discourse and genre analysis, they have evolved even more dynamically and there are overlapping areas within and between discourse and genre analysis. In other words, discourse and genre analysis have developed and evolved, moving toward a multi-perspective and multidimensional analysis, and creating more overlaps. The overlaps could mistakenly suggest that some discourse analyses are similar and also some discourse and genre analysis are similar if generalization are based merely on use of a multi-perspective and multidimensional analysis.

If discourse and genre analysis are scrutinized critically, one can find distinctions in the respective analysis’s motivation (focus) and targeted sources. It is also important to identify the distinctions between a discourse and a genre before a specific analysis or a combination of analysis is adopted for data analysis and research. However, the identification does not mean that a discourse and genre analysis should be isolated from each other in the research on a particular genre, for example, the pharmaceutical product advertorials. In fact, both are complementary of one another. This is in line with Bhatia’s approach on genre, in which he regards as a genre-based view on discourse, especially in the written form.
CHAPTER 3: REVIEW OF PHARMACEUTICAL PRODUCT
ADVERTORIALS AND ADVERTISEMENTS

3.1 Introduction

This chapter aims to establish the description of the pharmaceutical product advertorials and advertisements. The description can be used to contextualize the UARPCD and ARPCD. This in turn will help in the contextualization of the analysis.

Although genre analysis has been established for many years, there is still little research conducted on complex mixed and hybrid genres. Even though there are limited relevant literature reviews from the genre studies perspectives, the study attempts to analyze the targeted genres based on Bhatia’s (2004) perceptions on mixed and hybrid genres.

The chapter will begin identifying the domain and generic description of the pharmaceutical product advertorials and advertisements. Then, it will identify the appropriation of generic resources and classify the genres based on their invasion of territorial integrity. The other analyses include identifying the text-internal and text external aspects, visuals and generic integrity.

The discussion will also focus on hybridization, mixing, bending, appropriation of generic resources, and generic integrity. It will identify whether the contributed pharmaceutical articles are actually a hybrid and mixed genre. In other words, they are advertorials or function like advertorials and not articles.
3.2 Genre across Domains

3.2.1 Super Genre and Genre Colony

Bhatia (2004 p 57) stated that while there are genres which operate within specific disciplinary domains, there also “super genres, which incorporate a constellation of individually recognized genres that display strong similarities across disciplinary and professional boundaries.” He also stated that such super genres are a natural consequence of the versatility of genres and they can also be regarded as ‘colonies’ of related genres, with member not necessarily respecting disciplinary or domain boundaries.

A medical article which is published for medical practitioners can be regarded as a genre in a specific disciplinary domain. On the other hand, a pharmaceutical product advertorial which incorporates a constellation of medical, pharmaceutical and business genres can be regarded as a super genre. The highly versatile genre can also be regarded as a colony of medical-business-pharmaceutical. Therefore, the pharmaceutical product advertorial is not a medical article. In other words, it is an advertorial, not an article and it does not necessarily respect disciplinary or domain boundaries. Such flexibility in the pharmaceutical product advertorial will provide room for appropriation of generic resources and bending of genre.
3.2.2 Colonization

Bhatia (2004: p. 58) explained that genre colony represents

“….a grouping of closely related genres, which to a large extent share their individual communicative purposes, although most of them will be different in a number of other respects, such as their disciplinary and professional affiliations, context of use and exploitations, participants relationships, audience constraints and so on. ….genre colony also incorporates the process of colonization.”

Bhatia also described colonization as a process which involves invasion of the integrity of one genre by another genre or genre convention, often leading to the creating of a hybrid form, which eventually share shares some of its genre characteristics with the one that influenced it in the first place. He summarized the concept of genre colony and colonization as

“….a grouping of a number of genres within and across disciplinary domains which largely share the communicative purposes that each one of them tends to serve, and hence they are to be seen as primary member of the colony, and at the same time it represents a process whereby generic resources are exploited and appropriated to create hybrid (both mixed and embedded) forms, which may be considered secondary member of the colony”

The research labelled the targeted genre for study as “pharmaceutical product advertorial”. This is because it is contributed by pharmaceutical companies and not by the experts from the medical field. In this case, pharmaceutical and medical information are grouped as a closely related genre in the form of an advertorial. In the real world, they share different communicative purposes. However, when grouped together, they share their individual communicative purposes. The invasion of the pharmaceutical information in the medical information can be seen as a form of colonization.
When the medical article is colonized by the pharmaceutical product information, it can no longer be regarded a medical article. In other words, when the pharmaceutical product information invades the integrity of the medical article, the article becomes mixed and hybridized. At this point, it is still a mixed or hybridized article. However, when the generic resources are further appropriated and exploited by mixing and embedding business or marketing strategies, the mixed and hybridized article consequently becomes an advertorial.

Bhatia (2004: p. 58) pointed out that the generic boundaries between and across domains are not easy to draw. The boundaries between different levels of genres will always be fluid to some extent because of the complex and dynamic variation and constant development of generic forms used within and across disciplinary and professional cultures. The pharmaceutical product advertorial generic boundaries are difficult to identify due to it complex and dynamic variation.

### 3.3 Promotional genres

According to Bhatia (2004: p. 61-62), the promotional genre colony has

“….a variety of occupants, some of them have overlapping territorial claims, whereas others are somewhat more distinct from one another. This is in no way meant to be a complete picture. It is not only possible to add new members, it is also possible that over a period of time, the status of certain member can change, in that the genre may change, further develop or even become obsolete because of lack of use. The membership of the colony can also be displayed on various clines in terms of the degree and nature of appropriation of promotional elements. …..If we take genres like book reviews, annual and company reports, company brochures, advertorials, etc. which are mixed genres, partly promotional, partly information-giving or opinion-giving, they can be considered only peripheral member of the colony. It is important to note that many of these secondary members of the colony may be primary members of some other genre colony.”
Pharmaceutical companies use advertisements to promote their products. However, with consumers having scepticism and suspicion on advertisements, the companies have started to use advertorial to reinstate the consumers’ opinions and trust. This is because advertorial looks like an editorial in both structure and presentation. From Bhatia’s description, advertorials are mixed genre, partly promotional, partly information-giving or opinion giving. Therefore, it has become more acceptable than an advertisement. This can be seen as a form of appropriation of promotional elements because the intention is to convince consumers that they are reading editorial content rather than advertising content. Marketing strategies and professional copywriting are usually embedded in the advertorials to convince the readers of the intended message.

The use of advertorials, though widely successful, raises ethical questions. They blur the lines between editorial content and advertising. Advertorials are slowly replacing advertisements in pharmaceutical product advertising. If the appropriation of generic resources is not monitored, it could create generic conflict in the genre and also conflict in the genre colony (Figure 3.1). These issues were highlighted by PharmaExec.com (http://www.pharmexec.com/marketing-professionals-advertorial-effect) in an article entitled Marketing to Professionals: The Advertorial Effect. The article was contributed by Johanna Schlossberg and Gwen Canter in 2007. They stated that advertorials are a powerful marketing tool:

“...while branded spots are still the primary communication vehicle with this audience, a new study suggests advertorials do a better job at delivering an educational message. ...advertorials were shown to be more effective than branded ads in terms of generating interest, providing valuable information, and provoking follow-up discussions... Overall, readers found advertorials more interesting than branded ads, likely due to the educational nature of their content.”
Based on the diagram on the Colony of Promotional Genres (Bhatia 2004: 62) as shown above, the pharmaceutical product advertorial can be seen as a secondary member at the moment but it will become a primary member of the colony due to its increasing and effective role in marketing pharmaceutical products. Based on the Diagram of Versatility in Generic Description (Bhatia 2004:59), the generic description or specification of the pharmaceutical product advertorial in the present study could be identified as:

- Generic value/rhetorical act – *Describing (explicit), Marketing (embedded)*
- Genre colony/communication purpose (general) – *Promotional Genre*
- Genre/communicative purpose (specific) – *Advertorial*
- Sub-genre/medium – *Newspaper Advertorial*
- Sub-genre/product – *Pharmaceutical Product Advertorial*
- Sub-genre/participants – *Pharmaceutical Product Consumers, Patients, Newspaper Readers*
From the generic description or specification, it can be concluded that pharmaceutical product advertorial are actually advertorials or have advertorial like description or specification.

3.4 Advertising and Advertorials

Advertising is the most traditional form of promotional activity which is intended to inform and promote in order to sell ideas, goods or services to a selected group of people. It is also one of the most dynamic generic forms exhibiting some of the most innovative uses of lexico-grammatical and discoursal forms and rhetorical strategies (Bhatia, 2004: p 63).

Many pharmaceutical companies label contributed advertorials as “articles”. However, if the description of advertisement, “to inform and promote in order to sell ideas and goods,” is taken into consideration, the publication can be classified as an advertorial. For example, one of such “articles” is an UAPRCD selected for the present study. The UAPRCD is entitled, *Heart Health* and it was published in The Star (Sunday, 25 December 2005). The text discusses about heart health. It also subtly promotes two products - Q-Gel Carni and D-Ribose - which are sold by the company. CoQ10, L-Carnitine and D-Ribose, which are the main ingredients of the two products are exhaustively discussed in the text. Nine out of sixteen paragraphs in the text discuss the targeted substances. Other substances which are not related to the two products are not discussed in the text even though they may be related to heart health.
On the other hand, a medical article usually has a balance in discussing medical or health issue without putting extra emphasis on treatment. If a treatment is prescribed, a brand name will not be disclosed. By stating “This article is courtesy of Pahang Pharmacy”, the company has appropriated generic resources of claiming the publication as “article” while it is actually an advertorial.

3.5 Appropriation of Generic Resources

Bhatia (2004: p. 87) stated that expert member of professional discourse communities often mix socially accepted communicative purposes conventionally served by two different genres to create hybrid (both mixed and embedded) genres. He also stated that well established genre writers exploit generic conventions to communicate their ‘private intentions’ within the context of socially accepted communicative purposes that a particular genre is meant to serve, often resulting not only in genre mixing and embedding, but also occasionally in genre bending, which can sometimes create genres in conflict. This is often done by appropriating generic resources from a specific genre for the construction of another.

In establishing mixed and hybrid genres, Bhatia’s (2004) recommended a dimension which

“… distinguishes genre construction, interpretation and use based on ‘socially recognized’ conventions from a careful ‘exploitation’ or ‘manipulation’ of shared genre conventions. Taking this view, on the one hand we find a range of genres in a variety of interacting relationships with one another, unfolding rich and often complex patterns of interdiscursivity, whereas on the other hand we find expert members of professional cultures exploiting this richness to create new forms of discourse often to serve their ‘private intentions’ within the construct of socially recognized communicative purposes as realized through specific genres.”
He added that mixed and hybrid genre involves

“…greater complexity within the tactical space, leading to the appropriation of linguistic resources across genres, often encouraging expert writers to exploit conventions to ‘bend’ genres to their own advantage, sometimes giving rise to conflicts in generic interpretation. This also results in the creation of hybrid genres (both mixed and embedded).”

Chapter One explained that generic appropriation and conflicts are found in the pharmaceutical product advertorials. It reported on the exploitations of socially recognized conventions for private intensions which are attributed by problems related to the consumer enthusiasm, the marketing and advertising ethics, professionalism in the field of pharmacy and medicine and the monitoring systems for the publications of advertorials. When generic resources are appropriated from one particular community, in this case, the discourse of marketing, conflicts are created among the various discourse members associated with the pharmaceutical product advertorial. In addition, when there is no generic integrity, the hybrid and mixed genre may create conflict in the interpretation of the genre. To solve these problems, there is a need to establish a more comprehensive generic genre description and generic integrity description for the hybrid and mixed genre.

Bhatia (2004) stated that the present day interdisciplinary and dynamic world of work, it is often difficult to keep the individual generic boundaries intact. It has become even more difficult because of the explosion of information technology, the use of new media and also the overpowering influence of promotional activities in today’s competitive world. There is also an increasing use of promotional strategies in genre which are traditionally considered non-promotional in their communicative purposes.
According to Bhatia (1993), the most popular promotional strategy in advertising has been to describe and evaluate a product or service in positive manner, which may be seen as the information giving function of language. The two functions of language which are informational and promotional are mixed. Such instances of mixed genres are getting established as in the case of advertorial. However, it has vast implications on medicine and health which are traditionally considered non-promotional base on their communicative purposes. Unlike other products, appropriation of generic resources on health issues may cause detrimental effects.

3.6 Generic Structure of Advertorials

The researcher has not come across any reference on move structure for pharmaceutical product advertorials, especially from the genre analysis perspective in Malaysia. However, for discussion, the move structure in sales promotion letters (Bhatia 1993, Kathpalia 1992) is taken as a reference for advertising move structure. In addition, Nwogu’s (1997) move structure on medical research articles is used for comparison purposes. Nwogu, K. N. (1997) ‘The medical research paper: structure and functions’, (English for Specific Purposes, 16(2): 119-38).

The advertorial Heart Health used for the present study is more inclined to Bhatia’s (2004) advertising move structure. In fact, it is very different from Nwogu’s (1997) medical research article. From the comparison of move structures as illustrated in Table 3.1 below, the advertorial has appropriated generic resources and bent towards advertising even though the publication is supposed to achieve socially recognized purposes rather than private intensions.
Table 3.1

Comparison of Bhatia’s (2004) advertising move structure and Nwogu’s (1997) medical research article move structure

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Presenting background information</td>
<td>1. Headlines (for reader attraction)</td>
</tr>
<tr>
<td>a. Reference to established knowledge in the field</td>
<td>2. Targeting the market</td>
</tr>
<tr>
<td>b. Reference to main research problems</td>
<td>3. Justifying the product or service</td>
</tr>
<tr>
<td>2. Reviewing related research</td>
<td>4. Detailing the product or service</td>
</tr>
<tr>
<td>a. Reference to previous research</td>
<td>* by indicating the importance or need of the product or service and/or</td>
</tr>
<tr>
<td>b. Reference to limitations of previous research</td>
<td>* by establishing a niche</td>
</tr>
<tr>
<td>3. Presenting new research</td>
<td>5. Establishing credentials</td>
</tr>
<tr>
<td>a. Reference to research purpose</td>
<td>6. Celebrity or typical user endorsement</td>
</tr>
<tr>
<td>b. Reference to main research procedure</td>
<td>7. Offering incentives</td>
</tr>
<tr>
<td>4. Describing data collection procedure</td>
<td>8. Using pressure tactics</td>
</tr>
<tr>
<td>a. Indicating source of data</td>
<td>9. Soliciting response</td>
</tr>
<tr>
<td>b. Indicating data size</td>
<td></td>
</tr>
<tr>
<td>c. Indicating criteria for data collection</td>
<td></td>
</tr>
<tr>
<td>5. Describing experimental procedure</td>
<td></td>
</tr>
<tr>
<td>a. Identification of main research apparatus</td>
<td></td>
</tr>
<tr>
<td>b. Recounting experimental process</td>
<td></td>
</tr>
<tr>
<td>c. Indicating criteria for success</td>
<td></td>
</tr>
<tr>
<td>6. Describing data-analysis procedure</td>
<td></td>
</tr>
<tr>
<td>a. Defining terminologies</td>
<td></td>
</tr>
<tr>
<td>b. Indicating process of data classification</td>
<td></td>
</tr>
<tr>
<td>c. Identifying analytical instrument/procedure</td>
<td></td>
</tr>
<tr>
<td>d. Indicating modification to instrument/procedure</td>
<td></td>
</tr>
<tr>
<td>7. Indicating consistent observations</td>
<td></td>
</tr>
<tr>
<td>a. Highlighting overall observation</td>
<td></td>
</tr>
<tr>
<td>b. Indicating specific observations</td>
<td></td>
</tr>
<tr>
<td>c. Accounting for observations made</td>
<td></td>
</tr>
<tr>
<td>8. Indicating non-consistent observations</td>
<td></td>
</tr>
<tr>
<td>9. Highlighting overall research outcome</td>
<td></td>
</tr>
<tr>
<td>10. Explaining specific research outcomes</td>
<td></td>
</tr>
<tr>
<td>a. Stating a specific outcome</td>
<td></td>
</tr>
<tr>
<td>b. Interpreting the outcome</td>
<td></td>
</tr>
<tr>
<td>c. Indicating significance of the outcome</td>
<td></td>
</tr>
<tr>
<td>d. Contrasting present and previous outcomes</td>
<td></td>
</tr>
<tr>
<td>e. Indicating limitations of outcomes</td>
<td></td>
</tr>
<tr>
<td>11. Stating research conclusions</td>
<td></td>
</tr>
<tr>
<td>a. Indicating research implications</td>
<td></td>
</tr>
<tr>
<td>b. Promoting further research</td>
<td></td>
</tr>
</tbody>
</table>
3.7 Identifying and Classifying Advertorials

The diagram below illustrates the colonization of academic, professional and other institutionalized genres (Bhatia 2004: 90).

![Diagram illustrating the colonization of academic, professional and other institutionalized genres](image)

(Bhatia 2004: 90)

**Figure 3.2**  
Colonization of academic, professional and other institutionalized genres

Advertorials are not identified and placed in this diagram. However, from the previous discussions, there are indications that they are mixed, embedded, appropriated for promotion purposes. Based on the information, the advertorial is inclined to the promotional rather than the informative purposes. It places itself in the marketing and promotion category. From this placement, it can be concluded that the medical article...
has gone through extreme appropriation of generic resources. As a result, it has lost its generic integrity through serious colonization.

**3.8 Generic Integrity in Pharmaceutical Product Advertising**

The notion of generic integrity, as illustrated in the diagram below, is important for most perspective on genre (Bhatia, 1993, 1994, 1997, 1998, 1999, 2004). The most important aspect of genre is that it is recognizable and it sufficiently standardized. It is based on a set of mutually accessible conventions which most member of a professional, academic or institutional organization share.

![Diagram](Bhatia, 2004)

**Figure 3.3 Perspectives on Generic Integrity**

In the case of a UAPRCD-APRCD genre set, the generic integrity is fragile because the boundary, description and purpose of the genres are unclear and there are more than one discourse community involved. A multi-perspective analysis is required to identify the genre type, communicative purpose/private intentions and generic integrity.
3.9 Advertorials

3.9.1 Pharmaceutical Product Advertorials – General Definition

*Merriam Webster* defines an advertorial as an advertisement that imitates editorial format. It is a blend of advertisement and editorial while *dictionary.reference.com* describes an advertorial as an extended newspaper or magazine text advertisement that promotes the advertiser's product or services or special point of view but resembles an editorial in style and layout. *Freedictionary.com* provides a comprehensive advertorial description which includes:

- An advertisement promoting the interests or opinions of a corporate sponsor, often presented in such a way as to resemble an editorial.
- (Business/Marketing) advertising material presented under the guise of editorial material.
- An advertisement that is written and presented in the style of an editorial or journalistic report.

It can be difficult to find the definition of advertorials in dictionaries which are published earlier as advertorials are a new type of mixed and hybrid genre. The more recent publications identify advertorials as a type of advertisements. They identify appropriation and embedding strategies used in advertorials such as “blend of advertisement and editorial”, “imitates editorial format”, “resembles an editorial”, “presented in the style of editorial” and “presented under the guise of editorial”. They also identify private intentions in the advertorials such as “promotes the advertiser’s product” and “promoting the interests or opinions of a corporate sponsor”.

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If the definitions are taken into account, there could be an oversight if advertorials are still regarded as editorials or articles rather than a form of advertisement. The practitioners’ code and guidelines have a clear identification of advertisements and there are regulations which govern them, however, there is limited or no clear identification on advertorials or regulations which can be used to govern them.

3.9.2 Pharmaceutical Product Advertorials – Medical and Pharmaceutical Definitions

Since pharmaceutical product advertorials are a hybrid or mixed genre, it is best to identify them from both the medical and pharmaceutical perspective. The selected references from the authorities and institutions in the respective fields are:

IFPMA (International Federation of Pharmaceutical Manufacturers and Associations):

- A paid advertising material in editorial format. An advertorial can be distinguished from a news release or feature article in that most of the time an advertorial material would contain at the bottom of the material the word: ADVT which means advertising.

DIA (Drug Information Association):

- An advertorial is a unique method to introduce a product or company with the dynamic impact of a full page ad, but with the detailed information necessary to drive potential customers immediately to call the vendor or visit their website to learn more. Typically, press releases are given brief mention by a magazine or website. An advertorial conveys a solid marketing message in an editorial format.

CDC (Centers for Disease Control and Prevention):

- An advertorial is a piece published in a newspaper or magazine and presented as an editorial but designed as a marketing piece to "advertise" a campaign, issue, product, or organization. An advertorial is sometimes printed as a supplemental section in a newspaper.
They (advertorials) look like articles, but they work like ads - and they are crucial in conditioning the market.

The publications interweave health advice and advertising, usually for pharmaceuticals and food products. Some of this marketing is in the form of 'advertorial' - features designed to look like an independent and unbiased assessment of a product, yet written by industry representatives aiming to portray the product in the best possible light.

They also identify appropriation and embedding strategies used in pharmaceutical product advertorials such as “a paid advertising material in editorial format”, “distinguished from feature article … contain … advertising”, “look like articles but work like ads”, “conveys a solid marketing message in an editorial format” and “presented as an editorial but designed as a marketing piece to advertise” and “The publications interweave health advice and advertising, usually for pharmaceuticals … products”.

The private intentions of the pharmaceutical product advertorials are to advertise, to condition the market, to drive potential customers to immediately take action, to convey a solid marketing message and to market. Generic conflict is also identified when advertorials are “designed to look like an independent and unbiased assessment of a product, yet written by industry representatives aiming to portray the product in the best possible light.”

These definitions clearly show that advertising and marketing rather than educating or informing are the main intentions in pharmaceutical product advertorials. In order to mask the intentions, marketing and advertising strategies are embedded and masked.
more severe cases, appropriation can affect generic integrity and lead to generic conflicts. It is therefore recommended to identify or reclassify advertorials as a form or marketing and advertising rather than educating and informing.

3.9.3 Advertorials – Linguistic Definition

According to Bhatia (1993),

“One may find an increasing use of promotional strategies in genres which are traditionally considered non-promotional in their communicative purposes. … Informative functions are more likely to be colonized by promotional functions … the most popular promotional strategy in advertising has been to describe and evaluate a product or service in a positive manner, which may be seen as the information-giving function of language. … instances of mixed genres are getting established. … as in the case of infomercial, infotainment or advertorial.”

From the discussion, advertorials are supposed to be informative and non-promotional. However, appropriation happens when promotional functions take over informative function. As a result, the informative genre is bent towards promotional genre. When bending is conducted, these promotional and informative functions get mixed, thus, making the genre hybridized or mixed. Although the advertorial are a mixed and hybridized genre, advertisers and contributors project them as informative genre rather than promotional genre. This is done by masking and embedding the promotional strategies rather than projecting them explicitly.
3.10 Conclusion

This chapter presented on the generic description of the pharmaceutical product advertorial. As exemplified in the discussions, there has been appropriation on the generic resources in medical articles. As a result it has lost its generic integrity through numerous processes such as mixing and embedding. The effects of such processes are colonization and bending of genre. The chapter provides a reference for further critical analysis in the following chapters.
CHAPTER 4: RESEARCH METHODOLOGY

4.1 Introduction

The chapter will present the research methodology adopted in the present research. The study uses a multidimensional, multi-perspective analytical perspective genre analysis framework (Bhatia, 2004) and Bhatia’s (2008) Critical Genre Analysis to analyze the UAPRCD-APRCD genre set.

Since the research focuses on a new generic genre, the discourse and discourse communities involved in producing and using the genre, the intention of the mixed and hybrid genre and the interdisciplinary and multidisciplinary nature and content of the genre, a thicker description which involves a multi-perspective, multidimensional and multidisciplinary analysis is required for critical genre analysis. To complement and carry out such analysis, the research has identified the multidimensional analytical perspective genre analysis perspectives and procedures as most relevant and suitable for the study. They include a combination of related and complementary procedures and perspectives which are:

- the textual perspective and procedures
- the ethnographic perspective and procedures
- the socio-cognitive perspective and procedures
- the socio-critical perspective and procedures

These four perspectives and procedures are used to study textualization, organization and contextualization in order to provide a critical genre analysis.
4.2 Epistemological Positioning

Advertorials are categorized as a type of promotional genre. They are usually required to be labelled in order to indicate promotional purposes. This research focuses on advertorials which are not labelled and they are claimed as articles on health issues. While promotional intent is indicated explicitly in labelled advertorials, promotional intent is deceptively not indicated in unlabelled advertorials with the purpose of hiding promotional intent. In order to convince readers further that they are reading an article, the text is identified as an “article” at the end of the text. These deceiving intents are among the creative strategies used in promoting health related products because the publications on health related products are regulated by relevant authorities, namely the Medicine Advertisement Board and Advertising Regulatory Entities.

Although various approaches can be used for research, a genre based approach is adopted because it directly focuses on the main issue which is appropriation of generic resources. The researcher intends to study how genre and related genres are developed creatively to achieve a synergetic promotional intent within the constraints of regulatory guidelines and procedures.

There is a need to identify and clarify issues related to the use of creativity in the development of a genre, especially in intentionally mixed genres and using genre sets for promotional purposes. Some of these issues include private intentions, unfamiliar and mixed genres, complexity in inter discourses and exploitation of genres in context. A genre based approach is deemed best for the research as it can be used:

1. To identify the private intention and genre type of the unlabelled advertorials, which are claimed as articles.
2. To investigate how generic resources are appropriated.
3. To ascertain the generic integrity of the genres.

A genre based approach is also adopted because the research focuses on aspects of genre analysis which are not limited to the text itself. They are:
1. The ethnographic aspects – the main discourse community and regulatory procedures which dictate the genre.
2. The development and evolution of genre across professional domains which contribute to more opportunities and space for exploitation.

4.3 Research Framework

Although genre analysis can be used to analyze the data, it is limited to describing the genre in terms of textualization and organization. This study combines the approach with related genre based approaches to substantiate the analysis contextually. The research framework comprises of a combination of a genre analysis framework, a critical genre analysis framework and a multi-dimensional and multi-perspective genre based approach on professional discourse. Apart from answering the descriptive “What” questions pertaining to genre aspects, the research attempts to answer the investigative “Why” and “How” questions.

4.3.1 Theoretical Framework

The framework for the study is not limited to Swales’s (1990) notions of Genre and Genre Analysis. It also takes into account Swales’s (2004) newer notions - Six Metaphors of Genre and Genre Analysis. The research uses the “traditional” genre
analysis approach at the beginning of the analysis to identify and describe the generic
description on the unlabelled advertorial. To analyze the targeted genre, Swales’s
(1990) 3 Step Genre Analysis Framework is used. The framework conceptualizes the
interdependency of the three constituents, which capture the essence of what is called
genres’. In other words, the communicative purpose is realized by the move structure
while the move and move structures are realized by rhetorical strategies.

A move is a text segment which is made up of linguistic features while a combination of
moves constructs a schematic structure. Moves and sub-moves (steps or constituent
elements) are determined by the context and linguistic clues (rhetorical strategies).
Occurrence of moves is also analyzed to determine whether the moves are obligatory or
non-obligatory.

In this research, the moves are quantified based on their occurrence rather than
frequency of occurrence. This research also categorizes moves which are identified in
50% and above of the texts as obligatory moves. An inter-rater/inter-coder, who
teaches Genre Analysis and supervises research on GA (Masters and PhD), checked the
analysis of moves and schematic structures of the UAPRCD and APRCD.

### 4.3.2 Conceptual Framework

In order to provide a thicker description on the targeted genre and context, a genre-
based discourse analysis is conceptualized and integrated with Swales’s (1990) 3 Step
Genre Analysis. Other related move/discourse models such as AIDA, IMRD and Moses
(1997) are also adopted. The present study uses a combination of Bhatia’s (2004)
multidimensional and multi-perspective analytical framework and 7 step framework for
analyzing unfamiliar genres. It also integrates Bhatia’s notions of mixed genres,

4.3.2.1 Genre-based Discourse Analysis
This research is focused on a genre-based discourse analysis. The genre being studied is a hybrid or mixed genre. It is a new research area, especially in the area of pharmaceutical product advertorial in Malaysia. A qualitative analysis will be used to establish the generic description, to identify appropriation of generic resources and to describe the generic integrity of pharmaceutical product advertorial.

4.3.2.2 Critical Genre Analysis
The present study involves a professional and multidisciplinary discipline. It also involves a hybrid and mixed genre which is developed to achieve private intentions. With such complexity in the genre, a critical genre analysis would be best suited for the research. The study will carry out a multidimensional analytical perspective genre analysis. In addition, a multimodal discourse analysis will be incorporated to study the visual in the advertorials and accompanying advertisements.

4.3.2.3 Multidimensional Analytical Perspective Genre Analysis
The study will use Bhatia’s (2004) multidimensional analytical perspective genre analysis. It will study all the four perspective and procedures in the analytical framework. Due to time constraint and the complexity of the analytical procedures, only relevant and suitable procedures which can help provide substantial and valuable data will be used in the study.
**Textual procedures**

Textuality, intertextuality and interdiscursivity will be carried out for the textual analysis. It also attempts to establish the generic description of the pharmaceutical product advertorial apart from identifying generic integrity and appropriation of generic resources.

**Ethnographic procedures**

The practitioners’ advice and guidance will be used to identify appropriation of generic resources. This includes The Medical Advertising Board Guidelines and Law of Malaysia Act 290 Medicines (Advertisement and Sale) Act 1956 (Revised – 1983).

**Socio-cognitive procedures**

Generic integrity, appropriation of generic resources and exploitation of rhetorical strategies will be studied based on an audience reception analysis.

**Socio-critical procedures**

The socio-critical procedure involves the study of social practices, identities and motives. It looks at how power is used in appropriating generic resources.

### 4.4 Data collection

There are two types of data which are collected for research. The main data are health product advertorials and related advertisements. The secondary data are data collected to verify and compare the findings of the main data. They comprise of regulatory
documents in the medical and advertising domain as well as legal case references on 
products and advertisement containing health claims.

To collect the primary data, the present study includes criteria such as characterizing the 
data, selecting text type and collecting the data.

4.4.1 Creating the corpus

Bhatia (1993) stated that to be able to use the corpus for genre analysis, more 
considerations need to be accounted for particularly when analysing any unfamiliar 
genre. This includes placing the genre-text in a situational context based on one’s prior 
experience, the internal clues in the text and the encyclopaedic knowledge of the world 
that one already has. Other considerations include refining the contextual analysis and 
studying the institutional context.

It is necessary to characterize the corpus as Bhatia (1993) stated that the corpus for 
genre analysis must have similar characteristics. In this case, the selected advertorials 
and advertisements are published in the same pullout and supplement section. They are 
written about health in general and heart health in particular. They are usually 
published in the form of an advertorial with an accompanying advertisement. The 
corpus is written for readers in Malaysia.

4.4.2 Identifying the primary data

It is necessary to characterize the data. Bhatia (1993) stated that the data for genre 
analysis must have similar characteristics. In order to achieve similar characteristics, the 
identified data are confined to:
1. Texts which are published in a particular genre – a health pullout of a newspaper.

2. Texts which have similar aims – to describe health issues and to promote products.

3. Genre sets – an unlabelled advertorial with an accompanying advertisement or advertisements.

An effective analysis of genres is one which is based on a strong corpus (Sinclair, 1997). There are certain criteria to be observed when creating the corpus for analysis and these follow the principles of corpus design (Sinclair, 1991; 1997). Creating the corpus for analysis in the present study also includes selecting text type, identifying the size of the corpus and characterizing the corpus.

**Table 4.1**

Circulation Figures for English Newspapers - West Malaysia Publications

<table>
<thead>
<tr>
<th>Date</th>
<th>New Straits Times</th>
<th>New Sunday Times</th>
<th>The Star</th>
<th>Sunday Star</th>
<th>The Edge</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.07.05 to 30.06.06</td>
<td>139,468</td>
<td>152,575</td>
<td>310,008</td>
<td>320,964</td>
<td>21,864</td>
<td>944,879</td>
</tr>
<tr>
<td>01.07.06 to 30.06.07</td>
<td>139,763</td>
<td>153,409</td>
<td>309,181</td>
<td>322,741</td>
<td>24,043</td>
<td>949,137</td>
</tr>
<tr>
<td>01.07.07 to 31.12.07</td>
<td>136,150</td>
<td>156,772</td>
<td>302,658</td>
<td>310,950</td>
<td>25,977</td>
<td>932,507</td>
</tr>
<tr>
<td>01.01.08 to 30.06.08</td>
<td>136,911</td>
<td>157,049</td>
<td>307,150</td>
<td>316,268</td>
<td>24,030</td>
<td>941,408</td>
</tr>
<tr>
<td>01.07.07 to 31.12.08</td>
<td>136,530</td>
<td>156,910</td>
<td>304,904</td>
<td>313,609</td>
<td>25,041</td>
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<td>01.01.08 to 30.06.09</td>
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<td>145,903</td>
<td>297,832</td>
<td>305,946</td>
<td>23,764</td>
<td>898,546</td>
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<tr>
<td>01.07.07 to 30.06.08</td>
<td>116,411</td>
<td>138,070</td>
<td>293,112</td>
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</tr>
<tr>
<td>01.01.08 to 30.06.09</td>
<td>120,770</td>
<td>141,986</td>
<td>295,479</td>
<td>304,357</td>
<td>23,369</td>
<td>885,961</td>
</tr>
</tbody>
</table>

_The Star_ dated 11 December 2009 reported that _The Star_ has maintained its top spot among English newspapers in Peninsular Malaysia in terms of circulation (Table 4.1). This is according to the latest Audit Bureau of Circulations (ABC) report for the 12 months ended June 30. The report also stated that the average circulation of _The Star_
was 295,479 while that of *Sunday Star* was 304,357 during that period. In its website, http://www.abcm.org.my/, the bureau reported the circulation figures for English language newspapers in Peninsular Malaysia.

Advertorial with accompanying advertisements are chosen for analysis because they are related in context. They contain information for intertextuality, interdiscursivity and visual analysis. Articles with “advertorials” labels are not considered because the study focuses on the analysis on private intentions and appropriation of generic resources.

### 4.4.3 Selecting the primary data

The study attempts to research on advertorials. However, there are many kinds of advertorials related to pharmaceutical products. Based on the findings of Chapter 3 – Review of Pharmaceutical Product Advertorials and Advertisements using Bhatia (2004) identifications, the research will use the advertorials which are best suited to research on appropriation of generic resources and generic integrity. They include articles which have many qualities of advertorials and also accompanying advertisements which also have many qualities of advertorials. In other words, although they may seem to look like articles, their forms and functions are actually similar to advertorials.

In Chapter 3, the types of advertorials are differentiated and categorized accordingly. As the study involves contextual analysis, the selected advertorials are narrowed down to advertorials with complementary or accompanying advertisements. It is also crucial to focus on the interdisciplinary and multidisciplinary aspects of the study. In this case,
the selected theme or topic is heart and heart health. This particular topic is selected because it is one of the most confusing (as it relates to many diagnoses and treatment) and also it is one of the high risk diseases in Malaysia.

Although there are numerous unlabelled advertorials published on vital organs, health related issues and diseases such as heart, liver, diabetes and cancer, the research targets unlabelled advertorials on cardiovascular diseases. This particular topic is selected because cardiovascular diseases are among the most critical illnesses.

The Heart ailments, infectious diseases and cancer remain the world’s top three killers, the U.N. health agency said Monday. Heart attacks and related problems are the top killer, especially among women, claiming 29 percent of people who die each year, the World Health Organization said in a report on the global burden of disease.

(October 27, 2008 http://www.msnbc.msn.com/id/27402241/)

17 May, 2006, KUALA LUMPUR: About three million Malaysians, or one-third of the adult population aged above 30, are suffering from high blood pressure. More worrying is that 53.2 per cent of them are undiagnosed and only 59.7 per cent are on medication. Even among those under treatment, only six per cent have their blood pressure controlled at acceptable levels.

(The New Straits Times 17 May 2006)

Since cardiovascular diseases are among the top killers in the world and in Malaysia, the researcher intends to study the many claimed treatments published in unlabelled advertorials.

The Sunday Star which is the weekend publication of The Star newspaper, is selected for this study based on the circulation factor. According to the Audit Bureau of
Circulations Malaysia (ABC) on its website, http://www.abcm.org.my/, *The Star* is the leading English language newspaper in Malaysia and it is also the largest in terms of circulation in Malaysia.

The ABC is a collaboration of advertisers, advertising agencies, as well as, media agencies and publishers, empowered to verify the authenticity of publishers' claimed circulation figures. ABC acts as a vital link between advertisers and media companies by providing detailed circulation data. It helps both parties maximize market intelligence and optimize return on investment. According to the Audit Bureau of Circulations Malaysia, advertisers, more than before, are driven to maximize the return on their media investments.

*The Star* is also selected because it is the only English Language newspaper which publishes a health supplementary section. *Fitforlife* is a pullout which comprises of articles, editorials, reviews, advertorials and advertisements. Based on ABC’s statement that “advertisers are driven to maximize the return on their media investments” and The Star’s circulation performance, the unlabelled advertorials and advertisements on cardiovascular diseases in the *Fitforlife* can be considered as best suited for the study.

The data is identified from the weekly *FitforLife* pullouts from 2005 until 2015. The researcher identifies genre sets of unlabelled advertorials and related advertorials on cardiovascular diseases from over 500 *FitforLife* publications. Repeated genre sets which are contributed by the same company on the same products are not selected. However, genre sets on different products which are contributed by the same company are selected. The focus is on the diversity of cardiovascular products rather than the diversity of contributors.
4.5 Analyzing the Data

4.5.1 Textual procedures

This research compares the generic description (genre level, identification criteria and genre specification) of UAPRCD with other medical based texts in context:

- Identifying the domain of UAPRCD.
- Identifying the appropriation of generic resources in UAPRCD.
- Identifying the invasion of territorial integrity in UAPRCD (marketing, pharmaceutical, medical).
- Identifying non-conventional use of generic resources in UAPRCD for promotional purposes.
- Identifying genre colony and colonization of genre of UAPRCD.
- Identifying whether UAPRCD is a type of promotional or informative genre.
- Identifying the appropriation strategies found in UAPRCD.
- Identifying the continuum of colonization and bending of UAPRCD.
- Identifying the generic structure or conventions of UAPRCD.
- Identifying the use and exploitation of intertextuality (advertisements) with UAPRCD.
- Identifying the use and exploitation of interdiscusivity (other heart related texts in the same pullout) with UAPRCD.
- Identifying the use and exploitation of visuals in UAPRCD.

4.6 Bhatia’s (2004) Model of Move Structure in Advertisements

One of the models used in this study is Bhatia’s (2004) Model of Move Structure in Advertisements. The following is the detailed description of the moves:
Move 1 - Headlines (for reader attraction)

The functions of headlines are to grab the attention of the reader and to encourage them to read further. This move can be realised in terms of lexico-grammatical resources and in recent years, the use of multimodality has become increasingly obvious.

Move 2 - Targeting the market

In business communication, a message is written with a particular target market in mind (Kothler et al, 1999). Kathpalia (1992) states that this move can be fulfilled by directly addressing the target market identified by sex, age, education, degree of specialisation, profession, social roles, interest and others. In short, it addresses the sort of customers who need the product or service, and to whom the product or service is important.

Move 3 - Justifying the product or service

This move functions to influence the potential customers into believing that the product or service being promoted is specifically for them. According to Kathpalia (1992), there are two strategies for accomplishing this purpose:

(a) By indicating the importance or need of the product or service

This sub-move refers to the individual needs of the potential customer. It is accomplished by means of reasoning out the need for possessing the product. It states why the product or service is important for the potential customer, and what they will gain if they were to purchase the product or service.

(b) Establishing a niche

This sub-move presents real-life problems and the answer to them is the product or service advertised. The solution to these problems is the niche or strength of the product or service, which advertisers term as the Unique Selling Point (USP).
Moving the product or service

Kathpalia (1992) and Bhatia (1993) have identified this move and the first two sub-moves slightly differently although they have a similar description of the move and its sub-moves. They indicated that this move can be realised by:

(a) identifying/offering the product or service
(b) describing/detailing the product or service/offer
(c) indicating value of the product or service/offer

(a) Identifying/Offering the product or service
The function of this sub-move is to introduce the product, and this can be done by simply naming the product.

(b) Describing/Essential detailing of the product or service/offer
According to Bhatia (2004), offering a product description that is good, positive and favourable is one of the most important moves in an advertising discourse or a promotional discourse. This is often achieved through the generic values of description and evaluation. Product description is realised by giving a description of the features of the product or service. This sub-move will further persuade the potential customer to purchase the product, service or offer.

(c) Indicating value of the product or service/offer
This sub-move may be achieved in two ways, “by a straightforward evaluation or by translating the chief features of the product or service into concrete consumer benefits” (Kathpalia, 1992: 187 – 188). This move can be accomplished by creating a positive image of the product, service or offer, and giving “an adequately relevant, positive and a good indication of its value to its intended audience (Bhatia, 1993: 66), such as emphasizing the thoroughness, flexibility and that the product/service can be tailored to suit the customer’s requirements.
Move 5 - Establishing credentials

This move promotes the company in order to gain potential customers’ trust in the products and services. This can be achieved by referring to the expertise of the company in meeting the needs of the potential customer (Bhatia, 1993). Kathpalia (1992) has identified three strategies or sub-moves, all of which are relevant for the present study to establish credentials.

(a) Identification of the company, product or service

This is a further positive information about the company, product or service. This sub-move can also be realised by the use of a positive and well-established track record of the company in the market (Bhatia, 2004).

(b) Product/service guarantee/warranty

The guarantee or warranty includes the after-sales service and the guarantee of quality on related services rendered.

(c) Provision of company profile

This refers to the long-established reputation of the company in providing the product or service (Bhatia, 2004).

Move 6 - Celebrity or typical user endorsements

Kathpalia (1992) states that the function of this move is to make the advertising message more convincing. This is achieved by making use of a third person to support the idea presented in the text, which includes:

- acknowledgement by celebrities or public figures,
- testimonies of satisfied consumers and positive reviews,
- acceptance, support or approval of authorities,
- official or public citation of achievements and seals of approval.
In this study, the move is realised by using images such as medical doctors or healthy consumers. The move is used to project a positive view of the product and service.

**Move 7 - Offering incentives**

This move attempts to tempt or further attract the potential customer into purchasing the product or service by making the offer more attractive by offering an incentive, such as:

- promotions
- free gifts
- discounts
- special offers
- rebates
- trial offer
- other benefits

These incentives are included in order to persuade the prospective customer to seriously consider purchasing the product or service being offered.

**Move 8 - Using pressure tactics**

This move aims to speed up the potential customer’s decision by imposing certain constraints on the product or service being described. This move gives the causes and the negative effects to pressure the potential customer if he/she does not purchase the product or service. Its function is to prompt the already inclined or half-inclined customer to expedite his/her decision about the product or service being promoted. This is generally realised in the form of an offer of some additional savings or gains if the customer decides to buy the product or use the service before a specific deadline (e.g. only limited units left, on a first-come-first-served basis).
This move can be realised by imposing certain constraints on the product or service being promoted, which may be presented in the following forms:

(a) Time constraints on the offer or availability of the product or service,
(b) Quantity constraints on the limited availability of the stocks or service,
(c) Emotional blackmail on a particular market segment,
(d) Terms and conditions of the offer or package.

**Move 9 - Soliciting response**

Promotional texts are never considered complete without soliciting response (Bhatia, 2004). The communicative purpose of this move is to persuade the potential customer to take action or engage the service by encouraging them to continue further communication. The inclusion of this move can be as follows:

(a) Contact information of advertiser, such as

- address
- specific telephone and/or fax number
- email
- website (and more recently, the creative new technological use of a QR Code which potential consumers can scan with a smartphone or tablet and they will be linked to the company’s website and view it online)
- name of the person who will be willing to answer any queries that the reader may have about the product or service

The above methods function to invite the potential customer to get in touch with the advertiser or to participate in the communication. This move of ‘establishing contact’ provides contact information (i.e. address, telephone, fax and email) of the company, with the purpose of selling the company’s name, attracting more customers, generating
more business leads, promoting the company’s products and services, and ultimately, helping to gain more returns on investment (Lepcha, 2006: 1). Readers may look for someone who claims accountability and responsibility for the content. In addition, the provision of the organisation’s e-mail address, telephone, fax and physical address can enhance the readers’ confidence in the company’s product and service as a source of relevant and valid information.

4.7 Moses’ (2000) Model for Discourse of Pharmaceutical Advertisements

Another model used in this study is Moses’s (2000) six element model. It represents the discourse structure based on Polonyi’s (1988) discourse tree. They are:

Move 1 - Lead

Leads appear in several forms. There are announcements, first person assertions, imperatives and questions, such as:

(a) Announcement:

“Now there’s Allegra, the prescription seasonal allergy medicine that lets you get out there.”

(b) First Person Assertion:

“I like my independence! I’d hate to rely on family and friends for everything.”

(c) Imperative:

“Ask your doctor about Rezulin, a significantly different treatment for diabetes 2.”

(d) Question:

“Has social anxiety put your life on hold?”
Move 2 – Purpose

*Purpose* defines the reason one would use a product. Examples of this are:

a. “Can effectively treat overactive bladder for up to 24 hours with one daily dose.”

b. “Evista is a prescription medication for women after menopause who want to protect themselves from getting osteoporosis (thin weak bones).”

Move 3 – Benefit

The focus of *benefit* is the good that the product will do for its user. Examples of this move are:

a. “Synvisc therapy is like lubrication for your knee and also acts as a kind of ‘shock absorber’ that cushions the joint.”

b. “Viagra works when you need it.”

c. “This allergy season, live with ahhhbandon. Ahhh! Allegra!”[sic]

Move 4 – Contraindications

*Contraindications* indicate those who should not take the advertised product, while *side effects* lists the kinds of experiences patients who take the drug have had. The following example illustrated this move:

“*People* with allergic reactions, such as asthma, to aspirin or other arthritis medicines should not take VIOXX. Tell your doctor if you have liver or kidney problems, or are pregnant. Also, VIOXX should not be used by women in late pregnancy.”

Move 5 – Side effects

Moses (2000) provides an example to illustrate the *Side effects* move:

“ARICEPT is well tolerated, but some people do experience side effects like nausea, diarrhea, insomnia, vomiting, muscle cramps, fatigue and loss of appetite. In clinical studies these effects were generally mild, temporary and went away with continued ARICEPT use: 2% of people taking ARICEPT experienced fainting.”
Move 6– Imperative Doctor Talk

All direct to the consumer pharmaceutical marketing advertisements have a critical instruction which tells prospective patients that they must talk with their doctor. Clearly, this is the only way that one can have legal access to the product in the United States. Most of these instructions are simple imperatives as in (a) and (b) below, but some are stated as indirect speech acts as in (c). Some products, as illustrated in (d), actually offer the patient a script to use with the physician, this one to encourage a discussion of the side effects.

a. “Talk to your doctor today! Find out if PRILOSEC is right for you.”

b. “Be sure to tell your doctor if you have kidney problems or are pregnant.”

c. “This information cannot replace your doctor’s advice. Only your doctor can assess the benefits and risks to decide if CELEBREX is right for you.”

d. “When you talk with your doctor about ZOCOR, be sure to mention any medications you are taking, to avoid possible serious drug interactions. Be sure to tell your doctor if you experience any pain or weakness while taking ZOCOR, since this could be a sign of serious side effects.”

4.8 Other Related Models

This study also adopts three other models to study the moves and schematic structures.

The AIDA model is adopted because it is used extensively in marketing and advertising. The structure comprises of Attention/Awareness, Interest, Desire and Action. The purposes of the AIDA steps are to create awareness of a product or brand and to encourage purchase decision (Priyanka, 2013 pp 37-44). Apart from AIDA, the IMRD
or IMRaD is also used since it is the most prominent model used in journal article and research/academic writing. The IMRD organization structure include Introduction, Methods, Results and Discussion/Conclusion sections (Glasman-Deal, 2009 pp 2-3).

Ngowu’s (1997) model is adopted mainly because it is related to the medicine domain. It provides a more comprehensive internal ordering of the information presented in the various sections of a medical research article. The application of Swales’s CARS model in the IMRD model contributes to the following moves and schematic structure:

**Introduction**

Move 1: Presenting Background Information:
(1) Reference to established knowledge in the field.
(2) Reference to main research problems.

Move 2: Reviewing Related Research:
(1) Reference to previous research.
(2) Reference to limitations of previous research.

Move 3: Presenting New Research:
(1) Reference to research purpose.
(2) Reference to main research procedure.

**Methods**

Move 4: Describing Data-Collection Procedure:
(1) Indicating source of data.
(2) Indicating data size.
(3) Indicating criteria for data collection.

Move 5: Describing Experimental Procedures:
(1) Identification of main research apparatus.
(2) Recounting experimental process.
(3) Indicating criteria for success.

Move 6: Describing Data-Analysis Procedures:
(1) Defining terminologies.
(2) Indicating process of data classification.
(3) Identifying analytical instrument/procedure.
(4) Indicating modification to instrument/procedure.

**Results**

Move 7: Indicating Consistent Observation:
(1) Highlighting overall observation.
(2) Indicating specific observations.
(3) Accounting for observations made.

Move 8: Indicating Non-Consistent Observations.
4.9 Discussion and Analysis of Findings

A research question which concerns each perspective will be answered in the respective chapters. Only some simple frequency analysis are carried out in this research as it does not attempt to carry out a quantitative research or achieve typified representativeness in the research on Pharmaceutical product advertorials. Instead, the research will focus on a qualitative study. It attempts to establish the generic integrity, identify appropriation of generic resources and genre mixing in the little researched mixed genre UAPRCD and the UAPRCD-APRCD genre set. Due to the nature of the corpus and area of study, the research will adopt a prospective and exploratory approach.

The following analytical framework is designed based on the theoretical and conceptual frameworks:

1. Selected perspectives from the multi-perspective genre-based analysis framework.

   Textual Perspective – Rhetorical Structures
   Socio-Critical Perspective – Discourse and Social Practices
   Ethnographic Perspective – Practitioners Advice and Guidance
   Socio-Cognitive Perspective – Appropriation of Generic Resources,
                              Exploitation of Rhetorical Strategies,
                              Interdiscursivity and Generic Integrity
2. Visuals and contextual analysis, apart from textual and organizational analysis.

   Visuals  –  Appropriation of generic resources and Interdiscursivity
   Contexts  –  Placing genre-text in a situational context, Contextual Analysis (Background)

3. Aspects of interdiscursivity and appropriation of generic resources across text, genre, professional practice and professional culture (Bhatia 2004).

4. Bhatia’s (2004) 7 step analytical framework. The selected perspectives, analysis and aspects (identified items 1, 2 and 3) are included in the analytical framework.

   The 7 steps used for analysing the UAPRCD-APRCD genre set are:

   1. Placing the given genre-text in a situational context.
   2. Surveying existing literature.
      (Theoretical and Conceptual Framework, Promotional Discourses)
   3. Refining situational/contextual analysis.
      (Methodology)
   5. Textual, intertextual and interdiscursivity perspectives
      (Rhetorical Structures including discourses and visuals, Interdiscursivity and appropriation of generic resources)
   6. Ethnographic analysis
      (Practitioners Advice and Guidance, Interdiscursivity and appropriation of generic resources)
   7. Studying institutional context
      (Discourse and Social Practices, Interdiscursivity and appropriation of generic resources)

4.10 Conclusion

Recommendations will be provided based on the summary of each of the research questions and the multidimensional analytical genre analysis and multimodal discourse analysis at the end of different chapters. In the final chapter of the thesis, a summative conclusion will be provided for generic integrity and appropriation of generic resources.
CHAPTER 5: THE GENERIC DESCRIPTION OF UNLABELLED ADVERTORIALS ON PRODUCTS RELATED TO CARDIOVASCULAR DISEASES

5.1 Introduction

This chapter analyzes the generic description of unlabelled advertorials on products related to cardiovascular diseases (UAPRCD). The analysis uses a genre based textual perspective. It attempts to fulfil the research objective – To establish the generic description of unlabelled advertorials. It will also use the findings to answer Research Question One – What are the communicative purposes, generic structure and genre type of the unlabelled advertorial?

The main aim of this analysis is not to describe typified macro or micro structure of the UAPRCD. The typified approach is usually used in ESP based Genre Analysis. It is used extensively to describe generic structures of various genres. Most of these studies focus on established genres (academic and research, reporting, promotional and legal) and genres within a domain. In such researches, an established move structure is identified and used as a guide to identify typified, additional and omitted moves in the targeted genre corpus. This research focuses on distinguishing the types of structures (promotional versus research) and identifying the genre type (actual versus projected).

The main aim of this chapter is to prove that the UAPRCD, which is published to appear like and to function like an article is actually an unlabelled advertorial, a mixed genre with promotional intentions. Therefore, apart from using a descriptive approach, this chapter also focuses on analyzing the UAPRCD in a critical, applied and
investigative (forensics) approach. This is carried out by “framing” (comparing and contrasting) the UAPRCD with various relevant generic structures and “proving” (justifying evidences) the occurrence and practice of appropriation of various generic resources.

This chapter will begin with the description of the UAPRCD corpus. This is followed by the analysis of the communicative purposes, move structure and genre type of the UAPRCD from the ESP based Genre Analysis approach. The UMPRCD is firstly analyzed as an article because it is projected as an article. After the initial analysis, the UMPRCD is analyzed as a promotional genre. These findings will provide a more comprehensive generic description of the UMPRCD. They will also provide insights on the actual intentions of projecting and claiming the UAPRCD as articles and the motives of constructing UAPRCD to resemble articles which are contributed by medical related practitioners.

5.2 The Unlabelled Advertorials on Products Related to Cardiovascular Diseases (UAPRCD) Corpus

12 genre sets of unlabelled advertorials with accompanying advertisements were collected from the FitforLife pullout of The Star, a local English language newspaper. Please refer to Table 5.1. The print-out version of the texts is provided in Appendices A and B.

5.3 Analyzing the UAPRCD through an ESP based Genre Analysis

The ESP based Genre Analysis approach has been used extensively in researches on genres. The three step approach begins with the identification of the genre’s
communicative purpose. This is followed by the structural description (generic structure) and text patterning (moves) description of the genre. Most of the researchers will also include a linguistic analysis on the lexico-grammatical features. These three analyses help to establish and describe a genre and its typified features.

Table 5.1
Unlabelled Advertorials with Accompanying Advertisements taken from the FitforLife pullout of The Star newspaper

<table>
<thead>
<tr>
<th>Text</th>
<th>Title/Text</th>
<th>Product/Advertisement</th>
<th>Company</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td>Herbs for high lipids</td>
<td>Himalaya Shallaki, Himalaya Shuddha Guggulu, Himalaya Nimba (Neem)</td>
<td>Himalaya Herbal Healthcare</td>
<td>26 June 2005</td>
</tr>
<tr>
<td>T2</td>
<td>The universal antioxidant</td>
<td>Biolife Anti-FR + Selenium, Biolife Alpha Lipoic Acid 100mg</td>
<td>Biolife</td>
<td>16 Oct. 2005</td>
</tr>
<tr>
<td>T3</td>
<td>The female heart</td>
<td>Stay-well Q-Gel Vege, Stay-well Q-Gel, Stay-well Q-Gel Forte, Stay-well Q-Gel Carni</td>
<td>Pahang Pharmacy</td>
<td>23 Oct. 2005</td>
</tr>
<tr>
<td>T4</td>
<td>Heart Health</td>
<td>Stay-well Q-Gel Carni, Live-well D-Ribose, The Sinatra Solution (Book)</td>
<td>Pahang Pharmacy</td>
<td>25 Dec. 2005</td>
</tr>
<tr>
<td>T5</td>
<td>The complete vitamin E family</td>
<td>Live-well TOCOspanE</td>
<td>Pahang Pharmacy</td>
<td>19 March 2006</td>
</tr>
<tr>
<td>T6</td>
<td>Resveratrol, a heady vintage</td>
<td>Live-well Juvine</td>
<td>Pahang Pharmacy</td>
<td>29 April 2007</td>
</tr>
<tr>
<td>T7</td>
<td>Encouraging blood flow</td>
<td>Yomeishu</td>
<td>Yomeishu</td>
<td>04 April 2010</td>
</tr>
<tr>
<td>T8</td>
<td>Discovering plant sterols</td>
<td>Blackmores Plant Sterols Plus</td>
<td>Blackmores</td>
<td>05 June 2011</td>
</tr>
<tr>
<td>T9</td>
<td>Energize your heart</td>
<td>Q-Gel Forte, Stay-well Q-Gel Carni</td>
<td>Live-well Nutraceuticals</td>
<td>02 Sept. 2011</td>
</tr>
<tr>
<td>T10</td>
<td>D for the heart</td>
<td>Live-well Sunshine Vitamin-D3</td>
<td>Live-well Nutraceuticals</td>
<td>02 Sept. 2012</td>
</tr>
<tr>
<td>T11</td>
<td>Feeling tired and listless</td>
<td>Nuvaceuticals HydroQ10</td>
<td>Nuvanta</td>
<td>30 Sept. 2012</td>
</tr>
<tr>
<td>T12</td>
<td>Staying young at heart</td>
<td>Stay-well Active Q100mg</td>
<td>Live-well Nutraceuticals</td>
<td>22 Nov. 2015</td>
</tr>
</tbody>
</table>
5.3.1 Communicative Purposes, Generic Structure and Moves of the UAPRCD

All the UAPRCDs in this study are not labelled with the word, *Advertorial*. For advertorials, the label is usually found at the beginning of a text or before the title of the text. Therefore, the texts are not identified as advertorials. Instead, they are projected as research or academic articles. The communicative purposes of such articles are to educate and to inform. Thus, they should not deceptively promote products like advertorials. In analyzing genres, the ESP based Genre Analysts usually select an established generic structure which is closest or most relevant to the selected corpus and adopts it as a guide to describe the generic structure and moves of the targeted genre. Since the communicative purposes of the UAPRCDs are inclined towards informing and educating, a generic structure from the same genre colony (a research and academic based) should be chosen. The selection of the generic structure should also be related to the same genre type (a research article) and domain (medicine and health).

5.3.2 Analyzing the UAPRCD as a Medical Research Based Genre

Based on the considerations, Nwogu’s (1997) generic structure on medical research papers is selected to analyze the UAPRCD because it is one of the most suitable and established generic structures in the discipline. Nwogu’s generic structure is also selected because genre analysts use it to identify the generic structure of various medical related texts.

When Nwogu’s generic structure is compared with the generic structure of the UAPRCD, it is noticed that both have some similarities in terms of genre colony, genre type and domain. They share similarities as in research and academic genre (genre colony), article (genre type) and domain (medicine).
However, there is a distinction in terms of disciplinary genre. Nwogu’s moves are based on the typified research discipline and the moves are found across the whole article. Since the research based moves are found across the whole text or article, they can be used to describe the generic structure and the genre type of the text or article. In the case of the UAPRCD, although there are some research based moves found in the UAPRCD, it is not found across the whole article. In other words, there is a distinction between an article which has research based moves across the text and an article which has research based moves in some parts or sections of the text.

### Table 5.2

**Similarities between Nwogu and UAPRCD’s Generic Structure**

<table>
<thead>
<tr>
<th>Nwogu, K. N. (1997) Generic Structure on Medical Research Papers</th>
<th>UAPRCD (Text 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTRODUCTION</strong></td>
<td>Paragraphs 16-18</td>
</tr>
<tr>
<td>Presenting background information</td>
<td>Managing cholesterol levels through Shuddha gugulu</td>
</tr>
<tr>
<td>a. Reference to established knowledge in the field</td>
<td>paragraphs 19-23</td>
</tr>
<tr>
<td>b. Reference to main research problems</td>
<td>Clinical research reaffirms Shuddha guggulu’s usefulness</td>
</tr>
<tr>
<td><strong>Reviewing related research</strong></td>
<td></td>
</tr>
<tr>
<td>a. Reference to previous research</td>
<td></td>
</tr>
<tr>
<td>b. Reference to limitations of previous research</td>
<td></td>
</tr>
<tr>
<td><strong>Presenting new research</strong></td>
<td></td>
</tr>
<tr>
<td>a. Reference to research purpose</td>
<td></td>
</tr>
<tr>
<td>b. Reference to main research procedure</td>
<td></td>
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<tr>
<td><strong>METHOD</strong></td>
<td></td>
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<tr>
<td>Describing data collection procedure</td>
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<tr>
<td>a. Indicating source of data</td>
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<td>c. Indicating criteria for data collection</td>
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<td><strong>Describing experimental procedure</strong></td>
<td></td>
</tr>
<tr>
<td>a. Identification of main research apparatus</td>
<td></td>
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<td>b. Recounting experimental process</td>
<td></td>
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<tr>
<td>c. Indicating criteria for success</td>
<td></td>
</tr>
<tr>
<td><strong>Describing data-analysis procedure</strong></td>
<td></td>
</tr>
<tr>
<td>a. Defining terminologies</td>
<td></td>
</tr>
<tr>
<td>b. Indicating process of data classification</td>
<td></td>
</tr>
<tr>
<td>c. Identifying analytical instrument/procedure</td>
<td></td>
</tr>
<tr>
<td>d. Indicating modification to instrument/procedure</td>
<td></td>
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</tbody>
</table>
### RESULTS

<table>
<thead>
<tr>
<th>Indicating consistent observations</th>
<th>Indicating non-consistent observations</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Highlighting overall observation</td>
<td></td>
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<td>b. Indicating specific observations</td>
<td></td>
</tr>
<tr>
<td>c. Accounting for observations made</td>
<td></td>
</tr>
</tbody>
</table>

Note: Other paragraphs are not categorized under research based moves.

### DISCUSSION

<table>
<thead>
<tr>
<th>Highlighting overall research outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explaining specific research outcomes</td>
</tr>
<tr>
<td>a. Stating a specific outcome</td>
</tr>
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<td>b. Interpreting the outcome</td>
</tr>
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<td>c. Indicating significance of the outcome</td>
</tr>
<tr>
<td>d. Contrasting present and previous outcomes</td>
</tr>
<tr>
<td>e. Indicating limitations of outcomes</td>
</tr>
</tbody>
</table>

| Stating research conclusions |
| a. Indicating research implications |
| b. Promoting further research     |

The following are findings on the structural description (generic structure) and text patterning (moves) of the two genres:

**Presenting background information (INTRODUCTION)**

a. Reference to established knowledge in the field

*Shuddha guggulu is perhaps used more than any other herbs in Ayurveda. Shuddha guggulu extracts were first used in Asia to help manage cholesterol levels and are becoming increasingly popular in the United States*.

*Shuddha guggulu (Commiphora mukul) or mukul myrrh is a small tree or shrub native to India. It secretes the substance guggulu (a gum resin) when its bark is injured.*

*Guggulu (Commiphora wightii/mukul) in Sanskrit means “that which protects from disease”. Guggulu, a traditional Ayurvedic medication used to treat high cholesterol, is widely used in India and was first recommended as a treatment for hardening of the arteries in 600 BC. Its description can be found in the classical treatise on Ayurvedic medicine, Sushruta Samhita. It has been used for a variety of conditions, including arthritis and obesity. One of its primary indications was a condition known as medoroga. This ancient diagnosis is similar to the modern description of atherosclerosis.*
Note: The introduction of T1 actually discusses about cholesterol and Ayurvedic procedures. It did not mention or discuss research on Shudda Guggulu. Discussion on Shudda Guggula is only presented in paragraphs 16-18 while Research on Shudda Guggula is only presented in paragraphs 19-23.

b. Reference to main research problems

Not identified in UAPRCD.

Reviewing related research (INTRODUCTION)

a. Reference to previous research

Clinical studies on guggulu have revealed beneficial effects on lipid levels.

b. Reference to limitations of previous research

Not identified in UAPRCD.

Presenting new research (INTRODUCTION)

a. Reference to research purpose

Not identified in UAPRCD.

b. Reference to main research procedure

Not identified in UAPRCD.

Describing data collection procedure (METHOD)

a. Indicating source of data

Not identified in UAPRCD.

b. Indicating data size

A double-blind placebo-controlled study of guggulu enrolled 61 individuals.

Another double blind study of 228 individuals given either guggulu or the standard drug clofibrate...
c. Indicating criteria for data collection

*Not identified in UAPRCD.*

Describing experimental procedure (METHOD)

a. Identification of main research apparatus

*Not identified in UAPRCD.*

b. Recounting experimental process

*Not identified in UAPRCD.*

c. Indicating criteria for success

*Not identified in UAPRCD.*

Describing data-analysis procedure (METHOD)

a. Defining terminologies

*Not identified in UAPRCD.*

b. Indicating process of data classification

*Not identified in UAPRCD.*

c. Identifying analytical instrument/procedure

*A double-blind placebo-controlled study of guggulu enrolled 61 individuals and followed them for 24 weeks.*

*Another double blind study of 228 individuals given either guggulu or the standard drug clofibrate...*

d. Indicating modification to instrument/procedure

*Not identified in UAPRCD.*

Indicating consistent observations (RESULTS)

a. Highlighting overall observation

*Not identified in UAPRCD.*
b. Indicating specific observations

The results after 24 weeks of treatment showed that the treated group experienced an 11.7% decrease in total cholesterol, along with a 12.5% decrease in LDL (“bad” cholesterol), a 12% decrease in triglycerides, and an 11.1% decrease in the total cholesterol/HDL (“good” cholesterol) ratio.

Another double blind study of 228 individuals given either guggulu or the standard drug clofibrate found approximately equally efficacy between the two treatments for lowering cholesterol levels.

c. Accounting for observations made

The results after 24 weeks of treatment showed that the treated group experienced an 11.7% decrease in total cholesterol, along with a 12.5% decrease in LDL (“bad” cholesterol), a 12% decrease in triglycerides, and an 11.1% decrease in the total cholesterol/HDL (“good” cholesterol) ratio.

Indicating non-consistent observations (RESULTS)

Not identified in UAPRCD.

Highlighting overall research outcome (DISCUSSION)

The combined effect of diet and guggulu at 36 weeks was as great as the reported lipid lowering effect of modern drugs.

Explaining specific research outcomes (DISCUSSION)

a. Stating a specific outcome

The active components in Shuddha guggulu are identified as guggulsterones E and Z.

b. Interpreting the outcome

Various mechanisms are proposed for the effects of Shuddha guggulu, one of which theorises that it may prevent cholesterol synthesis in the liver and increases catabolism (breakdown) of LDL cholesterol.\(^2\)\(^3\)

c. Indicating significance of the outcome

Not identified in UAPRCD.

d. Contrasting present and previous outcomes
Based on the findings on structural description and text patterning, there are a number of moves which are not present in UAPRCD but are present in Nwogu’s identified moves for medical research articles. Likewise, there are a few generic structures identified in the UAPRCD but are not present in Nwogu’s generic structure for medical research articles. Nwogu’s generic structure does not include non research based generic structures such as description of non research based information (Paragraphs 1-7: Description of Cholesterol from the perspective of Ayurvedic, and Paragraphs 8-15: Ayurvedic recommendations for healthy cholesterol levels), clinical or drug based information (Paragraphs 24-27: Precautions in using Guggulu) and other relevant or social based information (Paragraphs 29: Relevant Information, Caveat and Disclaimer). These information presented in these paragraphs (from UAPRCD) are not constructed according to the conventions and moves of a research based genre.

From the comparison, it is noticed that Nwogu’s generic description is inclined and restricted towards the disciplinary genre of medical research within the medical domain. On the other hand, the generic description of the UAPRCD shows that even though medical genre is the main disciplinary genre, the text comprises of a mix of other
disciplinary genres. In other words, it is inadequate to use a particular generic description as a guide to describe a mixed genre, for example, Nwogu’s generic description for medical research based articles.

Apart from text patterning (moves), significant sections of a genre can be used to determine the genre type of a text. For instance, Nwogu’s generic structure and moves can be found or categorized in the significant research sections such as the Introduction-Method-Results-Discussion (IMRD) which is used to construct and describe research based genre. In this case, it is noticed that Nwogu’s generic structure and moves are controlled and constrained by the Introduction-Method-Results-Discussion (IMRD) structure.

For the analyses of generic structure, text patterning and significant research sections (IMRD), Bhatia’s (1993: 24, 2004: 164-165) suggestion to analyze “a long single typical text for detailed analysis” is adopted. The text selected for illustration and exemplification of these analyses is the first text listed in the UAPRCD corpus – Herbs for High Lipids (T1) as illustrated in Table 5.3 below. All the texts in the UAPRCD corpus have similar or almost similar generic structure and moves like T1.

**Table 5.3**

**An Exemplification of Analysis of a Long Single Typical Text for Detailed Analysis**

<table>
<thead>
<tr>
<th>No.</th>
<th>Text</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td><em>Herbs for High Lipids</em></td>
<td>No Advertorial label</td>
</tr>
<tr>
<td></td>
<td><em>(Fitforlife Sunday 26 June 2005)</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>The word “cholesterol” has become somewhat a taboo word in the world of health. Cholesterol is a waxy, fat-like substance that’s produced by the liver. It also comes from animal foods that we eat like meat, whole milk, cheese, butter and eggs.</td>
<td></td>
</tr>
<tr>
<td>P2</td>
<td>Everybody needs some cholesterol to help with important body functions. But too much cholesterol can be bad for your health and can put you at risk for heart disease.</td>
<td></td>
</tr>
<tr>
<td>P3</td>
<td>Classic Ayurvedic texts had already identified the causes of heart disease long ago, things like eating a fat-rich diet in excess, and prolonged exposure to mental and emotional stress.</td>
<td></td>
</tr>
<tr>
<td>P4</td>
<td>Charaka, the sage physician, wrote in his classic Ayurvedic text <em>Charaka Samhitha</em>: “Those who eat heavy, cold and excessively oily foods in excessive quantity and do excessive mental work, suffer from disease of the vessels that nourish the heart.”</td>
<td></td>
</tr>
<tr>
<td>P5</td>
<td>Cholesterol build-up occurs when you overwhelm your digestive tract with rich, fatty foods on a regular basis, and the body is not able to fully digest and metabolise such food.</td>
<td></td>
</tr>
<tr>
<td>P6</td>
<td>Hence, lowering your cholesterol is important no matter what your age or health. Even if you exercise daily and eat right, you may still have a hard time lowering your cholesterol due to your age, your gender or your family history.</td>
<td></td>
</tr>
<tr>
<td>P7</td>
<td>The good news is, there are a few changes you can make to your lifestyle that can help lower your cholesterol.</td>
<td></td>
</tr>
<tr>
<td><strong>Simple Ayurvedic recommendations for healthy cholesterol levels</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P8</td>
<td>Diet</td>
<td></td>
</tr>
<tr>
<td>P9</td>
<td>Avoid foods like meat, cheese, restaurant and fast foods. Eat slowly and do not stuff yourself with food as this can lead to indigestion.</td>
<td></td>
</tr>
<tr>
<td>P10</td>
<td>Before every meal, drink a cup of warm mater as this improves digestion and helps in cleansing the body. Keep sipping hot water throughout the day as it improves digestion and metabolism.</td>
<td></td>
</tr>
<tr>
<td>P11</td>
<td>Vegetables and legumes should be prominent in the meal. Include garlic in your daily diet for it has cardio-protective effects. Consume various types of nuts (they are rich in omega-3 fatty acids).</td>
<td></td>
</tr>
<tr>
<td><strong>Meditation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P8-P15</td>
<td>Ayurvedic recommendations for healthy cholesterol levels (To inform and to educate)</td>
<td></td>
</tr>
</tbody>
</table>
Studies now confirm what we’ve known previously: exercise is good for your health.

- Internal cleansing

Rid the body of toxins with practices such as *panchakarma* once or twice a year.

Sometimes, diet and exercise aren’t enough; moreover lifestyle changes may be hard to implement in our fast-paced lives.

Another option is herbs. Herbs have always lent a helping hand in addressing various ailments.

**Shuddha guggulu**

Shuddha guggulu is perhaps used more than any other herbs in Ayurveda. Shuddha guggulu extracts were first used in Asia to help manage cholesterol levels and are becoming increasingly popular in the United States[^2].

Shuddha guggulu (*Commiphora mukul*) or mukul myrrh is a small tree or shrub native to India. It secretes the substance guggulu (a gum resin) when its bark is injured.

Guggulu (*Commiphora wightii/mukul*) in Sanskrit means “that which protects from disease”. Guggulu, a traditional Ayurvedic medication used to treat high cholesterol, is widely used in India and was first recommended as a treatment for hardening of the arteries in 600 BC. Its description can be found in the classical treatise on Ayurvedic medicine, *Sushruta Samhita*. It has been used for a variety of conditions, including arthritis and obesity. One of its primary indications was a condition known as *medoroga*. This ancient diagnosis is similar to the modern description of atherosclerosis.

**Clinical research reaffirms Shuddha guggulu’s usefulness**

Clinical studies on guggulu have revealed beneficial effects on lipid levels. A double-blind placebo-controlled study of guggulu enrolled 61 individuals and followed them for 24 weeks.

The results after 24 weeks of treatment showed that the treated group experienced an 11.7% decrease in total cholesterol, along with a 12.5% decrease in LDL (“bad” cholesterol), a 12% decrease in triglycerides, and an 11.1% decrease in the total cholesterol/HDL (“good” cholesterol) ratio.

[^2]: University of Malaya
The combined effect of diet and guggulu at 36 weeks was as great as the reported lipid lowering effect of modern drugs. Another double blind study of 228 individuals given either guggulu or the standard drug clofibrate found approximately equally efficacy between the two treatments for lowering cholesterol levels.

Various mechanisms are proposed for the effects of Shuddha guggulu, one of which theorises that it may prevent cholesterol synthesis in the liver and increases catabolism (breakdown) of LDL cholesterol.

The active components in Shuddha guggulu are identified as guggulsterones E and Z.

**Precautions**

Those with thyroid disorder should either avoid guggulu or be monitored closely as guggulu may lower thyroid-stimulating hormone levels.

Pregnant women should also avoid guggulu since guggulu gum resin appears to stimulate uterine contraction.

People with other cholesterol-lowering medication should consult their doctor before combining guggulu with theirnormal medications.

Guggulu may possibly interact with diltiazem, propranolol and anticoagulants.

**References**


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The UAPRCD adopts a more flexible structure. The UAPRCD does not adopt the IMRD. It presents information under topics and subtopics. In *Herbs for High Lipids* (T1), the information is presented in the following sequence or sections:

1. Introduction: Discussion of cholesterol and Ayurvedic;
2. Simple Ayurvedic recommendations for healthy cholesterol levels;
3. Shuddha gugulu;
4. Clinical research reaffirms Shuddha guggulu’s usefulness;
5. Precautions.

Research based moves are only found in paragraphs 16, 17 and 18 (Managing cholesterol levels through Shuddha gugulu) and paragraphs 19, 20, 21, 22 and 23 (Clinical research reaffirms Shuddha guggulu’s usefulness) of *Herbs for High Lipids*.

Without research based moves or pertinent sections (IMRD) in the entire text, the genre type and generic structure of the UAPRCD cannot be ascertained decisively. This is because the generic structure in the UAPRCD may comprise moves from other disciplines, domain or colony. At this point, even though the UAPRCD has some research based moves, it cannot be claimed as an article and it is projected as or like an article. In this case, it also points to the fact that the UAPRCD is not entirely a research based article and it could be a mixed genre.

These results and findings suggest that the description of communicative purposes, generic description and moves is insufficient in describing the UAPRCD. In other words, more analyses are required to comprehensively describe the UAPRCD, especially on aspects such as actual intent and genre type.
5.3.3 Linguistic Analysis of the UAPRCD

Apart from analyzing the generic description and moves, the ESP based Genre Analysis usually include a linguistic analysis on the lexico-grammatical features of a genre. Since the UAPRCD is as a medical research article, the researcher will focus on analyzing the various discourses which realize the different disciplinary genres identified in the UAPRCD. This approach will provide a better description for a mixed genre than a lexico-grammatical feature analysis approach which is more suitable for analyzing typified features.

The researcher will use two promotional inclined discourse structures (Table 5.4) to show that the UAPRCD is not an article but an unlabelled advertorial. The first discourse structure is Attention-Interest-Desire-Action (AIDA) which is commonly used in advertising and for promotional purposes. The second structure is Moses’s (2000) Discourse Structure on Pharmaceutical Advertisements. The structure includes sections such as Lead-Purpose-Benefit-Contraindication-Side Effects-Imperative Doctor Talk.

### Table 5.4
An Exemplification of Analysis Using the AIDA and Moses’s (2000) Models

<table>
<thead>
<tr>
<th>No.</th>
<th>Text</th>
<th>Description</th>
</tr>
</thead>
</table>
| P1  | **Herbs for High Lipids**  
   *(Fitforlife Sunday 26 June 2005)* | **Attention** (AIDA) – Attract the customers’ attention about Cholesterol.

   The word “cholesterol” has become somewhat a taboo word in the world of health. Cholesterol is a waxy, fat-like substance that’s produced by the liver. It also comes from animal foods that we eat like meat, whole milk, cheese, butter and eggs. | Paragraphs 1-7 |
Everybody needs some cholesterol to help with important body functions. But too much cholesterol can be bad for your health and can put you at risk for heart disease.

Classic Ayurvedic texts had already identified the causes of heart disease long ago, things like eating a fat-rich diet in excess, and prolonged exposure to mental and emotional stress.

Charaka, the sage physician, wrote in his classic Ayurvedic text Charaka Samhita: “Those who eat heavy, cold and excessively oily foods in excessive quantity and do excessive mental work, suffer from disease of the vessels that nourish the heart.”

Cholesterol build-up occurs when you overwhelm your digestive tract with rich, fatty foods on a regular basis, and the body is not able to fully digest and metabolise such food.

Hence, lowering your cholesterol is important no matter what your age or health. Even if you exercise daily and eat right, you may still have a hard time lowering your cholesterol due to your age, your gender or your family history.

The good news is, there are a few changes you can make to your lifestyle that can help lower your cholesterol.

**Simple Ayurvedic recommendations for healthy cholesterol levels**

- **Diet**

  Avoid foods like meat, cheese, restaurant and fast foods. Eat slowly and do not stuff yourself with food as this can lead to indigestion.

  Before every meal, drink a cup of warm mater as this improves digestion and helps in cleansing the body. Keep sipping hot water throughout the day as it improves digestion and metabolism.

  Vegetables and legumes should be prominent in the meal. Include garlic in your daily diet for it has cardio-protective effects. Consume various types of nuts (they are rich in omega-3-fatty

Linguistically differentiated language (layman) is used rather than academic and research discourse in order to get the reader’s (layman’s) attention.

*Lead (Moses) - Announcement of the problem – awareness about Cholesterol*

Paragraphs 8-15

*Attention (AIDA) – Getting the reader’s attention about addressing cholesterol through Ayurvedic.*

Linguistically differentiated language (layman) is used to get the reader’s (layman’s) attention.

*Lead (Moses) - Announcement of the problem – awareness about Ayurvedia and how it can address cholesterol.*
<table>
<thead>
<tr>
<th>Paragraph</th>
<th>Content</th>
</tr>
</thead>
</table>
| P11 | **acids).**  
- Meditation  
If possible, this should be part of daily routine.  
- Exercise |
| P12 | Studies now confirm what we’ve known previously: exercise is good for your health.  
- Internal cleansing |
| P13 | Rid the body of toxins with practices such as *panchakarma* once or twice a year.  
Sometimes, diet and exercise aren’t enough; moreover lifestyle changes may be hard to implement in our fast paced lives. |
| P14 | Another option is herbs. Herbs have always lent a helping hand in addressing various ailments. |
| P15 | **Shuddha gugulu**  
Shuddha guggulu is perhaps used more than any other herbs in Ayurveda. Shuddha guggulu extracts were first used in Asia to help manage cholesterol levels and are becoming increasingly popular in the United States.

Shuddha guggulu (*Commiphora mukul*) or mukul myrrh is a small tree or shrub native to India. It secretes the substance guggulu (a gum resin) when its bark is injured. |
| P17 | Guggulu (*Commiphora wightii/mukul*) in Sanskrit means “that which protects from disease”. Guggulu, a traditional Ayurvedic medication used to treat high cholesterol, is widely used in India and was first recommended as a treatment for hardening of the arteries in 600 BC. Its description can be found in the classical treatise on Ayurvedic medicine, *Sushruta Samhita*. It has been used for a variety of conditions, including arthritis and obesity. One of its primary indications was a condition known as *medoroga*. This ancient diagnosis is similar to the modern description of atherosclerosis. |
| P18 | **Paragraphs 16-18**  
*Interest (AIDA) – Get the interest of the customer on a particular product – Shuddha gugulu.*  
Academic and research discourse is used in order to convince the reader.  
*Purpose (Moses) – Explains the reasons one should use the product.* |
Clinical research reaffirms Shuddha guggulu’s usefulness  

Clinical studies on guggulu have revealed beneficial effects on lipid levels. A double-blind placebo-controlled study of guggulu enrolled 61 individuals and followed them for 24 weeks. The results after 24 weeks of treatment showed that the treated group experienced an 11.7% decrease in total cholesterol, along with a 12.5% decrease in LDL (“bad” cholesterol), a 12% decrease in triglycerides, and an 11.1% decrease in the total cholesterol/HDL (“good” cholesterol) ratio.

The combined effect of diet and guggulu at 36 weeks was as great as the reported lipid lowering effect of modern drugs. Another double blind study of 228 individuals given either guggulu or the standard drug clofibrate found approximately equally efficacy between the two treatments for lowering cholesterol levels\(^1\).

Various mechanisms are proposed for the effects of Shuddha guggulu, one of which theorises that it may prevent cholesterol synthesis in the liver and increases catabolism (breakdown) of LDL cholesterol\(^2,3\).

The active components in Shuddha guggulu are identified as guggulusterones E and Z.

Precautions

Those with thyroid disorder should either avoid guggulu or be monitored closely as guggulu may lower thyroid-stimulating hormone levels.

Pregnant women should also avoid guggulu since guggulu gum resin appears to stimulate uterine contraction.

People with other cholesterol-lowering medication should consult their doctor before combining guggulu with their normal medications.

Guggulu may possibly interact with diltiazem, propranolol and anticoagulants\(^4\).

<table>
<thead>
<tr>
<th>Paragraphs 19-23</th>
<th>Desire (AIDA) – Convince the customers that they want and desire the product and that it will satisfy their needs.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Academic and research discourse is used in order to convince the reader and increase the reader’s desire to get the product.</td>
</tr>
<tr>
<td></td>
<td>Benefit (Moses) – Focus on the benefits that the product will do for its user.</td>
</tr>
<tr>
<td>Contra-indication (Moses) – Warning Discourse for those who should not take the product.</td>
<td></td>
</tr>
<tr>
<td>Side-effects (Moses) – Warning Discourse on the kinds of experiences patients had with the drug.</td>
<td></td>
</tr>
</tbody>
</table>
The analysis shows that promotional discourses which are identified in AIDA and Moses’s Discourse Structure on Pharmaceutical Advertisements are used in the UAPRCD. It also shows that apart from academic and research discourse, the UAPRCD consists of other discourses such as promotional, layman (linguistically
differentiated language), warning, corporate and legal discourses. These discourses are not found in academic and research based genres. In other words, it can be concluded that the UAPRCD is not a medical research based article or article even though it has certain research based moves. It is actually a mixed genre which is inclined towards a promotional genre because most of the promotional discourse structures or discourses (Moses, AIDA) could be identified in the text.

5.3.4 Analyzing the UAPRCD as a Promotional Genre

Since the UAPRCD is now proven to have a mix of promotional and research/academic discourses, the researcher will now adopt Bhatia’s (2004:65) Move Structure for advertisement as a guide to analyze the UAPRCD (Table 5.5).

Only one out of the 9 moves is not listed in the UAPRCD – Offering incentives. Although the move is not found in T1, it is found in most of the other UAPRCD texts. This analysis shows that the UAPRCD is a promotional genre. Since it conforms to most of Bhatia’s move structure for advertisement and it is written in the form of an article, it can be concluded that the UAPRCD is indeed an advertorial. It should therefore be labelled as an advertorial, especially when it concerns medical information and pharmaceutical products. The dissemination of medical information through a promotional medium and the promotion and advertising of pharmaceutical products are controlled by the Medical Advertising Board. In other words, unlike other types of articles, the UAPRCD is a type of text or genre which is/should be regulated stringently because it involves the promotion of drug and drug consumption.
Table 5.5

<table>
<thead>
<tr>
<th>No.</th>
<th>Text</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Herbs for High Lipids</strong></td>
<td><em>Headlines</em> - Attracting the reader’s attention with the title.</td>
</tr>
<tr>
<td></td>
<td><em>(Fitforlife Sunday 26 June 2005)</em></td>
<td></td>
</tr>
<tr>
<td>P1</td>
<td>The word “cholesterol” has become somewhat a taboo word in the world of health. <em>Cholesterol</em> is a waxy, fat-like substance that’s produced by the liver. It also comes from animal foods that we eat like meat, whole milk, cheese, butter and eggs.</td>
<td>Paragraphs 1, 2, 4-7: <em>Targeting the market</em> - The reader is immersed into problem by portraying them as having high cholesterol.</td>
</tr>
<tr>
<td>P2</td>
<td>Everybody needs some cholesterol to help with important body functions. But too much cholesterol can be bad for your health and can put you at risk for heart disease.</td>
<td></td>
</tr>
<tr>
<td>P3</td>
<td>Classic Ayurvedic texts had already identified the causes of heart disease long ago, things like eating a fat-rich diet in excess, and prolonged exposure to mental and emotional stress.</td>
<td></td>
</tr>
<tr>
<td>P4</td>
<td>Charaka, the sage physician, wrote in his classic Ayurvedic text <em>Charaka Samhitha</em>: “Those who eat heavy, cold and excessively oily foods in excessive quantity and do excessive mental work, suffer from disease of the vessels that nourish the heart.”</td>
<td>Paragraph 4: <em>Endorsement by an authority</em> – sage physician Charaka.</td>
</tr>
<tr>
<td>P5</td>
<td>Cholesterol build-up occurs when you overwhelm your digestive tract with rich, fatty foods on a regular basis, and the body is not able to fully digest and metabolise such food.</td>
<td></td>
</tr>
<tr>
<td>P6</td>
<td>Hence, lowering your cholesterol is important no matter what your age or health. Even if you exercise daily and eat right, you may still have a hard time lowering your cholesterol due to your age, your gender or your family history.</td>
<td></td>
</tr>
<tr>
<td>P7</td>
<td>The good news is, there are a few changes you can make to your lifestyle that can help lower your cholesterol.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Simple Ayurvedic recommendations for healthy cholesterol levels</strong></td>
<td><em>Justifying the product</em> – Indicating the importance or</td>
</tr>
<tr>
<td></td>
<td>• Diet</td>
<td></td>
</tr>
<tr>
<td>P8</td>
<td>Avoid foods like meat, cheese, restaurant and fast foods. Eat slowly and do not stuff yourself with food as this can lead to</td>
<td></td>
</tr>
</tbody>
</table>

University of Malaya
indigestion.

Before every meal, drink a cup of warm mater as this improves digestion and helps in cleansing the body. Keep sipping hot water throughout the day as it improves digestion and metabolism.

Vegetables and legumes should be prominent in the meal. Include garlic in your daily diet for it has cardio-protective effects. Consume various types of nuts (they are rich in omega-3-fatty acids).

- Meditation

If possible, this should be part of daily routine.

- Exercise

Studies now confirm what we’ve known previously: exercise is good for your health.

- Internal cleansing

Rid the body of toxins with practices such as panchakarma once or twice a year.

Sometimes, diet and exercise aren’t enough; moreover lifestyle changes may be hard to implement in our fast paced lives.

Another option is herbs. Herbs have always lent a helping hand in addressing various ailments.

**Shuddha gugulu**

Shuddha guggulu is perhaps used more than any other herbs in Ayurveda. Shuddha guggulu extracts were first used in Asia to help manage cholesterol levels and are becoming increasingly popular in the United States\(^2\).

Shuddha guggulu (Commiphora mukul) or mukul myrrh is a small tree or shrub native to India. It secretes the substance guggulu (a gum resin) when its bark is injured.

Guggulu (Commiphora wightii/mukul) in Sanskrit means “that which protects from disease”. Guggulu, a traditional Ayurvedic medication used to treat high cholesterol, is widely used in India and was first recommended as a treatment for hardening of the arteries in 600 BC. Its description can be found in the classical treatise on Ayurvedic medicine, Sushruta Samhita. It has been used for a variety of need to practice Ayurvedic in order to lower one’s cholesterol.

---

Paragraph 16: Establishing a niche – describing the speciality of Shuddha guggulu over other herbs and its popularity.

Paragraph 17: Detailing the product - identifying and describing the product.

Paragraph 18: Indicating the value - Guggulu.
conditions, including arthritis and obesity. One of its primary indications was a condition known as medoroga. This ancient diagnosis is similar to the modern description of atherosclerosis.

**Clinical research reaffirms Shuddha guggulu’s usefulness**

**P19** Clinical studies on guggulu have revealed beneficial effects on lipid levels. A double-blind placebo-controlled study of guggulu enrolled 61 individuals and followed them for 24 weeks.

**P20** The results after 24 weeks of treatment showed that the treated group experienced an 11.7% decrease in total cholesterol, along with a 12.5% decrease in LDL ("bad" cholesterol), a 12% decrease in triglycerides, and an 11.1% decrease in the total cholesterol/HDL ("good" cholesterol) ratio.

**P21** The combined effect of diet and guggulu at 36 weeks was as great as the reported lipid lowering effect of modern drugs. Another double blind study of 228 individuals given either guggulu or the standard drug clofibrate found approximately equally efficacy between the two treatments for lowering cholesterol levels.

**P22** Various mechanisms are proposed for the effects of Shuddha guggulu, one of which theorises that it may prevent cholesterol synthesis in the liver and increases catabolism (breakdown) of LDL cholesterol.2,3

**P23** The active components in Shuddha guggulu are identified as guggulsterones E and Z.

**Precautions**

**P24** Those with thyroid disorder should either avoid guggulu or be monitored closely as guggulu may lower thyroid-stimulating hormone levels.

**P25** Pregnant women should also avoid guggulu since guggulu gum resin appears to stimulate uterine contraction.

**P26** People with other cholesterol-lowering medication should consult their doctor before combining guggulu with their normal medications.

**P27** Guggulu may possibly interact with diltiazem, propranolol and anticoagulants.4
<table>
<thead>
<tr>
<th>Reference:</th>
<th>Establishing credentials - Extending Shuddha guggulu usefulness through positive clinical research information.</th>
</tr>
</thead>
</table>

Paragraphs 28: Establishing credentials - Extending Shuddha guggulu usefulness through positive clinical research information.

Paragraph 29: Soliciting response – encouraging reader to email for more information.

The results from “framing” of the UAPRCD with relevant promotional generic structures (AIDA, Moses and Bhatia) prove that the UAPRCD is inclined towards an unlabelled advertorial rather than an article. Although the UAPRCD has some of Nwogu’s generic structures for research based articles, it cannot be considered an article. This is because firstly, the UAPRCD has both educational/informative communicative purposes as well as promotional intent; secondly, the UAPRCD has both promotional moves and research based moves; and thirdly, the UAPRCD’s generic description shows that it is a mixed genre (advertorial) instead of a genre (article).
5.4 Appropriating the Communicative Purposes, Generic Structure and Genre Type of the UAPRCD

At this point, the research objective (To establish the generic description of unlabelled advertorials) and Research Question One (What are the communicative purposes, generic structure and genre type of the unlabelled advertorial?) are/could be answered. This is the approach which is carried out in most ESP based Genre Analysis. Technically, fulfilling the research objective and Research Question One, which in fact comprises of three research questions (communicative purposes, generic structure – including moves and discourses/linguistic features, and genre type) is suffice for most Master’s and PhD researches on genres.

However, there are still unanswered questions: firstly, the claim and projection of the UAPRCD as an article; secondly, the motivation in constructing the UAPRCD to resemble articles. Instead of relying on descriptive methods of analyzing genres to answer these questions which are also associated with the research objective and Research Question One, a more critical and applied approach to genre analysis is required to prove that there are private intentions in the development of the UAPRCD.

One of the critical and applied approaches is analyzing the occurrence and the practice of appropriation of various generic resources. The findings will provide a more comprehensive generic description of the UMPRCD. They will also provide insights on the actual intentions of projecting and claiming the UAPRCD as articles and also the motives of constructing UAPRCD to be similar to articles which are contributed by medical related practitioners.
5.4.1 Projecting and Claiming the UAPRCD as Articles

There are three appropriations of generic resources found in projecting and claiming the UAPRCDs as articles. The first appropriation is found in the omission of the word, *Advertorial* or not labelling the text. The second appropriation is identified in the claim and projection of the UAPRCD as an article. The third appropriation is convincing the readers that the UAPRCD is for educational purpose.

5.4.1.1 Omission of Labelling

The UAPRCD is published in a pullout of a newspaper – *The Star*. The pullout, *Fit for Life*, which concerns health and medicine, is published weekly in the lifestyle section. There are other forms of publications (genres) and texts in the pullout, such as articles, excerpts, extracts, advertisements and reports.

There are also advertorials on health/medical services and dietary/pharmaceutical products published in the *Fit for Life* pullout and they are labelled with the word, *Advertorial*. As described and proven earlier, the UAPRCD is actually an advertorial. However, it is not labelled as an advertorial. In fact, it should be labelled like these advertorials because it is promoting a pharmaceutical product.

Readers may hesitate to read a text if it is labelled as an Advertorial because they know that there is a promotional intent. In order to deceive a reader, especially an unsuspicious reader, the label is omitted from the UAPRCD so that the reader is unaware that it is actually an advertorial. This appropriation of generic resource on the
labelling has deceived the unsuspecting reader in perceiving that the UAPRCD is actually an advertorial. As a result, the omission of the label also indirectly projects the UAPRCD as an article.

5.4.1.2 Projecting and Claiming the UAPRCD as an Article

The distinction between the UAPRCD is not only in the omission of the label (Advertorial). Without the label, the UAPRCD could be regarded as an article. To deceive the reader further in believing that the UAPRCD is an article and not an advertorial, the second appropriation of generic resources is executed by projecting and claiming the text as an Article. An unsuspecting reader genre may be convinced that the UAPRCD is an article with such claims and projection.

All of the UAPRCD in the selected corpus are identified as articles at the end of the texts. The following table lists the claims found in the UAPRCDs:

<table>
<thead>
<tr>
<th>Text</th>
<th>Title/Text</th>
<th>Claim</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td>Herbs for high lipids</td>
<td>This article is courtesy of Himalaya Herbal Healthcare.</td>
</tr>
<tr>
<td>T2</td>
<td>The universal antioxidant</td>
<td>This article is courtesy of Biolife.</td>
</tr>
<tr>
<td>T3</td>
<td>The female heart</td>
<td>This article is courtesy of Pahang Pharmacy.</td>
</tr>
<tr>
<td>T4</td>
<td>Heart Health</td>
<td>This article is courtesy of Pahang Pharmacy.</td>
</tr>
<tr>
<td>T5</td>
<td>The complete vitamin E family</td>
<td>This article is courtesy of Pahang Pharmacy.</td>
</tr>
<tr>
<td>T6</td>
<td>Resveratrol, a heady vintage</td>
<td>This article is courtesy of Pahang Pharmacy.</td>
</tr>
<tr>
<td>T7</td>
<td>Encouraging blood flow</td>
<td>This article is courtesy of Yomeishu. While every care has been taken to provide accurate</td>
</tr>
</tbody>
</table>
5.4.1.3 Stating Educational Purpose for the Publication of the UAPRCD

Apart from being claimed or projected as an article, the UAPRCD is also claimed and projected as a text which provides educational purposes. This appropriation of generic resources on the communicative purpose reinforces the claim or projection that the UAPRCD is an article and the communicative purposes are to inform and to educate. This statement or detail strengthens the perception that the UAPRCD is not and advertorial and its intention is for promotional purposes.

Almost all of the UAPRCDs in this study are claimed and projected to provide information for educational purposes only. One UAPRCD stated educational as well as communication purposes while another stated reference (informative) purposes. The table on the next page lists the claims found at the end of the UAPRCDs.
Table 5.7
Evidence of the Texts being Projected as Providing Information for Educational Purposes

<table>
<thead>
<tr>
<th>Text</th>
<th>Title/Text</th>
<th>Claim</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td>Herbs for high lipids</td>
<td>The information provided is for educational purposes only....</td>
</tr>
<tr>
<td>T2</td>
<td>The universal antioxidant</td>
<td>The information provided is for educational purposes only....</td>
</tr>
<tr>
<td>T3</td>
<td>The female heart</td>
<td>The information provided is for educational purposes only....</td>
</tr>
<tr>
<td>T4</td>
<td>Heart Health</td>
<td>The information provided is for educational purposes only....</td>
</tr>
<tr>
<td>T5</td>
<td>The complete vitamin E</td>
<td>The information provided is for educational purposes only....</td>
</tr>
<tr>
<td></td>
<td>family</td>
<td></td>
</tr>
<tr>
<td>T6</td>
<td>Resveratrol, a heady</td>
<td>The information provided is for educational purposes only....</td>
</tr>
<tr>
<td></td>
<td>vintage</td>
<td></td>
</tr>
<tr>
<td>T7</td>
<td>Encouraging blood flow</td>
<td>While every care has been taken to provide accurate information in this article, its contents are for reference....</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>T8</td>
<td>Discovering plant sterols</td>
<td>The information provided is for educational purposes only....</td>
</tr>
<tr>
<td>T9</td>
<td>Energize your heart</td>
<td>The information provided is for educational purposes only....</td>
</tr>
<tr>
<td>T10</td>
<td>D for the heart</td>
<td>The information provided is for educational purposes only....</td>
</tr>
<tr>
<td>T11</td>
<td>Feeling tired and listless</td>
<td>The information provided is for educational purposes only....</td>
</tr>
<tr>
<td>T12</td>
<td>Staying young at heart</td>
<td>The information provided is for educational and communication purposes only....</td>
</tr>
</tbody>
</table>

Advertorials are required to be labelled with the word “Advertorial” or “Advertising Feature” so that readers will be able to identify them as texts with promotional purposes. Unlike fine prints, these claims or labels are provided in a manner or place (usually above the text) so that the readers will be informed and made aware immediately before reading the text. This is to ensure that readers will be able to recognize the communicative purpose of the text (advertorial). It helps the readers to decide on whether to continue reading the text or to skip the text.
By omitting the label, readers may or may not be able to recognize the communicative purpose of the text. In the case of not labelling the advertorial and claiming it as an article, the readers will be misinformed and misguided on the communicative purposes of the text. The ability to identify the communicative purpose of the text will be determined by the ability of reader to distinguish the types of texts (promotional, informative or mixed) and the creativity/competence of the writer.

The labelling of a promotional genre is very important even though it involves just one word, *Advertorial*. Omitting the word *Advertorial* or unlabelling an advertorial coupled with claiming a text as a different type of genre (an article) can be regarded as a form of appropriation of generic resources. Similarly, the statement that the UAPRCD is intended for educational purposes is another form of appropriation of generic resources. From the perspective of genre analysis, these appropriation of generic resources affects the generic integrity of the UAPRCD.

5.4.2 Constructing the UAPRCD to Resemble Articles

As discussed earlier, generic resources are appropriated to project and claim. Apart from these, generic resources are also appropriated to make the UAPRCD to resemble articles.

5.4.2.1 Typesetting

The UAPRCD mimics the typesetting of an article found in the health pullout. The typesetting follows the fonts (size, type and colour) as well as the layout.
The typesetting of the UAPRCD is almost identical to the articles which are written by medical practitioners or pharmacists. The only distinction found between the genres is the name of the author is provided in the articles while the name of the author is not provided in the UAPRCD (except for one UAPRCD). The typesetting of the UAPRCD and articles’ extra information are also identical in terms of typesetting (in italics) and information (call for action, contact information, caveat and disclaimer).

Standardized typesetting will give the impression that the UAPRCD is an article which is contributed by a medical practitioner. In other words, this appropriation of generic resources is intended to make readers regard the UAPRCD as an article. The intent is reinforced further when the two different genres which have the same typesetting format is placed side by side in the health pullout. It is not easy for the untrained reader to distinguish the two genres due to the similarities and influence of the typesetting.

5.4.2.2 References

Apart from typesetting, the UAPRCDs can be regarded as an article because most of them include a list of references. A list of references is usually found at the end of academic and research genres such as journal articles, dissertations and theses. By adding the references at the end of the UAPRCD, the reader may perceive the UAPRCD as an academic and research genre or article. This appropriation of generic resources increases the belief or perception that the UAPRCD is an academic or research article.

The following reference is found in T1:

Reference:
Appropriation of generic resources is also found within the main text of the UAPRCD. The use of superscript in the citations also gives the reader the impression that the text is an article rather than an advertorial. The superscripting highlights the Bibliography/Reference numbering and sequencing. This reference style (Endnote) is usually used for scientific citations. This strengthens the perception that the UAPRCD is an academic and research article. The following are some examples from T1:

*Shuddha guggulu is perhaps used more than any other herbs in Ayurveda. Shuddha guggulu extracts were first used in Asia to help manage cholesterol levels and are becoming increasingly popular in the United States*. (Paragraph 16)

*The combined effect of diet and guggulu at 36 weeks was as great as the reported lipid lowering effect of modern drugs. Another double blind study of 228 individuals given either guggulu or the standard drug clofibrate found approximately equally efficacy between the two treatments for lowering cholesterol levels*. (Paragraph 21)

*Various mechanisms are proposed for the effects of Shuddha guggulu, one of which theorises that it may prevent cholesterol synthesis in the liver and increases catabolism (breakdown) of LDL cholesterol*. (Paragraph 22)

*Guggulu may possibly interact with diltiazem, propranolol and anticoagulants*. (Paragraph 27)

### 5.5 Conclusion

From the analyses, the generic description of the UAPRCD could be determined. The UAPRCD actually functions like an advertorial and it has promotional intent. In order
to attract readers, appropriation of generic resources is carried out so that the readers will regard the UAPRCD as an article instead of an advertorial. The appropriation of generic resources in the UAPRCD involves exploiting the communicative purposes, the generic structure, moves and the genre type.

Most genre researches are still limited to or confined to (in sequence) identifying a corpus of targeted text; identifying a relevant move structure which will be used as a guide to study the move structure of the corpus; comparing and verifying the targeted moves with the established moves; analyzing the linguistic features which realize the moves of the targeted genre; identifying the typified moves and generic structure of the target genre; confirming or/and reconfirming the communicative purposes and genre type of the targeted genre. In order to provide a more comprehensive description of the UAPRCD or mixed genres, a genre analyst should carry out other genre related analyses to the existing genre analysis approaches. This is shown in the various analyses in this chapter.

In other words, many methodological and procedural questions are unanswered if only existing GA approaches are adopted. Among them are: Is the selection of one particular generic structure sufficient and justified to describe the genre type, communicative purposes, move structure and linguistic features? Should more than one generic move structure be used as a guide for verification purposes, especially for mixed, complex and unfamiliar genres which have not been established? Are the current approaches and methods sufficient to provide a thicker description on the actual (private) intention of the genre apart from describing the projected communicative purposes?
This chapter provides answers to some of questions. Although the main aim of this research which is to prove that the UAPRCD is actually an unlabelled advertorial is achieved, it is not sufficient to investigate and identify the other promotional intent of the UAPRCD. This is because the analysis is limited to only analysis on textualization and organization of the UAPRCD. Although a certain amount of contextualization analysis is shown in this chapter, it is limited to the analysis within the text. More contextualization analysis is required at the intertext level.

This is required because the occurrence and practice of appropriation of various generic resources are not limited at the text level. It can be extended at the intertext level. In the case of this study, advertisements on products related to the drugs or substances discussed in the UAPRCD are also published within 1-3 pages apart in the same health pullout. The research will need to extend the analysis with an investigation on the advertisements which complement the UAPRCDs. This will provide a more comprehensive description on the intent of the genre set. This analysis will be discussed in the following chapter.
CHAPTER 6: THE GENERIC DESCRIPTION OF ADVERTISEMENTS ON PRODUCTS RELATED TO CARDIOVASCULAR DISEASES

6.1 Introduction

This chapter analyzes the generic description of advertisements on products related to cardiovascular diseases (APRCD). Like the analysis of UPRCD, the analysis of the APRCD is also focussed on a genre based textual perspective. The research objective for this chapter is – *To establish the generic description of advertisements*. The findings will be used to answer Research Question Two – *What are the communicative purposes, generic structure and genre type of the advertisement?*

Apart from fulfilling the second research objective and answering Research Question Two, the researcher hopes to use the findings in this chapter to analyze the contextualization of the promotional genres (UPRCD and APRCD) at the intertext level. By linking the comprehensive generic descriptions of the UPRCD in Chapter 5 and the APRCD in Chapter 6, the researcher is able to identify and describe the intent of appropriation of generic resources, which is to achieve higher promotional potential at the genre set level.

At a glance, the UPRCD which resembles an article may be able to deceive the reader to regard it as an article instead of an advertorial. It is also due to the fact that it is not labelled and it is projected as an article. The analysis of such deceptive genre requires various approaches as discussed in Chapter 5. Unlike the UPRCD, the APRCD could be recognized as an advertisement almost immediately. The advertisement is an
established genre and most readers will be able to identify the genre type of the APRCD and categorize it as a type of promotional genre.

However, for this study, the genre type of the APRCD is further classified and distinguished in order to provide a more detailed generic description. This finding will also show that there are other communicative purposes and generic structures (apart from promotional communicative purpose and moves) found in different types of APRCD. In other words, not all APRCDs are confined or limited to having only advertising and promotional features. There are different genre types among the APRCD even though they are commonly identified as advertisements.

The chapter will not concentrate on describing typified macro and micro structure of the APRCD. Apart from identifying the different advertisement genre types, this chapter also focuses on describing the various types of structures and discourses found in the APRCD.

The main aim of this chapter is to prove that not all APRCDs appear like and function like an advertisement. Some APRCDs are mixed with research based information. In other words, some APRCDs are a type of mixed genre or advertisement with research based content. The amount of research and academic discourses and structures found in some advertisements is significant and it affects the generic integrity of the advertisement.

This chapter will start with the identification of the APRCD corpus. An analysis of the communicative purposes, move structure and genre type of the APRCD from the ESP based Genre Analysis approach will follow subsequently. The APRCD is analyzed as
an advertisement in the initial analysis. This is followed by the analysis of academic and research based moves identified in the advertisements. The findings from these analyses will help the researcher identify the different genre types found in advertisements. These findings will also provide insights on the actual intentions of including research and academic based moves and mixing them with promotional moves in the APRCD. The comprehensive generic description of the APRCD will help determine whether the advertisements are actually advertisements or advertorial-like advertisements.

6.2 The Advertisements on Products Related to Cardiovascular Diseases (APRCD) Corpus

The advertisements were collected from the *FitforLife* pullout. These advertisements are a part of a genre set. They complement related unlabelled advertorials. Both genres are being used by the same company to promote a particular product which is related to cardiovascular diseases.

A long single typical text for detailed analysis is used for the UAPRCD because the unlabelled advertorial is a longer genre and it requires more “framing” approaches for a more detail analysis in order to describe it comprehensively. The other reason is because all of the UAPRCD have similar or almost similar generic structure and moves. In contrast, the APRCD is a short text and the APRCD corpus comprises of advertisements with different generic structure and moves. Therefore, Bhatia’s (1993: 24, 2004: 164-165) suggestion to analyze “a few randomly chosen texts for exploratory
“investigation” is adapted to analyze the generic structure, text patterning and genre type of the APRCDs.

6.3 Analyzing the APRCD through an ESP based Genre Analysis

The APRCDs are analyzed for their communicative purpose, structural description (generic structure) and text patterning (moves) using Bhatia’s (2004) move structure for analyzing advertisements. A linguistic analysis on the lexico-grammatical features and describing the typified moves are not the main objectives of the analysis. The fifteen accompanying APRCDs are listed in Table 6.1 below.

Table 6.1
Accompanying Advertisements taken from the FitforLife pullout of The Star newspaper

<table>
<thead>
<tr>
<th>Text</th>
<th>Title/Text</th>
<th>Ad.</th>
<th>Product</th>
<th>Company</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td>Herbs for high lipids</td>
<td>A1</td>
<td>Himalaya Shallaki, Himalaya Shuddha Guggulu, Himalaya Nimba (Neem)</td>
<td>Himalaya Herbal Healthcare</td>
<td>26 June 2005</td>
</tr>
<tr>
<td>T2</td>
<td>The universal antioxidant</td>
<td>A2</td>
<td>Biolife Anti-FR + Selenium, Biolife Alpha Lipoic Acid 100mg</td>
<td>Biolife</td>
<td>16 Oct. 2005</td>
</tr>
<tr>
<td>T3</td>
<td>The female heart</td>
<td>A3</td>
<td>Stay-well Q-Gel Vege, Stay-well Q-Gel, Stay-well Q-Gel Forte, Stay-well Q-Gel Carni</td>
<td>Pahang Pharmacy</td>
<td>23 Oct. 2005</td>
</tr>
<tr>
<td>T4</td>
<td>Heart Health</td>
<td>A4(a)</td>
<td>Stay-well Q-Gel Carni, Live-well D-Ribose, The Sinatra Solution (Book)</td>
<td>Pahang Pharmacy</td>
<td>25 Dec. 2005</td>
</tr>
<tr>
<td>T5</td>
<td>The complete vitamin E family</td>
<td>A5</td>
<td>Live-well TOCOspanE</td>
<td>Pahang Pharmacy</td>
<td>19 March 2006</td>
</tr>
</tbody>
</table>
6.3.1 Communicative Purposes of the APRCD

The APRCDs in this study are not labelled. However, they are identified with a reference number. This number is to indicate that the product advertised is a pharmaceutical product and therefore the advertisement should be approved before it can be published. This shows that the advertisement on pharmaceutical products is controlled by a particular discourse community. In this case, the Ministry of Health and the Medical Advertising Board (the regulatory establishment and the gate keeper) control and approve such publications.

As a form of approval and identification, the reference number is published in the advertisement. There is no fixed position for indicating the reference number. In other words, the reference number functions like the label “Advertorial”. The number will help readers identify the advertisement as one which is advertising a pharmaceutical product. The number also indicates that the advertisement is a promotional genre and the communicative purpose is to promote a product. This indicator is useful because
some of the advertorial-like advertisement (long copy) do not resemble advertisements. These advertisements resemble a short and compact advertorial.

All the advertisements in this APRCD corpus have a reference number and the following are some examples:


### 6.3.2 Generic Structure and Moves of the APRCD Based on Bhatia’s Move Structure in Advertisements

Since the communicative purpose of the APRCD is inclined towards promotional purpose, the generic structure and moves of the APRCD are analyzed according to Bhatia’s (2004) move structure for advertisements. The analysis is based on the occurrence of moves rather than frequency in move occurrence.

This section presents the findings of the moves structure of the APRCD. Fifteen advertisements have been analysed to identify their move structures. Two UAPRCDs are accompanied by more than one advertisement. UAPRCD 4 is accompanied by 3 advertisements (identified as 4a, 4b and 4c) while UAPRCD 11 is accompanied by 2 advertisements (identified as 11a and 11b). The textual and visual contents of all the fifteen advertisements have been analysed and categorised into the nine moves that are based on the Bhatia’s (2004) model as proposed in Chapter Four.
The table on the next page shows the sum of existence of the move structures of the fifteen advertisements. The findings on the sub-moves (where applicable) of each of the main move have also been tabulated in Table 6.2 on the next page. The frequency of each move and sub-move is calculated based on their existence in the advertorials. Although a move or sub-move may sometimes appear more than once in an advertorial, it will only be considered as having existed in the advertisement, rather than the sum total of its occurrences in that advertisement. This is because investigating the sequence of moves is not part of the objectives of the present study. Moreover, the sequence does not significantly affect the communicative purposes of the genre.
<table>
<thead>
<tr>
<th>Text</th>
<th>Move 1</th>
<th>Move 2</th>
<th>Move 3</th>
<th>Move 4</th>
<th>Move 5</th>
<th>Move 6</th>
<th>Move 7</th>
<th>Move 8</th>
<th>Move 9</th>
<th>Total Moves</th>
<th>Total Moves</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>/</td>
<td>/</td>
<td>/</td>
<td>/</td>
<td>/</td>
<td>/</td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>/</td>
<td></td>
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<td></td>
<td>/</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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Table 6.2

Distribution of Moves of APRCD Based on Bhatia’s (2004) Move Structure in Advertisements

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</table>
Table 6.3 shows the overall findings of the main move structures of the forty-nine online tourism advertorials that were analysed in the study.

**Table 6.3**

**Existence of the Main Move Structures in the APRCD**

<table>
<thead>
<tr>
<th>Move Structure</th>
<th>Total</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Headlines (for reader attraction)</td>
<td>15</td>
<td>100.0</td>
</tr>
<tr>
<td>2 Targeting the market</td>
<td>8</td>
<td>53.3</td>
</tr>
<tr>
<td>3 Justifying the product</td>
<td>10</td>
<td>66.7</td>
</tr>
<tr>
<td>4 Detailing the product</td>
<td>13</td>
<td>86.7</td>
</tr>
<tr>
<td>5 Establishing credentials</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>6 Endorsement</td>
<td>6</td>
<td>40</td>
</tr>
<tr>
<td>7 Offering incentives</td>
<td>1</td>
<td>6.7</td>
</tr>
<tr>
<td>8 Using pressure tactics</td>
<td>1</td>
<td>6.7</td>
</tr>
<tr>
<td>9 Soliciting response</td>
<td>14</td>
<td>93.3</td>
</tr>
<tr>
<td>10 Scientific/Research Info.</td>
<td>8</td>
<td>53.3</td>
</tr>
</tbody>
</table>

The findings as shown in the table above reveal that the obligatory move which occurred in all (100%) the fifteen APRCD analysed is Move 1: Headlines (for reader attraction). Other obligatory moves which appear in more than 50% of the APRCD include:

Move 9 – Soliciting response (93.3%)
Move 4 - Detailing the product (86.7%)
Move 3 - Justifying the product (66.7%)
Move 2 - Targeting the market (53.3%)
Move 10 - Scientific/Research Info. (53.3%)
Move 1 - Headlines (for reader attraction)

The move of attracting the readers’ attention to an advertorial is very important; hence it occurred in 100% of the data collected. A few examples of this move extracted from the advertisement data are given below:

**Healthy with Herbs**

(Advertisement 1)

**Hydrosoluble CoQ10 = Energy**

(Advertisement 3)
"The Twin Pillars of Health"

Q
c
~
U.S. Patent
No. 6,056,971

L-Carnitine
Fumarate
U.S. Patent
No. 4,602,039

- Hydrates
- Uptake soluble
- Enhances
- Absorption
- of Carnitine
- Most stable
- L-Carnitine
- Enhances
- absorption
- of L-Carnitine

Live-well™

D-Ribose
The Sugar of Life

Antioxidant With
8 Members Of
Vitamin E Family

(Advertisement 4(a))

(Advertisement 4(b))

(Advertisement 5)
The “French paradox” says that French people, despite consuming foods high in saturated fats and cholesterol which is similar to amounts consumed in the U.K. and the U.S. yet are healthier and live longer.

Lost that healthy glow?
Living in sunny Malaysia does not mean you are getting enough of the sunshine nutrient

- Vitamin D3

Feeling Lousy???

CoQ10 Deficiency is common when you AGE
Move 9 - Soliciting response

The next most frequently used move is Move 9 - Soliciting response which appears in 93.3% or fourteen of the advertisements in the corpus. The move of ‘soliciting response’ generally provides contact information such as the address, telephone and email address of the pharmaceutical company to the reader. Pharmaceutical products advertisements like any advertisements are created with the purposes of promoting the company’s products, and ultimately, help to gain more return on investment (Lepcha, 2006: 1).

As Bhatia (2004) asserts, promotional texts such as the advertisement genre are never considered complete without soliciting response or some form of calling for the consumer’s action. This purpose of establishing some form of contact by providing the advertiser’s contact information is vital in any promotional discourse. The function of this move is to enable the potential customer to gather any other information easily from the advertiser. This continuation of further communication with the advertiser will also allow the advertiser to further convince the potential customer to buy the product, in this
case in purchasing the supplement. Examples of this move found in the data are shown below.

(Advertisement 2)

(Advertisement 3)

(Advertisement 4(b))

(Advertisement 7)
Move 4 - Detailing the product

Detailing the product (Move 4) is also an important move in the APRCD. It appeared in thirteen (86.7%) advertisements of the corpus. The primary function of advertisements is to promote the product by introducing and identifying the product through descriptions of the supplement and indicating its value. This move provides details about the supplement. The positive description of the product is to persuade the potential customers into purchasing the product by informing them about the scientifically proven positive qualities of the ingredients contained in the supplement that is being described in the advertisements. This concurs with Zhou (2012) who states that advertisements provide “positive information to persuade on behalf of the advertisers”. By explicating the positive values via the textual and visual descriptions, the potential consumer is further attracted to purchase the product or supplement.
Evidences of this move can be seen in almost all the advertisements analysed as shown below.

(Advertisement 1)

(Advertisement 2)
Nature intended for Q-GEL® and L-Carnitine Fumarate to work synergistically to give a greater positive impact on one's health and well-being.

Separately, Q-GEL® and L-Carnitine Fumarate help support the health of our organs (heart, liver, kidney, brain), our well-being and when combined they provide a strong support.

Both Q-GEL® and L-Carnitine Fumarate are essential for energy production and work as a team. L-Carnitine Fumarate delivers the fuel and Q-GEL® helps to convert it to energy. This is why we call Q-GEL® and L-Carnitine Fumarate "The Twin Pillars of Health".

Both Coenzyme Q10 and L-Carnitine are produced in our body but their production declines as we age.

Available at all leading Pharmacies

Vegetable Capsules
Suitable for vegetarian consumers. Does not contain animal derivative.

Contains All 8 Antioxidants Of The Vitamin E Family

<table>
<thead>
<tr>
<th>Tocopherols 300 lu</th>
<th>Tocotrienols 30 mg</th>
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<tbody>
<tr>
<td>alpha-tocopherol 300 lu</td>
<td>alpha-tocotrienol 13.95 mg</td>
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<tr>
<td>beta-tocopherol 1.23 mg</td>
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<tr>
<td>gamma-tocopherol 76.98 mg</td>
<td>gamma-tocotrienol 9.23 mg</td>
</tr>
<tr>
<td>delta-tocopherol 28.41 mg</td>
<td>delta-tocotrienol 5.15 mg</td>
</tr>
</tbody>
</table>

Available at all leading pharmacies

(Advertisement 4(a))

(Advertisement 5)
Regular supplement-users and health-conscious Malaysians can now enjoy the beneficial goodness of Vitamin D3 in a convenient, easy-to-take tablet with Live-well Sunshine Vitamin D3.

**Start your Vitamin D3 regime today and harness the power of the 'sunshine vitamin' for that radiant glow of good health and vitality.**

(Advertisement 10)

HydroQ10® is a patented CoQ10 formulation that deliver THREE TIMES higher absorption compared to other formulations of CoQ10. It is fully imported and supported by numerous clinical studies done worldwide. High Absorption HydroQ10® delivers results you can trust.

(Advertisement 11(a))

Stay-well Active-Q Is Specially For Aging Adults Past 50 Years Old

**Better Absorption than Regular CoQ10**

**Higher Energy Levels**

**Antioxidant Protection for Body Cells & Organs**

**For Healthy Aging**

Feel Even Younger & More Energetic Today!

(Advertisement 12)
Move 3 - Justifying the Product

Another move that ranked rather high and appearing in more than 50% of the data is Move 3 - Justifying the product. This move occurred in 66.7% (10) of the advertisements. The function of this move is to influence the potential customer into believing that the product or supplement is specifically suited for them. The statements below are a few evidences in the data that illustrate this move of justifying the product.

(Advertisement 2)

(Advertisement 3)

(Advertisement 4(a))

(Advertisement 7)
Move 2 - Targeting the market

Move 2 - Targeting the market, which is realised by explicitly addressing the target audience or market, occurred in eight or 53.3% of the advertisements. This move
suggests the type of consumers who should consume the product or supplement as described in the advertisement, and why it is important for them to do so.

The findings show that this move although rather important is not as significant as the other moves identified and discussed above probably because the audience is obviously the general public who are also potential consumers of health supplements. It is also evident that the target market of the product and readers of advertisements are the potential consumers. By not explicitly addressing the target audience in advertisements also mean that the advertisers do not want to only restrict those health supplements to just a group of potential consumers but that these products cater to all consumers alike. After all, the more consumers purchasing the product, the better it is for the pharmaceutical company. Some examples that can be found in the corpus are shown below.

(Advertisement 4(c))

(Advertisement 5)
(Advertisement 9)

(Advertisement 10)
Feeling Lousy???

(Advertisement 11(a))

Past 50 Years Old?
Feel Constantly Tired & Weak?

Take Statin Drugs Daily?
Visit The Doctor Regularly?

NOW IN MALAYSIA!
Stay-well Active-Q Is Specially For Aging Adults Past 50 Years Old

(Advertisement 12)
Move 10 - Scientific/Research Information

A new move that is found in the APRCD corpus is Move 10 - Scientific/Research Information which accounts for 53.3% (8) of the advertisements. This move seems to be prevalent in such health advertisements because the potential consumers will want to gather more accurate scientific or researched information before purchasing the health supplements as such products are rather expensive and may be considered a luxury. The scientific and/or research information comprises on not only written text, but also diagrams (Advertisement 2 and Advertisement 3). Examples found in the corpus are extracted from the advertisements and illustrated below.

Free Radicals are unstable molecules that harm our body and are caused by dietary, lifestyle and environmental factors.

Antioxidants Are Nutrients Which Help To Safeguard Our Bodies and Neutralize The Damaging Effects Of Excessive Free Radicals.

(Advertisement 2)
The body's production of CoQ10 declines as we grow older.

The body's energy system is the most important system that keeps all our body organs (heart, liver, brain, digestive system, kidney, body's defense system) functioning efficiently to maintain health. As we grow older our body naturally produces less CoQ10 resulting in less energy being produced. Taking statins, the Cholesterol lowering drugs can also lower CoQ10 in the body.

D-Ribose is a five-carbon sugar found in every cell of the body. Because it is a five-carbon sugar, D-Ribose is not used by the body for energy production. For energy, the body instead uses glucose, a six-carbon sugar.

D-Ribose has its own specialized function in that it is used by cells including heart and skeletal muscle cells to makes energy-producing compounds - adenosine triphosphate (ATP) molecules. ATP supplies virtually all the energy used by every cell in the body including those in the heart.
The "French paradox" was apparently attributed to red wine but subsequent studies found that it is actually a compound in the red wine called RESVERATROL.

Generally, most red wines contain very little RESVERATROL, less than one milligram per glass. One of the richest source of RESVERATROL is from medicine plant called Polygonum cuspidatum which has many health giving properties.

Research suggests that daily intake of 2gm of plant sterols helps your body to maintain a healthy lipid profile. Plant sterols are naturally found in plants but can’t be produced by the human body.

CoQ-10 IS ALSO AN ANTIOXIDANT!

Co Q-10 is also an important antioxidant that protects cell membranes and cell DNA against damage by free radicals. If the membrane or DNA is damaged, you lose the cell.
Based on the analysis of the present APRCD corpus, the Moves that are not so obligatory which appeared in less than 50% of the corpus are:

Move 6 – Endorsement (40%)

Move 5 - Establishing credentials (20%)

Move 7 – Offering incentives (6.7%)

Move 8 - Using pressure tactics (6.7%)

**Move 6 – Endorsement**

Move 6 – Endorsement accounted for 40% of the advertisements analysed. The function of this move of including endorsements, testimonies or reviews is to make the
advertising message or advertisement more convincing. This can be achieved by citing an authority or showing support by a governmental or health organisation to support the positive image of the product presented in the advertisement. They could include:

- acknowledgement of a celebrity or public figure;
- testimonies of satisfied consumers / positive reviews;
- acceptance/support/approval of authorities; or
- official/public citation of achievements, and seals of approval.

Acknowledgements, support and approvals by a person in authority or a public figure, and any mention of achievements and awards received will make the description of the health supplement in the advertisement more credible and reliable. The advertisement will also be more convincing when testimonies and reviews by past users are included in the advertorial. Endorsements have the ability to persuade potential consumers to purchase the product. Such endorsements will also further confirm the potential consumers’ selection and make them feel more assured that they have made a correct choice or decision to purchase the product. Evidences of usage of this move in the corpus are provided below.
Move 5 - Establishing Credentials

The next move which is evident in three or 20% of the data is Move 5 - Establishing credentials. This move promotes the product, and is realised by providing the positive recognition of the product; the guarantee/warranty of the quality; and the long & well-established track record. This move functions to establish the product’s reputation in the health industry. It also serves to establish a positive image of the product, and to inform the audience of the competitive advantage of the product, such as introducing the long history and the international fame of the product, and highlights the pharmaceutical company that offers or produces the health supplement. Such information and credentials will furnish potential consumers with an added motivation and lead them to select the product. Example of this move of establishing credentials by way of recognition can be seen in the following statements:

![Yomeishu, Produced in Japan and trusted for 400 years.](Advertisements 7)

Another strategy for realising the move of establishing credentials is by referring to the long and well-established nature of the pharmaceutical company or product advertised, and/or stating the reputable track record of the company. This could also include the current status of the company’s achievements and awards to show its reputation in the health industry. This move is detected in two of the advertisements analysed as shown on the next page.
The next moves that are optional in the sequence of frequency as found the analysis of the corpus are Move 7 - Offering Incentives and Move 8 – Using Pressure Tactics. These two moves only appear in one of the APRCD corpus. It is also believed that these two moves actually appear jointly with each other. This combined occurrence is explained below.

**Move 7 - Offering incentives**

The function of this move is to persuade the potential consumer to purchase the health supplement by means of making the offer more attractive, such as offering the following incentives:

- promotions
- free gifts
- discounts
- special offers
This move offers such incentives so as to persuade the prospective consumer to seriously consider the offer. This move may occur together with pictures or images of the product. The phrase “Introductory for New Users” in Advertisement 2 gives the idea that the product advertised is available at a lower price. The promotional price of the health supplement, “HydroQ10 30’s pack for RM49.90” provided in the advertisement further persuades the already half-inclined purchaser to take up the offer. This move is illustrated in Advertisement 2 of the corpus as shown below.

(Advertisement 2)
Move 8 - Using pressure tactics

The move of using pressure tactics states the cause and negative effects in order to pressure the potential customer if he/she does not consume the product. In the case of Advertisement 2, he/she is pressured to take up the offer. Its function is to prompt the already inclined or half-inclined customer to expedite his/her decision about the product being promoted. This move is generally realised in the form of an offer of some additional savings or gains if the customer decides to buy the product before a specific deadline. This move imposes certain constraints on the product being promoted, which may be presented in the following forms:

(a) Time constraints on the offer or availability of the product/service

(b) Quantity constraints on the limited availability of the stocks/service

(c) Emotional blackmail on a particular market segment (e.g. If you don’t visit/consume it, you will not be considered as the elite few.)

(d) Terms and conditions of the offer/package

The pressure tactic used in Advertisement 2 of the corpus is realised in the phrase “While stock last” as illustrated below. The statement on the left, “Look out for HydroQ10 New User Pack at participating pharmacies nationwide” also implies that the offer is not available at all pharmacies, but only at “participating” ones. This further pressures the potential customer to purchase the health supplement quickly.

(Advertisement 2)
Although all the APRCDs are categorized as advertisements, they vary in the number of promotional moves. The number of moves found in the APRCD affects the genre because it determines the generic structure of the genre. Based on this analysis, not all of the APRCDs are the same. Some of the differences include the length and genre type of the advertisement. These characteristics describe the generic description of the advertisement (retail versus advertisement versus long copy). Apart from this, some of the APRCDs include more academic and research based moves compared to promotional moves.

6.3.3 Generic Structure and Moves of the APRCD Based on Moses’ Discourse of Pharmaceutical Advertisements

Apart from using Bhatia’s move structure to describe the APRCD, Moses’ (2000) Discourse of Pharmaceutical Advertisements generic structure is used because the advertisements in this study are promoting pharmaceutical products. The analysis for determining the generic structure is also based on the occurrence of moves rather than frequency in move occurrence. Table 6.4 on the next page tabulates the findings from the analysis using Moses’ (2000) Discourse of Pharmaceutical Advertisements generic structure model on the APRCD.
The findings show that the only four out of six moves as proposed by Moses (2000) are found in the APRCD corpus. Three of the moves are highly obligatory (more than 90%) in that they occurred in fourteen or all fifteen of the APRCD. They are:

Move 1 – Lead (100%)

Move 2 – Purpose (93.3%)

Move 3 – Benefit (93.3%)
The other move of Imperative Doctor Talk (Move 6), only appeared in 5 (33.3%) of the corpus. Examples that illustrate moves that realises the advertising discourse based on Moses’ (2000) model are presented below.

**Move 1 - Lead**

This move, which is similar to Bhatia’s Headline of Attracting Attention move, appeared in mainly three forms in the corpus. They are the announcement, first person assertions and question forms.

Examples of the Announcement form used in the APRCD corpus are as follows:

(Advertisement 2)

The **BiO-LiFE**
Antioxidant Range
Protects Our Health & Prevents
Free Radical Damage.

(Advertisement 3)

Hydrosoluble CoQ10 = Energy
Live-well™

D-Ribose
The Sugar of Life

Antioxidant With
8 Members Of
Vitamin E Family
The use of first person assertions as a form of Lead in the APRCD corpus is illustrated below in the quote of the health conscious represented participant of the advertisement, “Today I’m going to start living healthier and heartier.”
Question as a form of Lead is also used in four of the APRCD corpus and is illustrated below.
Feeling Lousy???

(Advertisement 11(a))

Past 50 Years Old?
Feel Constantly Tired & Weak?
Take Statin Drugs Daily?
Visit The Doctor Regularly?

(Advertisement 12)
Move 2 - Purpose

The Purpose move appears in fourteen (93.3%) of the APRCD corpus. This is understandable an important move because it functions to provide reasons to the potential purchaser, such as the benefits of consuming the health supplement advertised, which are found throughout the APRCD.

(Advertisement 4(a))

(Advertisement 4(b))

(Advertisement 5)
Likewise, the Benefit move appears in fourteen (93.3) of the APRCD corpus. This is also an important move because it functions to provide the benefits of the health supplement for the potential purchaser if he/she were to consume it. This move can be seen in the APRCD corpus, as illustrated below.
**BIO-LiFE ANTI-FR + Selenium**

Provides a well-balanced combination of the major antioxidants:

- Beta-Carotene (pro-vitamin A)
- Vitamin C  Zinc
- Vitamin E  Selenium

Plus the synergistic benefits of Garlic & vitamin B1, B5 & B6.

**NEW!**

**BIO-LiFE ALPHA LIPOIC ACID 100mg**

Triple-Action Antioxidant that offers the following benefits:

1. **Double Absorption Properties**
   Alpha Lipoic Acid is both water & fat soluble, which makes it more effective against a broader range of free radicals than vitamin C (water soluble) or vitamin E & A (fat soluble).

2. **Double Protection Benefits**
   Alpha Lipoic Acid is easily absorbed & transported across all membranes; thus, free radical protection occurs both inside & outside the cells.

3. **Double Regenerative Action**
   Apart from eliminating free radicals, Alpha Lipoic Acid also has the ability to regenerate/recycle other antioxidants, i.e., Vitamin C & E to continue destroying free radicals.

**Q-GEL® Products** – with the patented BioSolv® technology (U.S. Patent No.6,056,971)

Provides higher absorption of CoQ10 into the bloodstream.

(Advertisement 2)

(Advertisement 3)
Advertisement 9 further elaborates on the benefits of its health supplement by comparing the product advertised to those that are similar in the market, with the phrase “Better Absorption than Regular CoQ10”. This is a form of Branding the product which is actually not allowed in the advertising of pharmaceutical products as stated in the rules and regulations of the Medical Advertising Board.
Move 6 - Imperative Doctor Talk

The other move that appeared in the APRCD corpus is Imperative Doctor Talk (Move 6). It only occurred in 5 (33.3%) of the advertisement corpus. This move can be found in the corpus as follows:

(Advertisement 2)

(Advertisement 3)

(Advertisement 8)

(Advertisements 10 and 12)
6.4 Linguistic Analysis of the APRCD

The APRCD is recognized and identified as an advertisement, thus it should have linguistic features which are inclined towards promotional genres. Since the nature of this research is exploratory in nature, this chapter will not concentrate on identifying typified promotional linguistic features. The main aim of this chapter is to identify the existence of non-promotional linguistic features. The linguistic analysis also focuses on the main content which is highlighted in the APRCD.

6.4.1 Academic and Research Based Discourses in the APRCD

There are a few types of academic and research based discourses which are found in the APRCD. These are also found in the UAPRCD.

6.4.1.1 References and Referencing

Although advertisements are a type of promotional genre, some APRCD have included academic and research based discourses and moves such as references and referencing. The following are some examples:

Advertisement 8

Research suggests that daily intake of 2gm of plant sterols helps your body to maintain a healthy lipid profile.* Plant sterols are naturally found in plants but can’t be produced by the human body.

Advertisement 11a (There are two parts in Advertisement 11)

Advertisement 11b is a retail advertisement (Picture of Product-Name of Product-Price)

CoQ10 Deficiency is common when you age.


Advertisement 10

According to the Vitamin D Council (VitaminDCouncil.org), it is estimated that as much as 50% of the world’s population is at risk of Vitamin D3 deficiency.

Advertisement 4 (There are three parts in this advertisements)

An advertisement, an advertisement with a free product information form and an advertisement on a book.

The Sinatra Solution – New Hope for Preventing and Treating Heart Disease (Book)

For free product information, please fill and return this ad to the address below.

Readers are encouraged to refer to book and free product information for better understanding of the products.
6.4.1.2 Scientific Discourse

Apart from references which are found in academic and research based genres, scientific discourse is also found in the APRCD.

Advertisement 3

_Illustration of a graph charting the decline of CoQ10 with the increase of age._

Advertisement 4

_Illustration of a molecular diagram of D-Ribose – a five-carbon sugar._

Advertisement 9

A formula (form).

_Hydrosoluble Co Q-10 = Energy (ATP)_

6.5 Description of Product

There are a number of moves and content found in an advertisement. There are complementary or supplementary moves and content. There is also the main move and content, which is focussed on describing the product (including branding). While the substance is discussed and presented extensively in the unlabelled advertorial, product is discussed comprehensively and highlighted in the advertisement. The APRCD corpus reveals a number of approaches in the presentation of the main move or content.
The main move or content (describing the product) has the most number of words and the most comprehensive description compared to other moves or content. It is usually the main contributing description which is determining the generic structure and generic description of the various types of advertisements. The main move and content in the APRCD mostly focuses on Move 3 – *Justifying the product or service* and Move 4 – *Detailing the product or service* and sometimes focuses on Move 5 – *Establishing credentials* and Move 2 – *Targeting the market*. These moves are found in Bhatia’s (2004) move structure for analysing advertisements. Unlike Bhatia’s findings, the findings on the APRCD shows that Move 3 – *Justifying the product or service* and Move 4 – *Detailing the product or service* are most of the time fused as one move and content. This justifies the importance of focussing on the main move and content. In other words, if the main move or content fails to attract or convince the readers, the other moves and content become less useful or becomes insignificant.

This sections shows the focus of main move and content of different types advertisements found in the APRCD corpus.

### 6.5.1 The Retailing Advertisement

The presentation of the main content and move is limited to the name of the product, the content and price. These are regarded as the most important content for the Retailing Advertisement. An example is illustrated below:

**Advertisement 11b**

*HydroQ10*

30’s pack

*RM49.90*
6.5.2 The One Liner

The presentation of the main content and move is highlighted in a single line.

Advertisement 1

Shuddha Guggulu

Traditionally used for general well-being and maintaining healthy cholesterol level.

Herb: Guggulu

Advertisement 5

Live-well Vitamin E Family

TOCOspan E 3000 + 30

The best way to obtain the health benefits offered by Vitamin E is to take all 8 members of Vitamin E.

6.5.3 The main points

The presentation of the main content and move is discussed in point form.

Advertisement 12

Stay-well Active Q is Specially for Aging Adults Past 50 Years Old.

Better Absorption than Regular CoQ10
Higher Energy Levels
Antioxidant Protection for Body Cells & Organs
For Healthy Ageing

Feel Even Younger & More Energetic Today!
Alpha Lipoic Acid 100mg

Triple-Action Antioxidant that offers the following benefits:-

1. **Double Absorption Properties**
   Alpha Lipoic Acid is both water & fat soluble, which makes it more effective against a broad range of free radicals than vitamin C (water soluble) or vitamin E & vitamin E & A (fat soluble).

2. **Double Protection Benefits**
   Alpha Lipoic Acid is easily absorbed & transported across all membranes; thus free radical protection occurs both inside & outside the cells.

3. **Double Regenerative Action**
   Apart from eliminating free radicals, Alpha Lipoic Acid also has the ability to regenerate/recycle other antioxidants, i.e. Vitamin C & E to continue destroying free radicals.

**6.5.4 The One Paragraph Summary**

The main content and move is summarized in a paragraph. An example of this can be found in Advertisement 7 as follows:

*Shine again with the goodness of Youmeishu. The busyness of life can leave you tired and pale-face. Thankfully, you can restore and maintain good health with Youmeishu. Produced in Japan and trusted for 400 years, Youmeishu contains 14 natural ingredients to assist blood circulation. Drink Youmeishu 3 times a day, 20ml each time, and be radiant again.*

**6.5.5 The Short Review**

The presentation of the main content and move is comprehensive. There are several paragraphs describing the product in detail. The review focuses on describing the product. Examples of this can be found in the corpus as follows:
Advertisement 4(a)

D-Ribose is a five-carbon sugar found in every cell of the body. Because it is a five-carbon sugar, D-Ribose is not used by the body for energy production. For energy, the body instead uses glucose, a six-carbon sugar.

D-Ribose has its own specialized function in that it is used by cells including heart and skeletal muscle cells to make energy-producing compounds – adenosine triphosphate (ATP) molecules. ATP supplies virtually all the energy used by every cell in the body including those in the heart.

Advertisement 6

The “French paradox” says that French people, despite consuming foods high in saturated fats and cholesterol which is similar to amounts consumed in the U.K. and the U.S. yet are healthier and live longer.

The “French paradox” was apparently attributed to red wine but subsequent studies found that it is actually a compound in the red wine called RESVERATROL.

Generally, most red wines contain very little RESVERATROL, less than one milligram per glass. One of the riches source of RESVERATROL is from medicine plant called Polygonum cuspidatum which has many health giving properties.

6.5.6 Book Blurb in Advertisement

This is a book advertisement. A book blurb is used for the main content and move in the advertisement. A genre identified in another genre (genre in genre). The pharmaceutical retailer advertises the sale of the book and other pharmaceutical products. The book discusses the pharmaceutical products advertised in the advertisements. An example of this is found in the data as shown on the next page.
Advertisement 4(c)

The secret is what Dr. Sinatra calls the “Triad of Metabolic Cardiology.” Simply stated, working together, the three compounds – D-ribose, coenzyme Q10, and L-carnitine – help hearts build energy more quickly and use it more efficiently.

The crucial compounds give hearts the metabolic support they need to build their energy pool and use it more efficiently. This synergy is essential to restore energy drained by heart disease and to protect hearts and muscles from the stress of oxygen deprivation or overwork.

If you or someone you love has heart disease, or is working hard to preserve cardiovascular health and wellness, you need to read this book.

6.5.7 The Advertorial-like Advertisement

This type of advertisement is also called long copy advertisement. In addition to elements of product review, there are also elements of editorial. The description of the product is edited to appear like an advice or a professional discourse (Doctor/Pharmacist-Patient). The generic structure of the advertorial-like advertisement are quite similar to an advertorial even though it is shorter. This occurred in a few advertisements in the corpus as illustrated below.

Advertisement 3

The body’s production of CoQ10 declines as we grow older.

The body’s energy system is the most important system that keeps all our body organs (heart, liver, brain, digestive system, kidney body’s defense system) functioning efficiently to maintain health.

As we grow older our body naturally produces less CoQ10 resulting in less energy being produced. Taking statins, the Cholesterol lowering drugs can also lower CoQ10 in the body.

Taking Q-GEL Everyday – you will feel the difference.
Advertisement 11a

Age can be just a number if you know what your body needs. Co-enzyme Q10 (CoQ10) is a nutrient critical to energy production and the maintenance of good health.

HydroQ10 is a patented CoQ10 formulation that deliver THREE TIMES higher absorption compared to other formulations of CoQ10. It is fully imported and supported by numerous clinical studies done worldwide. High Absorption HydroQ10 delivers results you can trust.

- Improved Energy and Vitality
- Healthy Aging
- Good Health

Advertisement 8

Research suggests that daily intake of 2gm of plant sterols helps your body to maintain a healthy lipid profile.* Plant sterols are naturally found in plants but can’t be produced by the human body.

Blackmores Plant Sterols provides a natural way to replenish your daily plant sterol needs. Combine this with a healthy lifestyle and diet, and make today the day you start living healthier and heartier with Blackmores.


Advertisement 4(a)

Nature intended for Q-Gel and L-Carnitine Fumarate to work synergistically to give a greater positive impact on one’s health and well-being.

Separately, Q-GEL and L-Carnitine Fumarate help support the health of our organs (heart, liver, kidney, brain), our well-being and when combined they provide a strong support.

Both Q-GEL and L-Carnitine Fumarate are essential for energy production and work as a team. L-Carnitine Fumarate delivers the fuel and Q-GEL helps to convert it to energy. This is why we call Q-GEL and L-Carnitine Fumarate “The Twin Pillars of Health”.

Both Coenzyme Q10 and L-Carnitine are produced in our body but their production declines as we age.
Vitamin D₃ deficiency is linked to many healthy conditions.

Introducing Live-well Sunshine Vitamin-D₃ – the bioavailable form of natural Vitamin D required by our body for many important health functions.

According to the Vitamin D Council (VitaminDCouncil.org), it is estimated that as much as 50% of the world’s population is at risk of Vitamin D₃ deficiency.

Vitamin D₃ – also known as the ‘Sunshine Vitamin’ – is a nutrient produced naturally by our bodies when exposed to the sun.

Vitamin D₃ is beneficial to our entire body. Every cell and tissue including skin, bone and muscle needs it to function well.

It is crucial for our body’s natural defense systems, protecting our health and supporting general well-being.

Regular supplement-users and health conscious Malaysians can now enjoy the beneficial goodness of Vitamin D₃ in a convenient, easy-to-take tablet with Live-well Sunshine Vitamin D₃.

Start your Vitamin D₃ regime today and harness the power of the ‘sunshine vitamin’ for that radiant glow of good health and vitality.

6.5.8 The Genre Chain of Promotional Genres

This type of advertising approach focuses on promotional intent of combining two or more genres (can be similar or different). The genres complement each other to achieve the promotional intent and they are a part of a “chain”. In the example identified from the APRCD corpus, the two genres used are an advertisement (short review) on D-Ribose and a free product information form for D-Ribose.

The reader will firstly read the advertisement. After reading, he or she may want to find out more about the product. Another genre, in this case, a free product information
form is provided. This genre (the form) assists and encourages the reader to find out more about the product. This may increase the possibility of purchasing the product.

The reader is encouraged to fill up the form and return the advertisement to the company in order to receive free product information. When the reader does this, he or she will move to the next “link” of the genre chain.

Advertisement 4(b) – An Short Review Advertisement and - a Form

Advertisement 4(b)

*D-Ribose is a five-carbon sugar found in every cell of the body. Because it is a five-carbon sugar, D-Ribose is not used by the body for energy production. For energy, the body instead uses glucose, a six-carbon sugar.*

*D-Ribose has its own specialized function in that it is used by cells including heart and skeletal muscle cells to make energy-producing compounds – adenosine triphosphate (ATP) molecules. ATP supplies virtually all the energy used by every cell in the body including those in the heart.*

Form

*For free product information, please fill and return this ad to the address below.*

(Form – Name, Age, Address, E-Mail, Tel, New IC No.,
Product interested: □ D-Ribose)

6.5.9 The Genre Set Promotional Genres

This type of advertising approach focuses on promotional intent of combining two or more advertisements (genres) to form a genre set of promotional genres. In isolation, the advertisement’s promotional potential is limited. However, the promotional effect is increased when there is a combination of advertisements. For example, in isolation, the promotional potential of Advertisement 11(b) is limited. The retail advertisement
provides inadequate content. However, when it is combined with Advertisement 11(a) (Advertorial-like Advertisement), the promotional potential of these advertisements will increase. As a set, the advertisements provide more information. This will increase the promotional intent.

Advertisement 11(a) An Advertorial-like Advertisement and Advertisement 11(b) a Retail Advertisement

Advertorial-like Advertisement

CoQ10 Deficiency is common when you age.


Age can be just a number if you know what your body needs. Co-enzyme Q10 (CoQ10) is a nutrient critical to energy production and the maintenance of good health.

HydroQ10 is a patented CoQ10 formulation that delivers THREE TIMES higher absorption compared to other formulations of CoQ10. It is fully imported and supported by numerous clinical studies done worldwide. High Absorption HydroQ10 delivers results you can trust.

- Improved Energy and Vitality
- Healthy Aging
- Good Health

Advertisement 11(b)

HydroQ10
30’s pack
RM49.90

The following context shows that it is insufficient to analyse the unlabelled advertorial only or analyse it independently. The placement and availability of other relevant or accompanying promotional genres will synergise the promotional effect. As independent genres, they function as informative, promotional genre or a combination
of both promotional and informative genres. As a genre set, the promotional effect is increase significantly.

A genre set comprising of a genre chain (Advertisement 4(a) – An Short Review Advertisement and - a Form), a book blurb in a book advertisement (Advertisement 4(b)) and an advertorial-like advertisement (Advertisement 4(c)) and an unlabelled advertorial (UARPCD - Text 4) will form a formidable and effective promotional genre in promoting a particular product or a combination of products, especially if they are published in a health pullout (supergenre).

**Table 6.5**

**Exploitation of Context and Genres: Appropriation of Generic Resources**

<table>
<thead>
<tr>
<th>Advertorial-like advertisement (Advertisement 4(a))</th>
<th>Unlabelled Adverotorial (UARPCD: Text 4)</th>
<th>Genre chain – Short review advertisement and form for free information. (Advertisement 4(b))</th>
<th>Blurb in Book Advertisement (Advertisement 4(c))</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 11</td>
<td>Page 13</td>
<td>Page 14</td>
<td>Page 15</td>
</tr>
<tr>
<td>-</td>
<td>ATP, Mitochondria</td>
<td>ATP</td>
<td>-</td>
</tr>
<tr>
<td>CoQ10 &amp; L-Carnitine</td>
<td>D-Ribose, CoQ10 &amp; L-Carnitine</td>
<td>D-Ribose</td>
<td>D-Ribose, CoQ10 &amp; L-Carnitine</td>
</tr>
</tbody>
</table>
6.6 Appropriating the Communicative Purposes, Generic Structure and Genre Type of the APRCD

The genre type of the APRCD could be identified as an advertisement with the pharmaceutical advertising reference number. However, the findings in this chapter show that there is a variety of genre types in the APRCD corpus.

Two forms of appropriation of generic resources are seen in the findings. They affect the generic structure, communicative purpose and genre type of the APRCD. The APRCD has both promotional as well as research/academic based moves. As a result, the APRCD has both educational/informative as well as promotional purposes. With the addition, mixing and influence of different moves and discourses, the promotional generic moves are reduced and therefore, the promotional generic structure is affected.

From the analysis, it is noticed that the focus of the advertisement is centralized on the main content or move – the pharmaceutical product instead of other promotional inclined moves such as pricing, incentives or endorsement. The focus on justifying the product or service and detailing the product or service is so intense in the main move or content of promoting pharmaceutical products. As a result, they are usually “fused” as one move or content in the APRCD rather than existing as two different moves.

The discourses used in describing the main content are also inclined towards scientific description and academic and research genre discourses. This could be due to the fact that the discussion and description involves disciplinary information such as medicine and pharmacy. Even though the APRCD is a promotional genre, the generic description
of the APRCD shows that it is being colonized by informative, scientific and research based discourses. This finding needs more attention as it could provide insights on the intents of reconstructing the advertisement into a less intimidating promotional genre and making the advertisement a more acceptable and reader friendly educational and informative genre.

The appropriation of generic resources on the UAPRCD can be seen as an attempt to project the unlabelled advertorial as an article. Similarly, the appropriation of generic resources on the APRCD can also be seen as an attempt to project the advertisement as an educational and informative genre. The trend of reviving the long copy advertisement, especially for pharmaceutical products advertisement may be justified and well received. Readers may not be just interested in receiving limited information such as name of product, quantity and pricing of pharmaceutical products which are commonly found in retailing advertisement. Readers would want to be well informed of the product, especially one which involves health. Therefore, the advertorial-like advertisements coupled with advertorials may be the future choice for the promotion of pharmaceutical products.

6.7 Conclusion

Most genre researches are still restricting and stereotyping the description of advertisements with a promotional inclined perspective. In order to provide a more comprehensive description of the APRCD, it should be analyzed from different perspectives. With a multi-perspective approach, the genre analyst will have a better view and understanding of targeted mixed, unfamiliar or deceiving genres.
In other words, the analysis of the generic description of a particular genre, especially one which is established such as advertisements, will only garner predictable results and the findings will offer little contribution to future research. This is based on the notion that genres do not remain in the same generic description forever. Genres will mix or be colonized and they evolve.

This chapter provides a more radical perspective on advertisements and the changes to promotional genres. This is required because the understanding the occurrence and practice of appropriation of various generic resources requires critical scrutiny of the context. With the generic description of the UAPRCD and APRCD established, a more challenging analysis await in the case of identifying and describing the promotional intent of a genre set which comprises the two genres.

In the next analysis/chapter, it is therefore necessary to adopt an investigative approach to uncover the complexity of a genre set and the grey areas of contextualization. A critical and applied approach will contribute more significantly than a descriptive approach. Such exploratory studies are required for the advancement of genre based studies.
CHAPTER 7: CONTEXTUALIZATION OF THE
UARPCD-ARPCL GENRE SET

7.1 Introduction

Chapters 5 and 6 described and established the generic description of the unlabelled advertorials and advertisements at the text/genre level. The description focused on textualization and organization of the two genres. Unlike other researches on genres which analyzed a text/genre through a descriptive approach, this research analyzes textualization and organization of the UARPCD and ARPCD through contextualization. Due to the contextualization approach, the UARPCD could be identified as a mixed genre and as an unlabelled advertorial, while most of the ARPCDs could be identified as advertorial-like advertisements. Apart from that, the contextualization analysis could evidently prove that the UARPCD has promotional intent and the ARPCD is intentionally published with it to form a genre set, which in turn increases the success of the promotional intent.

While the UARPCD and ARPCD are analysed as a genre in Chapters 5 and 6 respectively, this chapter focuses on analyzing the two genres in the context of a genre set. It will adopt a genre based contextualization approach in determining the context of the genre set. A contextual analysis, which is a part of the contextualization approach, will include the analysis of the surrounding/immediate context, the contributing context and the controlling context. The contextual analysis will provide a more comprehensive ‘background’ or context of the UARPCD and ARPCD.
A contextual analysis should be a part of contextualization analysis in genre studies because it will help to provide better contextualization, especially for an applied or critical genre analysis. In other words, a contextual analysis is required because a genre based contextualization analysis involves analyzing texts, genres, discourses and the relevant discourse community or communities in context. The approach is adopted in this study to provide a thicker description of the UAPRCD-APRCD genre set. This will be discussed in the following chapter.

The research objective for this chapter is – *To establish the context of the UAPRCD-APRCD genre set.* The findings will be used to answer Research Question Three – *What are the communicative purposes (or private intentions) and genre colony of the UAPRCD-APRCD genre set?*

By analyzing the context of the UAPRCD-APRCD genre set, the researcher hopes to prove that the UAPRCD-APRCD genre set is a promotional supergenre. To carry this out, the researcher will adopt Bhatia’s (1993, 2004) 7 steps in analysing unfamiliar genres. The first 3 steps are used to describe the ‘background’ (determining the context) of the UAPRCD and ARPCD and to demonstrate their association and function as a genre set. The last 3 steps, which will be discussed in the next chapter, are used for contextualization (analyzing the genres and genre set in context) and to prove how interdiscursivity and appropriation of generic resources are used to realize promotional intentions. The 7 steps used for analysing the UAPRCD-APRCD genre set are:

1. Placing the given genre-text in a situational context.
2. Surveying existing literature.
3. Refining situational/contextual analysis.
4. Selecting corpus
5. Textual, intertextual and interdiscursivity perspectives

6. Ethnographic analysis

7. Studying institutional context

The findings from the first three steps are important because they serve as a contextual reference (background) for the last three remaining steps. Step 4 concerns the selection of the corpus. Without the contextual reference or ‘background’, the remaining three analyses, when carried out independently will be less comprehensive and valid. This is because the ‘background’ or contextual information is vital for justifying contextualization.

The main aim of this chapter is to show that analyzing the textualization and organization of genres is not sufficient. Although genres could be described without contextualization, the need to analyze them in context is vital, especially in the case of analyzing a genre set or analyzing a mixed/unfamiliar/deceptive genre. This chapter also shows that contextualization provides a real world understanding and description of genres or a genre set. The understanding and description of interdiscursivity, appropriation of generic resources and generic integrity will be restricted if an analysis on a genre or genre set is limited to textualization and organization. Since this chapter focuses on the contextual and situational analysis of the UAPRCD-APRCD genre set, an UAPRCD-APRCD genre set sample (T4, A4a, A4b and A4c) is used for most of the discussions in this chapter.

The chapter will begin by reporting the findings which are related to: placing the UAPRCD and APRCD in a situational context; surveying existing literature related to the genres; and refining situational/contextual analysis for analyzing the combination of
both the UAPRC and APRCD as a genre set. The findings from the analysis of the context will help the researcher determine the most suitable research procedure/s which can be used to analyze the genres or genre set critically and contextually. This is because each corpus has or may have a different background or context. If research procedures are implemented without analyzing the context or background of the genre or genre set, it may affect the suitability of the selected research procedures and the validity of the contextualization analysis. As a result, the outcome of the entire research could be affected.

7.2 Placing the Genre-Text in a Situational Context

According to Bhatia (1993: 22), in analysing unfamiliar genres, a genre analyst needs to intuitively place the genre text in a situational context based on three aspects. They are his or her prior experience, as well as encyclopaedic knowledge of the world and also the internal clues in the text. In most genre analysis, the analyst should rely on his or her prior experience and encyclopaedic knowledge of the world to help identify the internal clues in the text.

7.2.1 Prior Experience and Encyclopaedic Knowledge

If a genre analyst does not come from the controlling discourse community and domain (e.g. medicine) which controls the genres (advertorial and advertisement) and if he does not come from the contributing discourse communities and domains (business and mass media) which sponsor and publish the genres, he needs to rely on his prior experience
and encyclopaedic knowledge to analyze unfamiliar genres. In addition, he can also survey available literature of the relevant speech community or communities in order to increase the effectiveness of the analysis.

In the case of this research, the researcher is able to use his prior knowledge and encyclopaedic requirement to analyze UAPRCD and APRCD. This is because he is an avid reader on areas related to medicine, business and law. He has been teaching ESP courses to undergraduates at faculties related to these areas. He has also taught Genre Analysis at the Master’s level and he has been supervising Master’s dissertations on Genre Analysis. In other words, he has sufficient knowledge of the various kinds of genres and their communicative purposes and generic description. This prior experience with various texts will help the researcher in analysing the targeted genres critically as well as selecting suitable analytical approaches/procedures to analyse the genres.

Although the researcher is not trained in the field of medicine, he increases his knowledge in the field of health and medicine through his commitments in teaching English to the M.B.B.S. and Biomedical Science students. He also checks with practitioners from the Medical field regarding substances, products and treatments which are recommended in the UAPRCD and APRCD. In addition, in order to enhance his knowledge in academic and research texts on health and medicine, the researcher attended writing workshops for publishing health and medicine journal articles. Apart from being guided by the professional community in scrutinizing medical discourses and dissecting the IMRD generic structure from the medical perspective (as opposed to the linguistics perspective on IMRD), the researcher was also introduced to the
discourses, content and writing techniques which are typical to the field of health and medicine.

Apart from prior experience, the researcher’s main reading interest includes various types of online and printed medical and health related texts. One of them is the *FitforLife* health pullout, in which the UAPRCD and APRCD are published. The researcher has been reading and collecting a corpus of *FitforLife* texts since 2004 and the earliest text selected for this research is dated 2005. Therefore, he is not only familiar with the disciplinary genre (health and medicine) but also the corpus selected for this study.

### 7.2.2 Reviewing Relevant and Specific Literature

Instead of relying solely on prior experience and encyclopaedic knowledge, the researcher also reviewed relevant and specific literature which is directly linked with the analysis of a particular UAPRCD and APRCD. For example, before he analysed the advertorial T4: *Heart Health*, and advertisement A4(c): *The Sinatra Solution Book Blurb/Advertisement*, he studied related concepts such as mitochondria, hypoxia, L-Carnitine (medicine) and book blurb, long copy advertisements, accompanying discourses (advertising). This type of disciplinary and background knowledge will not only help him comprehend the selected texts and genres but also help him distinguish disciplinary genres from a particular domain from mixed disciplinary genres and genre set with promotional intent.
In short, the researcher has sufficient background knowledge, encyclopaedic knowledge as well as relevant and specific knowledge of the targeted genres and specialist disciplines to help him to not only place the UAPRCD and APRCD genre set in a situational context, but also critically comprehend, analyze and discuss the UAPRCD and APRCD in context.

7.2.3 The Internal Clues in the Text

By using prior experience, encyclopaedic knowledge and specific literature, the internal clues in the text can be identified. This will help to place the given genre-text in a situational context. Different internal clues could be identified to differentiate the UAPRCD and APRCD from other articles and advertisements. This is reported and discussed in Chapters 5 and 6 respectively.

The identification of the internal clues (generic structures and types of discourses) helped to prove the genre type of the UAPRCD. It is actually a mixed genre, an unlabelled advertorial with promotional intent. The identification of the internal clues also helped to prove that there are a variety of ARPCDs. Some are advertisements while most are long copy advertisements which function like advertorials.

At this point, it should be noted that identifying and describing the immediate context of the UAPRCD and APRCD involve not merely looking at the physical context of the printed texts/genres. For contextualization purposes, it should also involve the understanding of the contributing and controlling context. For instance, the UAPRCD could be identified as an advertorial through analyzing the text internal clues in the
immediate context. Based on the controlling context, the UAPRCD should be labelled accordingly and clearly with the label “Advertorial”. However, the immediate context (critical site) does not show such practice or implementation. In contextualizing critical moment, the reader of the text will not be able to identify the UAPRCD as an advertorial before reading it. In this context, the genre analyst needs to investigate the contributing context and determine the reasons of not labelling the UAPRCD.

In order not to label the UAPRCD, the contributor of the genre needs discursive competence and disciplinary knowledge of the genre in order to mix the advertorial with disciplinary discourses/genres and implement genre bending in order to make the UAPRCD to as close as possible to look like and also to function like the article which is contributed through the professional practice in the medical domain.

From the context and situation, there is a tension or conflict between the professional expertise (contributing context) and the disciplinary practice of the professional community (controlling context).

As for the APRCD, the immediate context shows that most of the advertisements are mixed with editorial information of health/medical and pharmaceutical discourses. From the perspective of the controlling context, the APRCD does not conform to the generic description of a pharmaceutical product advertisement. This is because advertisements related to the prevention, diagnosis or treatment of diseases and condition such as diseases or defects of the heart are prohibited. In order to overcome the prohibition, the APRCD is mixed to make it look and function more of an informative and educational genre rather than a promotional genre even though it is an advertisement. In other words, from the contributor’s perspective and context, the
intention of manipulating the APRCD’s genre type is to make the unsuspecting reader become less suspicious or aware of the promotional intent, especially when they associate or link the APRCD with the UAPRCD or vice versa.

Interdiscursivity of medical/health, pharmaceutical and promotional discourses is noticeable in the mixing, bending and hybridization of the UAPRCD and APRCD. The UAPRCD and ARPCD can be identified as cases of “creation of hybrid forms”. This is carried by exploiting established conventions of other genres (Bhatia 2010: 32-35).

7.2.4 Linking and Contextualizing the Internal Clues with Related Genres

With the identification of the internal clues and the contextual understanding of the UAPRCD and ARPCD, the researcher is able to prove the contextualization of UAPRCD-ARPCD genre set, which exploits the text external context. Through the contextualized background for both the UAPRCD and ARPCD, the researcher could also make a link between the two genres through interdiscursivity at the inter-text level.

For instance, in the advertorial T4: *Heart Health*, the UAPRCD discussed substances such as D-Ribose, CoQ10 and L-Carnitine. The UAPRCD also discussed the concept of “Triad of heart health”, Dr Stephen Sinatra and his book, *The Sinatra Solution*. These text internal clues could be contextualized and linked with other “accompanying” discourses or advertisements. The contextualization of the UAPRCD-ARPCD as a genre set could be linked with the exploitation of interdiscursivity between/among genres in the surrounding context.
In Table 7.1, when the genres combine with the relevant genres from the surrounding context, they will form genre sets, especially when there is a common communicative purpose or private intention. According to Bhatia (2010 32-35), these interactions across and between genres, resulting primarily from text-external factors are a form of interdiscursivity.

Table 7.1
A UAPRCD-ARPCD Genre Set

<table>
<thead>
<tr>
<th>Twin Pillar of Health</th>
<th>Heart Health</th>
<th>D-Ribose – The Sugar of Life</th>
<th>The Sinatra Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial-like advertisement (Advertisement 4a)</td>
<td>Unlabelled Advertorial (UARPCD: Text 4)</td>
<td>Genre chain – Short review advertisement and form for free information. (Advertisement 4b)</td>
<td>Blurb in Book Advertisement (Advertisement 4c)</td>
</tr>
<tr>
<td>Page 11</td>
<td>Page 13</td>
<td>Page 14</td>
<td>Page 15</td>
</tr>
<tr>
<td>CoQ10 &amp; L-Carnitine</td>
<td>D-Ribose, CoQ10 &amp; L-Carnitine</td>
<td>D-Ribose</td>
<td>D-Ribose, CoQ10 &amp; L-Carnitine</td>
</tr>
</tbody>
</table>

ARPCD 4a + UARPCD T4 + ARPCD 4b + ARPCD 4c = Genre Set

7.2.5 Understanding and Contextualizing the Outcome of a Genre Set

Genres are usually described based on their typical textualization and organization patterns. They are also based on the conventionalized features which are dictated by a particular discourse community. This situation and context could be limited to a few domains which still uphold specific disciplinary cultures and resist transcend of genres beyond disciplinary boundaries.
In the real world, genres cut across disciplinary boundaries. One of the strategies is to adopt the disciplinary cultures of the targeted domain. In this study, the UAPRCD and APRCD are examples of such genres which infiltrate into the disciplinary boundaries of the medicine domain. The generic resources of the UAPRCD are appropriated through embedding and mixing of conventionalized features which are typified in the medicine disciplinary culture. With genre bending and hybridization, the UAPRCD is contextualized through interdiscursivity to execute its private intentions of colonizing the medicine domain.

**Table 7.2**

**Identifying the UAPRCD-ARPCD Genre Set Description**

<table>
<thead>
<tr>
<th>Description</th>
<th>UAPRCD</th>
<th>APRCD</th>
<th>UAPRCD and APRCD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Domain</strong></td>
<td>Across</td>
<td>Within</td>
<td>Across</td>
</tr>
<tr>
<td><strong>Disciplinary Genre</strong></td>
<td>Health/Medicine</td>
<td>Advertising</td>
<td></td>
</tr>
<tr>
<td><strong>Mixing Disciplinary Genre/Discourse</strong></td>
<td>Pharmaceutical</td>
<td>Pharmaceutical Health/Medicine</td>
<td>Business Medicine Pharmaceutical</td>
</tr>
<tr>
<td><strong>Embedded Genre/Discourse</strong></td>
<td>Advertising</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>Genre Colony</strong></td>
<td>Academic and Research</td>
<td>Promotional</td>
<td>Inclined towards Promotional Colony</td>
</tr>
<tr>
<td><strong>Colonizing Genre/Discourse</strong></td>
<td>Promotional</td>
<td>Academic and Research</td>
<td></td>
</tr>
<tr>
<td><strong>Genre Type</strong></td>
<td>Advertorial</td>
<td>Advertisement</td>
<td>Part of a Supergenre</td>
</tr>
<tr>
<td><strong>Genre Bending</strong></td>
<td>Unlabelled Advertorial</td>
<td>Long copy advertisement</td>
<td></td>
</tr>
<tr>
<td><strong>Hybridization</strong></td>
<td>Advertorial to Article</td>
<td>Advertisement to Advertorial-like</td>
<td></td>
</tr>
<tr>
<td><strong>Generic Description</strong></td>
<td>Mixed Genre</td>
<td>Genre</td>
<td>Genre Set of Mixed Genres</td>
</tr>
<tr>
<td><strong>Communicative Purpose</strong></td>
<td>Informative and Educational</td>
<td>Promotional</td>
<td>Inclined towards Promotional Purpose</td>
</tr>
<tr>
<td><strong>Private Intention</strong></td>
<td>Promotional Purposes</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>
Like a Trojan horse concept, the UAPRCD is positioned among the disciplinary cultures (health and medical articles) and within the discipline boundaries of the targeted domain. This makes the identification of the hybridized genre harder after the appropriation of generic resources, which include the omission of the identification ("Advertorial" label). Working outside the disciplinary boundaries is the APRCD which remains as a promotional genre. The interdiscursivity between the UAPRCD-APRCD genre set will not only deceptively strengthen the promotional intent of the UAPRCD as an advertorial but also dilutes the perceived threat of the APRCD as an advertisement. In other words, the business domain has created a strategy which could penetrate another specific domain which has been zealously protected by its discourse community. This analysis shows that business domain could increase the success rate of its private intentions through the use of interdiscursivity in appropriated genre sets compared to the use of a single traditional advertising genre.

In conclusion, placing and contextualizing a given genre-text comprehensively in a situational context is necessary for genre analysis. It should not be limited to the immediate context (within the text) but extended to the contributing and controlling context as well as the surrounding context (outside the text). Without such contextualization, the UAPRCD will be regarded as an article while all ARPCDs will be assumed to be similar in generic structure. If a genre analyst studies either the UAPRCD or the ARPCD, he may be able to achieve the textualization and organization of the selected genre. He may also determine the communicative purposes, generic structure and linguistic features or discourses. However, the analysis is not reflective of the real world context because only one part of the genre set is analyzed. The contextualization of genres as well as the genre set is necessary when genre/s become a part of a genre set.
7.3 Surveying Existing Literature

Apart from placing a given genre-text in a situational context, a researcher should also include surveying existing literature in order to contextualize a study. With these literature reviews in mind, the contextualization of the findings can be well supported with evidence rather than opinions.

7.3.1 Background Knowledge of Genres and Genre Analyses

To understand the background of the UAPRCD and APRCD further, the researcher has reviewed the theories, methods and tools which are related to the linguistic/discourse/genre analysis of this study. This is carried out in Chapter 2 – *Theoretical Framework of a Genre-based Written Discourse Study*. The review will provide him the background knowledge of the researches carried out on relevant genres. It also highlights that a more comprehensive and specific linguistic/genre analysis is required to analyze a mixed genre or genres with deceptive promotional intentions.

In addition, the UAPRCD and APRCD are contextualized in Chapter 3 – *Review of Pharmaceutical Product Advertorials and Advertisements*. With the review, the researcher will be able to understand the unfamiliar genres contextually in terms of communicative purposes, promotional intentions, generic description, generic construction and moves, and the appropriation of generic resources and exploitation of interdiscursivity and various discourses.
A good background knowledge is required for the analysis of the corpus selected for this study because there are not many genre analysis studies on genre sets and there are only a few genre analysis studies which focus on context and contextualization. With these two reviews, the researcher will be equipped with the background knowledge which can be used for selecting appropriate analytical procedures to analyze the UAPRCD and APRCD.

7.3.2 Contextualizing and Selecting Relevant Genre Analyses

Equipped with the background knowledge of relevant genre/discourse researches and the contextual understanding of the unfamiliar genre or genres, the researcher is prepared to identify suitable procedures and analyse for the study of the UAPRCD-ARPCD genre set. This is reported in Chapter 4 – Research Methodology. The research requires a more comprehensive genre analysis and analytical procedures because of the complexity and context of the UAPRCD-ARPCD genre set.

7.3.3 Contextualizing the Discourse Community

The medicine domain has been protected by its disciplinary boundaries which are set by the experts in the discourse community. However, changes are happening to the medicine domain despite being protected by the gatekeepers and discourse community. In a medicine discourse community, the communicative needs concern the development and maintenance of discourse characteristics. The discourse community are made up of members who have undergone training and relevant qualifications related to the field of
medicine. The discourse community upholds the disciplinary cultures and disciplinary
genres which are restricted and confined to their domain.

However, with the changes in the real world of discourses, the practice of disciplinary
genres is no longer restricted within a domain as colonies of genres cut across
disciplinary boundaries. However, the integrity of genres related to medicine is one
which needs attention as it is associated with information which is related to serious
concerns such diseases, medication, poisoning and even death. This justifies the need to
highlight the role of the medicine discourse community to protect such concerns.

In order to understand the role of a discourse community, Swales (1990: 471-473)
proposed six defining characteristics that will be necessary and sufficient for identifying
a group of individuals as a discourse community. They are:

1. A discourse community has a broadly agreed set of common public goals.
2. A discourse community has mechanisms of intercommunication among its
   members.
3. A discourse community uses its participatory mechanisms primarily to provide
   information and feedback.
4. A discourse community utilizes and hence possesses one or more genres in the
   communicative furtherance of its aims.
5. A discourse community owns genres and it has acquired some specific lexis.
6. A discourse community has a threshold level of members with a suitable degree of
   relevant content and discoursal expertise.

These characteristics point to the construction, consumption, confinement and control of
the relevant discourses/genres. These characteristics seem to be sufficient in preserving
the integrity of the genres within the domain. However, in reality, it is difficult for a discourse community to maintain the generic integrity of the domain and disciplinary inclined genres. It is a matter of time before the maintenance is affected by the colonization by other genres, especially the promotional genres. While some colonization by other genres does not raise a concern, others such as the colonization of the medicine domain could raise serious concerns and repercussion. This study will identify some of the relevant measures which are used by the medicine discourse community in safeguarding the generic integrity of its genres and discourses.

In the context of Malaysia, drug related advertisements and advertising are regulated by the following documents:

4. Medicine Advertisement Board Policy and Decision
5. MAB Application Procedures
7. Malaysian Code of Advertising Practice

There are many practitioners’ codes, guidelines and advice which govern the promotion of pharmaceutical and health products. The Medicine Advertisement Board (MAB) guidelines, in particular, can be regarded as the main guideline which governs pharmaceutical and health product advertisements and related healthcare information. The objective of the guidelines is to ensure responsible advertising in promoting the sale
of medicines, appliances or remedies which may be purchased by the public without prescription and for which medical claims are made.

In the case of advertorials, there is no specific classification within the guidelines. The description of advertorials and advertisements are not specified and differentiated. Although the guidelines describe advertisements as “any notice, circular, report, commentary, pamphlet, label, wrapper or other document, and any announcement made orally or by any means of producing or transmitting light or sound”, advertorials are not specifically linked with the description. This study attempts to identify differences and similarities among advertorials, advertisements and articles. It will establish advertorials as a form of promotional genre as they are more inclined to marketing and advertising. In fact, they should be considered as a form of effective promotional genre because they become a comprehensive form of advertising when they are published together with advertisements and complementing each other in a genre set.

Although there are procedures and practice in place to regulate pharmaceutical product advertising, some of the regulations seem outdated. *The Medical Advertising Board Annual Report* and *Law of Malaysia Act 290* lists the fine for offences committed under the Medicines (Advertisement and Sales) Act 1956. The maximum fine is RM 3,000. This regulation may not deter advertising offences. Despite having the MAB guidelines for OTC product advertising and the implementation of fines, the problems pertaining to OTC advertising are increasing. This will continue unless the grey areas on tactical and professional space for appropriation of generic resources are clearly determined.

Contextualizing the discourse community is necessary in genre analysis because it will provide the real world context of the research. This context of the research may be
different from the context which is experienced by the researcher, especially if he comes from a discourse community which is different from the one which he is studying.

### 7.3.4 Contextualizing of the Genre in Question by the Gatekeepers

Convergent narrative accounts of active professionals are important in achieving the social structure, interactions, history, beliefs, goals of the professional or academic community that is associated with the genre in question. The following are some of the prominent gatekeepers for the discourses/genres in the medicine domain:

The Health Minister Datuk Chua Jui Meng said, "Of late, the ministry has received complaints that certain advertisements violate the Medicine (Advertisement and Sale) Act 1956," he said.

(Stricter controls on medical ads New Straits Times 16 December 2001)

The Health Minister, Datuk Chua Jui Meng also said, "Advertisements which claim that a particular medical or health product is good and effective are sometimes false, exaggerated and totally unfounded. This is akin to cheating consumers."

(Ministry to review medicine act The Sun 25 March 2002)

The Health Minister Datuk Dr Chua Soi Lek said, "The advertisements must not go overboard," he said. "They must not take advantage of people's concern for their health."

(Abide by the rules, advertisers warned The Star 17 July 2004)

Director General of Health Tan Sri Dr Ismail Merican said, "Consumers should not be influenced by advertisements with excessive and unsubstantiated claims. Exercise your rights as a consumer to analyse and make rational decisions”

(Beware of misleading health ads New Straits Times 2 March 2007)
From the narrative accounts, the cases of appropriation of generic resources can be seen as a problem. Bhatia (2004, p. 87) stated that expert members of professional discourse communities often mix socially accepted communicative purposes conventionally served by two different genres to create hybridity though mixing and embedding genres. The problem is serious as it involves expert members of a different discourse community and these experts have private or promotional intentions in mixing and embedding the genres. The appropriation of generic resources is contextualized as:

**Table 7.3**

**Convergent Narrative Accounts of Prominent Gatekeepers**

<table>
<thead>
<tr>
<th>Medical and pharmaceutical perspective</th>
<th>Linguistic Applying Bhatia (2004)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ifpma (International Federation of Pharmaceutical Manufacturers and Associations)</strong></td>
<td></td>
</tr>
<tr>
<td>• A paid advertising material in editorial format. An advertorial can be distinguished from a news release or feature article in that most of the time an advertorial material would contain at the bottom of the material the word: <strong>ADVT</strong> which means advertising.</td>
<td></td>
</tr>
<tr>
<td><strong>Pharmexec.com (International Pharmaceutical Magazine)</strong></td>
<td></td>
</tr>
<tr>
<td>• Advertorials look like articles, but they work like ads and they are crucial in conditioning the market.</td>
<td></td>
</tr>
<tr>
<td><strong>DIA (Drug Information Association)</strong></td>
<td></td>
</tr>
<tr>
<td>• An advertorial drives potential customers immediately to call the vendor or visit their website to learn more. An advertorial conveys a solid marketing message in an editorial format.</td>
<td></td>
</tr>
<tr>
<td><strong>CDC (Centers for Disease Control and Prevention)</strong></td>
<td></td>
</tr>
<tr>
<td>• An advertorial is presented as an editorial but designed as a marketing piece to &quot;advertise&quot; a campaign, issue, product, or organization. An advertorial is sometimes printed as a supplemental section in a newspaper.</td>
<td></td>
</tr>
<tr>
<td><strong>Medicalnewstoday.com (Online Health News)</strong></td>
<td></td>
</tr>
</tbody>
</table>
| • The publications interweave health advice and advertising, usually for pharmaceuticals and food products. Some of this marketing is in the form of 'advertorial' - features designed to look like an independent and unbiased assessment of a

Private intention

Bending of genre

Promotional genre

Bending of Genre

Interdiscusivity

Intertextuality

Private Intention

Appropriation of Generic convention

Mixing, Embedding

Appropriation of generic resources
By understanding the context and the contextualization of the problem, the researcher could identify relevant procedures to analyze the problems in the case of the UAPRCD-APRCD genre set. The convergent narrative accounts by the gatekeepers and professional entities from the medicine domain prove that the generic integrity of pharmaceutical advertising is affected. The analysis in Table 7.3 shows that there is a need to research the problem. A genre based contextualization of the problem may offer the discourse community and the gatekeepers explanations and solutions to the problem.

7.4 Refining Situational/Contextual Analysis

The previous discussions in this chapter highlighted the importance of placing the given genre-text in a situational context. They also focussed on the importance of surveying existing literature. The former approach provides the researcher an understanding of the situation/context of the genre-text while the latter approach provides a background of relevant knowledge which could be used to help the researcher understand related concepts on genre studies; recognize the discourses which are related to the corpus; identify suitable analytical and research procedures for the study; and discover the detailed nature of the problem. The processes involved in understanding the context of
the research may seem arduous and tedious. However, they are the fundamentals and foundation for a contextualization research.

In fact, Bhatia (2004) proposed another step which is refining the situational/contextual analysis. This step is carried out before the contextualization analysis. At this point, researchers who are familiar with the 3 level genre analysis (describing move structure, linguistics features and communicative purposes) may resist carrying out the approach of refining situational/contextual analysis. The analysis may be sufficient if it involves a genre within a domain and the analysis is focussed on the textualization an organization. However, in the case of this study, the complexity of the research and the corpus requires the step to be taken.

Refining the situational/contextual analysis should not be regarded as similar to placing the given genre-text in a situational context. While the latter relies on the researcher’s experience and knowledge in placing the genre-text in context, the former helps the researcher understand and identify situations/contexts which require attention/research.

7.4.1 Defining the Writer-Reader of the UAPRCD-APRCD Genre Set, Their Relationship and Goals

Bhatia’s (2004) identified 5 aspects for identifying the general configuration of contextual features of a genre:

- Communicative purpose
- Situation-type
- Content
- Participants
- Medium and Channel

The following table identifies the findings of the contextual analysis for UAPRCD-APRCD genre set. The checklist serves as a guide in refining the situational/contextual analysis. By filling up the following checklist, one will be able to intuitively place the genre/s or genre set in a context so that further contextualization analysis could be carried out.

### Table 7.4
Applying Bhatia’s (2004) Contextual Perspective of Genre

<table>
<thead>
<tr>
<th>Communicative purpose:</th>
<th>Socially recognized purposes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>To educate and inform reader about health issues and medicine. To recommend treatment.</td>
</tr>
<tr>
<td><strong>Private intentions</strong></td>
<td>To promote and market the pharmaceutical products. To encourage readers to seek more information about the pharmaceutical products. To increase the effectiveness of marketing and advertising by exploiting other related genres.</td>
</tr>
</tbody>
</table>

| Situation-type: | The message, text and visual are governed by guidelines, laws, codes which are set by related authorities. **Although the guidelines for advertisements are comprehensive, there are “grey areas” for appropriation of generic resources.** There are no specific guidelines for advertorials or articles “contributed or funded” by pharmaceutical product companies. There are also no guidelines for “related substance or pharmaceutical product placement” in advertorials. The guidelines do not address the issue of publishing related advertisements and advertorials in the same media, the issue of “placement/contextual” promotion/marketing. |

| Content: | The information is provided in two hybridized and mixed genres, the advertorial and advertisement. They complement and “synergise” each other. Content which cannot be published in the advertisement can be referred to in the advertorial or vice versa. **Interdiscursivity about pharmaceutical products is found in the advertorial and advertisement. Interdiscursivity of pharmaceuticals products with content on medicine/health is embedded and indirect.** |
Participants: More than one discourse community is involved. The main discourse community is the medicine discourse community. The relevant authorities who approved the publication of the genres. The producers (pharmaceutical company), the industry researchers (content copywriters) and editors (publishers) of the genres. Regular or health conscious readers of the health supplement pullout/section. Readers who are suffering from certain ailments or diseases.

Medium and Channel: Printed advertorials or advertorials which are claimed as articles or editorials. They are “accompanied” by advertorial like advertisements. They are placed among health related articles or editorials, which are contributed by professional practitioners or non-profit entities, in a health supplement pullout section of a newspaper. Readers can easily refer to either genre to reinforce understanding or acquire more information. The genres are mixed, embedded with various discourses. Genre bending and hybridization is used to project a less threatening advertising discourse. The intended placement of both genres as a genre set is to encourage interdiscursivity.

With the checklist on the contextual features of the UAPRCD-APRCD genre set, the researcher could refine the contextual analysis and focus on areas which require analysis or areas which warrant immediate attention. From the checklist, the problems and issues which require attention are:

1. Communicative Purpose:

   There are socially recognized purposes which are made explicitly such as to educate and inform readers about health issues and medicine. However, there are also private intentions which include subtle promotional intentions to market pharmaceutical products.
2. Situation-type:

Publications which advertises pharmaceutical products to the public are governed by regulations. However, professional expertise can manipulate and exploit grey areas to realize promotional intentions.

3. Content-Medium-Channel:

Professional expertise could also exploit and manipulate the contextual and generic resources through interdiscursivity and appropriation of generic resources to achieve private intentions.

4. Participants:

The discourses/genres involves not only a particular domain. Therefore the main domain is infiltrated or colonized by various disciplinary cultures and disciplinary genres.

By identifying the writer of the text, one will be able to understand the background and purpose of the text. The researcher found that the name of the writer/author will be indicated below the title of the article if the medical and health article is written and contributed by a medical practitioner or professional.

The disclosure of the medical practitioner’s name shows that the text is written by a member from the medical discourse community. The name of the writer/author will also be repeated with the author’s designation, associations with/without sponsors at the end of the text. It is noticed that there is no caveat or disclaimer for the writer who represented an association. There will be a caveat or disclaimer inserted by the publisher if the author is not representing an association even though he or she is a
medical linked professional. In most cases, the associations are non-profitable organizations or establishments which are not linked with promoting and marketing products or/and services. The following are examples which show the distinction between two categories of writers:

*The heart of the matter* (Title - published on 11 September 2005)

By Dr NG SWEE CHOON (name of author/writer)

…ARTICLE/TEXT….

*Dr Ng Swee Choon* in a consultant cardiologist and member of the Practitioners Associations Malaysia. This article is courtesy of the Federation of Private Medical Practitioners’ Associations Malaysia.

*Stemming the tide of heart disease?* (Title - published on 19 March 2006)

By Dr HT ONG (name of author/writer)

…ARTICLE/TEXT….

*Dr HT Ong* is a consultant cardiologist and physician. The information provided is for educational purposes only and should not be considered as medical advice. The Star does not give any warranty on accuracy, completeness, functionality, usefulness or other assurances as to the content appearing in this article. The Star disclaims all responsibility for any losses, damage to property or personal injury suffered directly or indirectly from reliance on such information.

The texts, *The complete vitamin E family* (UAPRCD T5) and *Stemming the tide of heart disease*, were published in the same *FitforLife* pullout on 19 March 2006. The name of the author is indicated in the latter text. However, UAPRCD T5 did not indicate the name of the author. The name of the author is intentionally omitted but the sponsor of the unlabelled advertorial is included at the end of the UAPRCD.
The complete vitamin E family (UAPRCD T5)

Name of author not indicated (or omitted)

…ARTICLE/TEXT…. 

This article is courtesy of Pahang Pharmacy. For more information, e-mail starhealth@thestar.com.my. The information provided is for educational purposes only and should not be considered as medical advice. The Star does not give any warranty on accuracy, completeness, functionality, usefulness or other assurances as to the content appearing in this column. The Star disclaims all responsibility for any losses, damage to property or personal injury suffered directly or indirectly from reliance on such information.

There are also articles which are contributed by authors but they are not related to the field of health or medicine. If an article is prepared by a journalist, the journalist’s name will be provided and there is no legal disclaimer at the end of the text. It is based on the fact that journalists are bound by professional codes on publication and they do not represent a company in the promotion or marketing of products/services. The following is an article which is prepared by a journalist.

Is my heart cured?

By Lim Wey Wen

starhealth@thestar.com.my

…ARTICLE/TEXT…. 

No disclaimer or caveat

The reader will be able to identify the communicative purpose of the text/genre as well as the type of genre (promotional versus informative/educational) if the name of the writer and relevant details of the writer of the text are provided. The reader should also identify whether the author/s represent a publication, an association or a company.
Apart from identifying the writer of the text, the reader could also identify the specialized discourses/moves in the text to help identify the communicative purpose and type of text/genre. The reader may read the fine prints (usually legal discourse) which appear after the text. A caveat or disclaimer is usually associated with discourses/genres or a genre type which may be related to profitable entities.

### Table 7.5

**Comparison of Legal Discourse - Caveat and Disclaimer**

<table>
<thead>
<tr>
<th>A global killer</th>
<th>Inside a woman’s heart</th>
<th>Protecting your heart from pain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atherothrombosis accounts for the most deaths due to any disease worldwide.</td>
<td>There are many risk factors that increase the chances of heart disease in women</td>
<td>The heart is strained by many obvious vices, but did you know that your choice of pain relief can also play an important role?</td>
</tr>
<tr>
<td>By Dr A. T. Kumaranajah</td>
<td>By Dr. S. Y. Chong</td>
<td>By Dr Aizai Azan</td>
</tr>
<tr>
<td>No product mentioned.</td>
<td>Product is implied.</td>
<td>Product paracetamol is well known although brand is not mentioned.</td>
</tr>
</tbody>
</table>

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Dr Aizai Azan is a consultant cardiologist. This article is courtesy of GlaxoSmithKline. For further information, e-mail starhealth@thestar.com.my. The information provided is for educational and communication purposes only and it should not be construed as personal medical advice. Information published in this article is not intended to replace, supplant or augment a consultation with a health professional regarding the reader’s own medical care. The Star does not give any warranty on accuracy, completeness, functionality, usefulness or other assurances as to the content appearing in this column. The Star disclaims all responsibility for any losses, damage to property personal injury suffered directly or indirectly form reliance of such information.
The comprehensiveness in describing legal discourses could also determine the type of text, content and the extent of promotional intentions. The three texts are contributed by three different professionals who are related to the medical field (Table 7.5). All three professionals/authors are also associated with pharmaceutical companies in terms of profession or publication. A notable difference is found in the content of the articles. There is a relationship between the product information and the legal discourse which appear at the end of the article. A caveat or disclaimer involving both publisher (The Star) and company is noticeable when the disclosure of the product or substance is made more explicitly in the article.

There are similarities between the content of the last legal discourse (GlaxoSmithKline) and UAPRCD T5 (Pahang Pharmacy). The publisher activates the legal discourse as it involves promoting a product. In other words, it points to the fact that the UAPRCD is a type of promotional genre because of the details in the legal discourse, the omission of the author’s name and it is not indicated that the text is contributed by an author who is a professional related to the field of medicine but not related to any profitable entities.

Apart from identifying the author of the text and analyzing the fine prints of the text, a reader should be aware of the content of the text. This is because there is a distinction in the discussion of pharmaceutical substances between UAPRCD and other articles which are contributed by medical practitioners who are not linked with profitable entities. The UAPRCD projects one substance or only substances related to the pharmaceutical product which appears in the accompanying APRCD. On the other hand, the articles written by the medical practitioners usually do not recommend a particular substance or product as a form of treatment.
In short, the researcher used the 5 element contextual analysis to refine the situation and context of the study. This is illustrated in Table 7.6 as follows:

**Table 7.6**

**Five-Element Contextual Analysis**

<table>
<thead>
<tr>
<th>Description</th>
<th>UAPRCD and APRCD (genre set)</th>
<th>Articles by Doctors (not business related)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Communicative purpose:</strong></td>
<td>The socially recognized purposes are made to look like and function like an article written by doctors - to educate and inform readers about health issues and medicine. <strong>There are also private intentions in promoting and marketing the pharmaceutical products.</strong></td>
<td>To educate and inform readers about health issues and medicine</td>
</tr>
<tr>
<td><strong>Situation-type:</strong></td>
<td>Name of author is not disclosed. UAPRCD projected as article which is written by doctors. The promotion of products is separated in a different text/genre – the APRCD. <strong>Exploiting context and appropriation of generic resources.</strong></td>
<td>Name of author and designation are disclosed. Doctors are not allowed to promote products (Publisher discloses legal discourse if there is element of promotion).</td>
</tr>
<tr>
<td><strong>Content-Medium-Channel:</strong></td>
<td>To recommend treatment. (always) Specific/selected substances discussed in UAPRCD. Pharmaceutical products related to substances discussed in accompanying APRCD. <strong>Exploiting interdiscursivity in UAPRCD-APRCD genre set. Appropriation of generic resources – selective content and mixing discourses.</strong></td>
<td>To recommend treatment. (only when and if applicable) General/all substances discussed if relevant.</td>
</tr>
<tr>
<td><strong>Participants:</strong></td>
<td>Unknown writer. Disclosed sponsor – Pharmaceutical company or retailer. <strong>Professional experts (content copywriters) to exploit grey areas of medicine publication.</strong></td>
<td>A qualified doctor in disseminating information on medicine.</td>
</tr>
</tbody>
</table>
The table also shows a refined description of the contributing context of the UAPRCD-APRCD genre set.

7.4.2 Defining the Historical, Socio-cultural, Philosophic and Occupational Placement of the Community Related to Pharmaceutical Advertising

This section begins by discussing the role and effects of advertising on consumers with regards to self-medication and OTC product. It highlights the demand for healthcare information and discusses the private intentions of pharmaceutical product companies in providing and advertising such information. These discussions provide a refined analysis of the contributing context. This section will also discuss the refined analysis of the controlling contexts which include the practitioners, gatekeepers and discourse community’s aims, beliefs and practice. The findings in this section identify the need to research on the appropriation of generic resources and the existence of generic conflicts in pharmaceutical product marketing and advertising.

According to a report in The New Straits Times (30 April 2000), in the early 90s, the US Food and Drug Administration concluded that “companies have dramatically increased the sheer level of questionable promotional practices.” More money has been spent on advertisement to consumers, from US$20 million in 1987 to US$90 million in 1999. Drug companies continue to ride on the media, exploiting it to further their ultimate goal of maximizing profit, even at the expense of putting public health at risk. In some products, they were plagued with adverse reactions, especially in the elderly, and they had to be withdrawn. Such are the risks of advertising drugs, new or old, in the lay media. If left unchecked, it can lead to untold consequences, let alone the waste
of resources. Ultimately, it is members of the public who will be faced with the predicament due to unscrupulous advertising.

The then Director-General of WHO (1986) noted that, “Much of the polemic surrounding the use of drugs has arisen around the ethical principle of telling the truth, the whole truth and nothing but the truth, and the all-too-often unethical practice of not doing that.” The 1995 US Consumer Report found that one-third of direct-to-customer (DTC) advertisements contained “factual inaccuracies or assertions that were not scientifically supported”, and nearly 40% were “considered more harmful than helpful”. Despite these, companies tend to invest lavishly in promotional campaigns. The British Medical Journal (BMJ) published on May 2008 reported on how pharmaceutical product companies appropriated the generic resources of advertorials to substantiate health claims. It stated that there is an increasing phenomenon of manufacturers using advertorial claims or testimonials by individuals on a product’s curative powers, instead of overtly making the claims themselves. The BMJ published on April 2008 provided an example of appropriation found in an advertorial. It reported that “… the Medicines and Healthcare Regulatory Authority ruled it was in breach of their advertising regulations. The advertorial about pioglitazone (Actos) did not reflect the balance of risks and benefits for the product to people with cardiac …”

These reports and discussions can be applied to the UAPRCD-APRCD genre set which promotes products related to cardiovascular diseases. It can be concluded that the ethics of advertising is not upheld or upheld sufficiently/effectively and as a result, consumers suffer the consequences of appropriation of content and generic found in the advertisements. If advertisements on pharmaceutical products are considered more harmful than helpful, healthcare advertorials or ‘articles’ such as the UAPRCDs which
are published by pharmaceutical companies could contribute to more adverse effect as they are usually accepted by the public as a source of reliable educational information.

The Ninth Malaysia Plan recognizes that not everyone can afford healthcare but plans to make healthcare available to everyone. As many people are taken in by great copywriting, the Healthy Ministry is therefore making it easy for people to see information. They can either choose to log on online to seek for evidence-based information or read articles through the media. Educational campaign will also be carried out to help consumers make informed decisions and reduce the consumption of unregistered products. Pharmacy services will be strengthened and the National Medicine Policy will be formulated to promote the rational use of safe, effective and affordable drugs (The Star, 16 August 2006).

The dramatic development in the pharmaceutical industry in Malaysia will offer consumers of pharmaceutical products more alternatives and a wider range of OTC products, from generic drugs to herbal medication. This can be regarded as a positive move. However, with the increase in competition, pharmaceutical product producers have also increased their effort in convincing potential clients by marketing and advertising their products aggressively via printed and electronic media ranging from advertorials to email advertising. The main concern is the easy access on healthcare and pharmaceutical product information such as the UAPRCD. While some consumers are easily influenced by publications which use a more academic and scientific conventions, others are easily convinced by the professional copywriting. A more worrying concern is that the sick are easily influenced by suggestions of ‘breakthroughs’ and “cures even if they are debatable” (The Star 2 January 2001).
The following are some issues related to private intentions, content and generic integrity in healthcare information and pharmaceutical product marketing and advertising:

- Healthcare: A long way to go on drug safety information
  \((The New Straits Times, 12 November 2009)\)

- Educate patients about their medicines
  \((The Star, 1 June 2009)\)

- Vitamin check: Ensuring health supplements are what they are claim to be
  \((The Star, 14 July 2007)\)

- Beware of misleading health ads
  \((The New Straits Times, 8 March 2007)\)

- Public should get proper advice on medication
  \((The Star, 9 August 2006)\)

- Combine efforts to protect public’s health
  \((The Star, 29 July 2006)\)

- Give correct info on traditional medicines, makers told
  \((The Star, 21 October 2003)\)

- TV, radio told to be wary of these ads
  \((The New Straits Times, 16 October 2003)\)

- Beware of side-effects
  \((The New Straits Times, 13 October 2003)\)

- Need to verify healthcare supplements
  \((The Star, 22 September 2003)\)

- OTC medicines dangerous for the ill-informed
  \((The Sun, 16 January 2003)\)

- Dubious health claims still being aired
  \((The Sun, 13 January 2003)\)

- Advertising not in the interests of patients
  \((The Star, 14 December 2002)\)

- Advertising raises ethical questions
  \((The Star, 6 December 2002)\)

- Health: Real or inflated health claims?
  \((The New Straits Times, 2 July 2002)\)
These reports and discussions show the deepening conflicts in professional expertise and disciplinary culture. Copywriters or advertisers in particular, have appropriated the genres/texts in order to meet the pharmaceutical companies’ requirements rather than to fulfil the consumers’ needs and adhere to the discourse community’s (medicine) guidelines. These conflicts, which are caused by the colonization of the specific disciplinary domain by other disciplinary genre could be seen in the case of the UAPRCD-APRCD genre set. Bhatia’s (2004) notion of colonization of specific domains is relevant to the description of such conflicts:

“Genres often operate within their own territorial boundaries, displaying their individually recognizable integrity, which is accessible not only to established members of the professional community, but to discourse analysts too. However, in the context of the present-day interdisciplinary and dynamic world of work, it is often difficult to keep the individual generic boundaries intact, and it has become even more difficult because of the explosion of information technology, the use of new media and also the overpowering influence of promotional activities in today’s competitive world.”

When there are private intentions, promotional genres will move across domains and invade the generic integrity by appropriation of generic resources. The researcher analyzes the UAPRCD-APRCD genre set because the contextual/situational analysis shows that the generic integrity of the genres and genre set is questionable. The research hopes to unfold the private intentions which are masked and embedded within the socially recognized purposes of educating and informing the public on healthcare and pharmaceutical product information.

At this point, the conflicts could be seen from the contributing context. It is also important to analyze the other side of the context as in the controlling context.
In Malaysia, under the Medicines (Advertisement and Sale) Act 1956 (revised 1983), advertisements of any medicine, whether traditional or otherwise, must obtain prior approval from the Medicine Advertisement Board (MAB) and only claims approved by the Drug Control Authority are allowed to be put into advertisements. Even though the MAB screen about 1,000 pharmaceutical product advertisement applications every year (The New Straits Times, 2 April 2003), the Malaysian Medical Association (MMA) has called for a ban on misleading advertisement for traditional medicines in the media (The New Straits Times, January 13 2003). The Ministry of Health has also warned television channels and other mass media organizations to immediately stop accepting commercials for products not approved by the MAB (The New Straits Times, 14 June 2002) and it continues to share the concerns of the MMA regarding irresponsible advertisements not only for traditional medicines but also for any medical remedy or services that mislead and confuse the public (The New Straits Times, 2 April 2003).

The Health Ministry is aware of advertisements that do not subject themselves to the MAB and the Drug Control Authority’s screening. Therefore, a comprehensive Bill on advertising is needed to define in an unambiguous manner all forms of deviations and contravention (The New Straits Times, 2 April 2003). The MAB will look into the Act and see whether the provisions of the law were adequate, in consonance with the new forms of advertisements and to amend it if there was any deficiency in it (The New Straits Times, 14 June 2002).

The MalaysianAdvertisers Association (MAA) and the Association of Accredited Advertising Agents Malaysia (AAAA) have agreed to fully cooperate with the Health Ministry to stop the use of advertisements not approved by the MAB in order to protect the public. Advertisements should not contradict the Code of Advertising Practice
regulations concerning decency, honesty, the proper use of testimonials and the use of children and women in advertisements. In addition, irresponsible claims in advertisements, instead of enhancing the effectiveness of mass communication, are injurious. It can bring disrepute to the role of advertising as a much needed catalyst for economic growth. The Health Ministry is closely monitoring the activities of advertisers who are trying to use loopholes in the Health Ministry’s regulations (*The New Straits Times*, 15 June 2002).

The following reports illustrate the controlling contexts of the regulatory on pharmaceutical advertising. The reports cover some of the pertinent genre analysis concepts such as generic integrity and conflicts, appropriation of generic resources, generic description and discourse community (regulation and role).

- Over 7,600 unregistered bio-herbal products seized (*The Star*, 14 December 2009)
- Medicinal products must have Health Ministry approval (*The Star*, 18 May 2005)
- Abide by the rules, advertisers warned (*The Star*, 17 July 2004)
- Regulate sale of health food and ads, Government urged (*The Star*, 10 October 2003)
- What makes for an illegal medical ad (*The Star*, 2 August 2002)
- Advertisers to heed rule on medicines (*The New Straits Times*, 15 June 2002)
- Advertisers told to stop unapproved ads (*The New Straits Times*, 14 June 2002)
- MMA (Malaysian Medical Association) wants ban on traditional drug ads (*The Star*, 16 March 2002)
Grey Healthcare is a medical ad specialist  
*(The Star, 5 January 2002)*

Ministry to review medicine act  
*(The Sun, 25 March 2002)*

Enforce tighter control over all health ads  
*(The Star, 27 December 2001)*

Stricter controls on medical ads  
*(The New Straits Times, 16 December 2001)*

Equal scrutiny a must, traditional cures need same level of regulation  
*(The New Straits Times, 14 December 2001)*

Unfair to ban herbal medicine ads  
*(The Star, 9 December 2001)*

Association wants misleading herbal ads banned  
*(The Star, 4 December 2001)*

20% of medical products ads rejected yearly  
*(The Star, 8 May 2001)*

Without proper monitoring agencies and departments, some form of medication misadventure can happen among the consumers who lack medical knowledge or expertise. Continuous professional monitoring can benefit the public. In this case, the laws and codes for pharmaceutical product advertising should be revised and be more consumer-focused in order to keep up with the development in the business and advertising world. As advertising evolves dynamically, advertisers will use the best form of marketing and advertising to achieve their goals. In the past, advertisements may be sufficient to inform and convince consumers but with the development of ‘newer’ hybrid and mixed genres which are more effective in marketing, they are now increasingly adopted as a more dynamic marketing means.

Pharmaceutical product advertisements are governed by various practitioners’ guidance and advice but not advertorials or ‘articles’ which are contributed by pharmaceutical
companies on healthcare and pharmaceutical products. Even though there are various practitioners’ guidance and advice, there are still avenues for appropriation of generic resources in pharmaceutical product advertisement. Bhatia’s (2004) description best illustrates the situation:

“Of all the genres which have invaded the territorial integrity of many professional and academic genres, ‘advertising’ clearly stands out to be the most predominant instrument of colonization. It has successfully invaded a number of professional genres, including academic, corporate, political, journalistic and many of the reporting genres, displaying the use of a range of strategies from a relatively subtle appropriation of lexico-grammatical and discoursal resources to a much more conspicuous ‘hybridization’ (Fairclough 1993) or ‘mixing’ and ‘embedding’ of genres (Bhatia 1994, 1995, 1997a), which forms a very interesting aspect of the genre theory.”

It is not the intention of the researcher to highlight the inadequacy of the gatekeepers or the main discourse community in addressing the issues of pharmaceutical product advertising. By having comprehensive background knowledge on the controlling context, the researcher will be better equipped in pursuing a study on the disciplinary genre (advertising) which is very flexible, dynamic and destructive, especially when it colonizes certain disciplinary domains such as the Medicine domain. The researcher hopes to study this invasive genre, as described by Bhatia, in the context of the UARPCD-ARPCD genre set by investigating the controlling contexts which failed to suppress its invasion and colonization.

At this point, the researcher has analyzed the contributing and controlling contexts of the UARPCD-ARPCD genre set.
7.4.3 Identifying the Network of Texts and Linguistic Traditions of the UARPCD-ARPCD Genre Set

The phrase, *When in Rome, do as the Romans do* seems to personify the context of the UARPCD-ARPCD Genre Set within a health related pullout, the *FitforLife*. This section will provide the understanding and knowledge on the surrounding context of UARPCD-ARPCD genre set: what makes the blending of the UARPCD-ARPCD genre set into the health pullout possible; how it blends into the pullout; and what makes it possible to retain its promotional/advertising intentions.

*The Star* is an English-language newspaper in Malaysia and it publishes *The Star* (weekday) and the *Sunday Star* (Sunday). The *FitforLife* pullout is a section of the Sunday Star. It focuses on various aspects of well-being, from medical research to treatments, fitness trends, diet and nutrition, mental health, ageing and public health issues, alternative therapy and healing methods. One of the easiest ways to assimilate into the *FitforLife* pullout is to publish the UARPCD-ARPCD genre set in one of the aspects within the scope of well-being.

Since there are a variety of genres being published in the well-being pullout, it makes it even easier for the UARPCD and ARPCD to integrate among the articles, advertorials, reports, advertisements and excerpts/extracts from other publications. This allows genres in the UARPCD-ARPCD genre set to be recognized as independent genres. As a result, each genre adheres to publication and regulatory requirements. However, the inconspicuous promotional intention can be identified when there two genres are recognized as related genres. From the perspective of critical genre analysis, it shows that exploitation of context is used to achieve promotional or private intentions.
The content found in the various genres of the pullout also contributes to the recognition of the UARPCD as a part of the publication. The content are directly or indirectly associated to the content of the UARPCD. In certain situations or contexts, some of these content, which are from reliable sources and contributors also increases the believability and acceptance of the content found in the UARPCD. In other words, the content which complements the content of the UARPCD also decreases the perception (suspicion) of the UARPCD even if it contains promotional moves or discourses. Table 7.7 below shows what makes the blending of the UARPCD-ARPCD genre set into the health pullout possible.

**Table 7.7**

**Complimenting Disciplinary Genres – Medical Articles**

<table>
<thead>
<tr>
<th>UARPCD</th>
<th>Complementing Texts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>T1</strong> - <em>Herbs for high lipids</em></td>
<td><em>(p 10-11)</em> Discusses cholesterol</td>
</tr>
<tr>
<td><em>Targets in diabetes</em> (p 5-6)</td>
<td>Discusses “Diabetes is one of the major causes of cardiovascular diseases”.</td>
</tr>
<tr>
<td>Article by Doctor Hew Fen Lee</td>
<td></td>
</tr>
<tr>
<td><strong>T2</strong> - <em>The universal antioxidant</em></td>
<td><em>(p 11)</em> Discusses free radicals</td>
</tr>
<tr>
<td><em>Good cholesterol, bad cholesterol</em></td>
<td>Discusses “Ways to prevent heart disease”.</td>
</tr>
<tr>
<td>Article by Pharmacist Rajen M.</td>
<td></td>
</tr>
<tr>
<td><strong>T3</strong> - <em>The female heart</em></td>
<td><em>(p 7-8)</em> Discusses heart disease among women</td>
</tr>
<tr>
<td><em>Checking hearts</em></td>
<td>Discusses “Prevention is better than cure”.</td>
</tr>
<tr>
<td>Article by Dr N Swee Choon</td>
<td></td>
</tr>
<tr>
<td><strong>T4</strong> - <em>Heart Health</em></td>
<td><em>(p 2)</em> Discusses cellular energy for the heart.</td>
</tr>
<tr>
<td><em>The Telltale Heart: Jogging the mind</em></td>
<td>Discusses “Brain depends on a strong cardiovascular system to ferry in supplies”.</td>
</tr>
<tr>
<td><em>(Excerpt)</em></td>
<td></td>
</tr>
<tr>
<td><em>Cholesterol hint to hypertension</em></td>
<td><em>(p 16)</em> Discusses “Having either high blood pressure or elevated cholesterol levels makes cardiovascular disease more likely”. <em>(Excerpt from Hypertension journal)</em></td>
</tr>
<tr>
<td><strong>T5</strong> - <em>The complete vitamin E family</em></td>
<td><em>(Theme of pullout, front page)</em></td>
</tr>
<tr>
<td><em>If only heart muscle can regrow</em></td>
<td><em>(p 2-3)</em> Discusses “Stem cell treatment”</td>
</tr>
<tr>
<td>Article by Dr HT Ong</td>
<td></td>
</tr>
<tr>
<td><em>Young infarcts</em></td>
<td><em>(p 5-6)</em> Discusses “Heart attacks and strokes can occur in young people”.</td>
</tr>
<tr>
<td>Article by Datuk Dr Azhari Rosman</td>
<td></td>
</tr>
</tbody>
</table>
Apart from exploiting the factors which are favourable for the UARPCD-ARPCD genre set to blend into the pullout, there is also effort made to blend the UARPCD-ARPCD genre set into the pullout. Making effort to blend the UARPCD-ARPCD genre set into the pullout is important because it will not only help to project the UARPCD as an academic and research article but also to retain UARPCD-ARPCD genre set’s promotional/advertising intentions.

One of the efforts in making the UARPCD blend among the academic and research articles and also to make it recognized as one of them is through typesetting. As discussed in Chapter 4 on the textualization and organization of the UARPCD, efforts are made to typeset and present the UARPCD as closely as possible to resemble an article which is written by a professional related to the field of medicine. The first text which a reader will come across in a text is the title. The typesetting of the title is followed in order to make the text of the UARPCD resemble the articles. The two toned font size and font colour is followed closely. For example:

Table 7.8

<table>
<thead>
<tr>
<th>Similarities in Typesetting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UARPCD</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>T1 - Herbs for high lipids</td>
</tr>
<tr>
<td>“high lipids” is in green.</td>
</tr>
<tr>
<td>T2 - The universal antioxidant</td>
</tr>
<tr>
<td>“antioxidant” is in maroon.</td>
</tr>
<tr>
<td>T3 - The female heart</td>
</tr>
<tr>
<td>“heart” is in pink</td>
</tr>
<tr>
<td>T4 - Heart Health</td>
</tr>
<tr>
<td>“Heart” is in red.</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
Since it is not possible or appropriate to state the same of the author of the advertorial in the UAPRCD, attempts to make it resemble an academic or journal article is carried out by listing references and also by using referencing (superscript) for Endnotes. This also helps to distance itself from being suspected as advertorials by trying to resemble academic and research genres such as journal articles, dissertations and theses. 8 out of the 12 UAPRCD included references at the end of the text so that the reader may regard the UAPRCD as an article prepared by a researcher or professional from the medicine domain. In other words, most of the UAPRCD adopts this appropriation of generic resources to strengthen the perception that the UAPRCD is an article.

In order to retain UARPCD-ARPCD genre set’s promotional/advertising intentions, the generic description of one of the promotional genres is appropriated. In this case, the “advertorial” is described and projected as an article. Unlike other domains, the medicine domain tries to maintain itself as a disciplinary specific domain. Therefore, there are regulations which prohibit the promotional intentions or genres or texts in certain contexts and situations. In order to adhere to the regulations, genre bending is also applied by mixing and embedding academic inclined discourses in the UARPCD with the aim of making it resemble an academic or research article.

Other forms of appropriation of generic resources are also carried out to make the UAPRCD resemble an article. Among them are the omission of the labelling or the word “Advertorial”; the projection of the UAPRCD as an article; and the claim that the
UAPRCD is for educational purposes. These analyses are comprehensively discussed in Chapter 5.

In short, although the *FitforLife* pullout offers many avenues for the UAPRCD-APRCD genre set fit into the network and tradition of the medical genres and domain, efforts are also carried out to make sure that the UAPRCD-APRCD genre set fits into the surrounding context.

### 7.4.4 Identifying the UAPRCD-APRCD Genre Set in the Immediate Context

After understanding and having more knowledge about the contributing, controlling and surrounding context, the researcher needs to understand the UAPRCD-APRCD genre set from the perspective of an immediate context.

The immediate contextual analysis focuses on the generic resources rather than the textual and structural resources even though the analysis is focussed on the text/genre. This section will identify the actual intentions of exploiting the UAPRCD-APRCD genre set. It will identify the exploitation of genre type, genre bending, generic description, genre hybridization and genre relationship to achieve promotional intentions. To discuss these exploitations in the immediate context, the researcher will discuss them based on six approaches of promotional and advertising genres;

1. Advertisement
2. Hybridized advertorial-like advertisement
3. Labelled advertorial
4. Unlabelled advertorial
Advertisements

An advertisement is a type of promotional genre which is commonly used to advertise a product or service. Pharmaceutical companies use them to advertise products. The type of advertisement is usually used for retailing purposes. It provides selected retailing focused information. Retailer uses it to provide information such as the name of the product name or brand, quantity and price. A visual or sample of the product is also provided. Some pharmaceutical companies adopt this style. For example, the pharmaceutical company, Nuvaceuticals promotes Hydro Q10 through a retail advertisement. Advertisement 11b shows that it follows the generic structure of a retail advertisement by providing product (HydroQ10), quantity (30’s pack) and price (RM49.90).

In the following example taken from Advertisement 1, Himalaya, a Herbal Healthcare company, provide a slightly different generic structure. It lists the name of the product (Shuddha Guggulu), the product’s quality instead of quantity (100% vegetable capsules, Herb: Guggulu) and the usage of the product (Traditionally used for general well being and maintaining healthy cholesterol level).
The information provided in advertisement for retail is limited. It is recognized as an advertising genre and readers are aware of its advertising intentions. The communicative purpose is to promote through announcement. The success of such approach depend on the limited information provided, especially the attractiveness of the price and also the relevance of the product to the reader.

**Hybridized Advertorial-like advertisement**

Unlike the advertisement for retail which provides selected information, the hybridized advertorial-like advertisement provides more information in an editorial style. In other words, the generic structure is more comprehensive and complex compared to the advertisement for retail’s generic structure. The following sample is taken from Advertisement 10.
It adopts a long copy advertisement style. This allows more opportunities for editorial and copywriting efforts to promote the product and also to convince the reader. Readers are less aware that it is actually an advertisement as it is intentionally mixed with an editorial genre in order for it to look like an article. In other words, genre bending is implemented to make the promotional genre less of an advertising genre and more of an article. The clue which could be used to identify the hybrid advertisement as a promotional genre is in the visual of the product and also the reference number (KKLIU 0238/2012/ABCS) obtained from the MAB. In short, this type of advertisement which functions like an advertorial could be categorized as a deceptive type of promotional genre.
Labelled advertorial

An advertorial is a type of promotional genre. The generic structure is realized through editorial and advertising content and moves. It is described as a mixed genre. The following advertorial is published by Pfizer and the title is “When Lower Is Better”. This advertorial discusses about hypertension. There are also discussions about treatments which are related to the company. These are embedded in the text.

Although the advertorial does not promote a product explicitly like advertisements, it does it in an implied approach. However, due to regulatory requirement, editorial which contains promotional intentions should be clearly identified. Such editorials need to be labelled and identified as “Advertorial” or “Advertising Feature”. In this case, although the labelled advertorial could promote a product, it is restricted to an implied approach. In addition, even though the product has been skilfully promoted or advertised in an implied manner, the labelling reminds the reader that it is a genre with promotional and advertising intention.
Unlabelled advertorial

The distinction between the labelled and unlabelled advertorial is found primarily in the label. The intention of omitting the label is to make the advertorial look like an editorial or article. The sample is entitled, “The one-minute farewell” and it is published by a pharmaceutical company, Kordel’s. The content focuses on cholesterol, blood pressure and circulation. It also focuses on treatments such as Omega-3 fatty acids, bonito fish protein and Gingo biloba. These substances are related to the sponsor of the “article” or unlabelled advertorial and Kordel’s is a leading health food supplier of the products which are related to the substances.
The name of the company which is provided at the end of the article serves as an advertising link. Readers of this type of deceptive genre will be able to have more information about substances or the related pharmaceutical products when they use the contact information provided at the end of the unlabelled advertorial to contact the companies which have sponsored the publication of the unlabelled advertorial.

**Labelled Hybridized advertorial with advertisement**

From the previous analysis, there is a few noticeable aspects found in the development of promotional genres. The advertisements and advertorials are found to be more deceptive, more comprehensive (long copy advertisement) and mixed/hybridized. The sample advertised by Biogrow comprises of two promotional genres – an advertorial and an advertisement. The two genres are mixed and the whole text is identified and labelled as an advertorial. Such approach of hybridizing the genres affects the generic integrity of the actual and existing genres. It also affects the generic description and genre type/identification.
This hybridized advertorial can also be seen as a genre set, which comprises of two genres – an article/advertorial and an advertisement. It provides a combination of informative and educational information in the article/advertorial and advertising information in the advertisement. In other words, it has informative as well as promotional purposes. The advantage of such hybridized genre is that readers will have access to comprehensive content on both health/medical information as well as relevant product description. The disadvantage of this type of promotional genre is that it is recognized as a promotional genre despite providing informative and educational content because it is labelled as an advertorial.

Unlabelled advertorial and advertorial-like advertisement genre set

Not all pharmaceutical products can be advertised, especially those which concerns critical diseases such as heart diseases or cardiovascular diseases. It should be noted that in the analysis of a labelled hybridized advertorial with advertisement, the advertorial promotes and advertises a product, Oat BG22 as a product to defend against heart disease and reduce cholesterol. This type of product is categorized as a dietary product and it is governed by a different set of regulation unlike pharmaceutical product advertising.

The corpus in this study comprises of only promotional genres of pharmaceutical products. All of them promote substances and advertise products which are related to heart diseases or cardiovascular diseases. Due to these reasons, the approach used to promote and advertise the substances and products needs to be subtle. This type of
advertising could be categorized as the most deceiving and complex among the types which are identified in this study.

The UARPCD samples show that they are a mixed and hybridized genre. It is a mixed genre comprising of medical information which is presented in a promotional approach. It is an advertorial but it is not labelled. Most of the APRCDs in this research are advertorial-like advertisements. The combination of an unlabelled advertorial with an advertorial-like advertisement or an unlabelled advertorial with an advertisement will form a flexible, dynamic and effective supergenre.

The strength of the UAPRCD-APRCD genre set is in the possibility of advertising products through subtle promotion. In other words, the strength of the promotional genres is found in the synergetic promotional effect when they presented as a genre set, with one genre being an article (informative genre) and the other being an advertisement (promotional genre).

The UAPRCD-APRCD genre set can be seen as a type of surrogate advertising. Akshat Razdan (2014) in an article entitled “Surrogate Advertising” defined surrogate advertising as a form of advertising which resorts to marketing goods that are not permitted to be advertised directly under the law (www.lawinfowire.com/articlesinfo/surrogate-advertising). Common examples of such products include alcohol, cigarettes and tobacco. The products are marketed through secondary products or services to consumers such as Music CDs or sponsored events because they cannot be advertised through legal channels. In the case of the UAPRCD-APRCD genre set, the UAPRCD is used to promote pharmaceutical products advertised in the APRCD on cardiovascular diseases (e.g. D-Ribose) by promoting pharmaceutical
substances (e.g. ATP). To increase the level of disguise in promoting a product for heart diseases (which is prohibited), the efficacy of the pharmaceutical substances are presented in an informative and educational "article" on heart health.

In conclusion, it is therefore important to identify the immediate context of the UAPRCD-APRCD genre set. This provides the reasons to why the genre set is used; what it is trying to represent and project; and also how the genre set can be more successful compared to using other approaches.

7.5 Conclusion

At this point, the ‘background’ (determining the context) description of the UARPCD and ARPCD as a genre set has been established and contextualized. The contextualization helps to determine the UARPCD-ARPCD genre set’s association and function. This detailed analysis is necessary for further contextualization of the UARPCD-ARPCD genre set. Without this background contextualization, it is difficult to study the next three perspectives of the UARPCD-ARPCD genre set which are:

1. Textual, intertextual and interdiscursivity perspectives
2. Ethnographic analysis
3. Studying institutional context

The UAPRCD-APRCD genre set can be described as a promotional supergenre with advertising or promotional intention. It should be recognized as a genre from the promotional colony even though one of the genres (the UAPRCD) is projected as an informative and educational genre. This is because it functions as an advertising genre.
The purpose of not labelling the UAPRCD is to deceive the readers to believe that the advertorial is an article. This helps increase the advertising success of the genre set. Therefore, the communicative purpose of educating and informing serves as a mask for implementing the private intentions of the UAPRCD-ARPCD genre set. The UAPRCD serves as the bait (informative genre) while the ARPCD serves as the hook (promotional genre). In other words, the use of a genre set also help to conform to a certain extent the regulatory requirements imposed on pharmaceutical products. The next chapter which adopts specific contextualization analysis will expose whether such practice (use of genre set) is sufficient to bend the rules and not break the rules.

The findings in this chapter show that the complexity of the UARPCD-ARPCD genre set may not be fully described and understood if only textualization and organization approaches towards analyzing genres are used. It points to the fact that it is necessary to contextualize a study in order to achieve a comprehensive contextualization of the study. The background contextual knowledge will help the researcher identify suitable research procedures for analyzing the next three perspectives in the contextualization of the UARPCD-ARPCD genre set.
CHAPTER 8: INTERDISCURSIVITY AND APPROPRIATION OF GENERIC RESOURCES IN AN UARPCD-ARPCD GENRE SET

8.1 Introduction

The study of the UARPCD-ARPCD genre set has involved various aspects of a genre analysis. It has conformed to the standard analytical procedures of genre analysis which are to identify and describe the move structure and moves, linguistic features or relevant discourses (in the case of this study) and also to establish and confirm the communicative purposes. These procedures are grounded on analysing textualization and organization. As reported in Chapters 5 and 6, the researcher has also applied contextualization analysis while analysing the textual and organizational features of the genres. The findings based on the application of contextualization reveal that a deeper and thicker approach is required to understand and establish the UARPCD-ARPCD genre set. To achieve better success in this approach, further contextualization on the background knowledge of the UARPCD-ARPCD genre set is carried out in Chapter 7.

Unlike previous GA studies which focus on describing a particular genre at the textual and organizational level, the study of the UARPCD-ARPCD genre set involves the study of a complex genre (UARPCD is unfamiliar, mixed and deceptive) and also the study of related genres in context (a genre set). Therefore, this exploratory study requires a GA approach which is beyond the standard descriptive approach. It requires an applied and contextualized multi-perspective investigative approach. Chapter 7 which focuses on the contextualization of the UARPCD-ARPCD genre set confirms that one of the most deceptive promotional methods used in advertising pharmaceutical
products is through the use of a genre set as a promotional supergenre. It also proves that subtle advertising methods are exploited when the promotion of a particular pharmaceutical product is profoundly regulated or prohibited.

Although contextualization of the UARPCD-ARPCD genre set which involves the text, genre and discourse dimension has been established at this point, the researcher believes that it is necessary to extend the contextualization of the genre set across related domains and also at the social dimension. The background knowledge gathered earlier on the textualization, organization and contextualization of the UARPCD-ARPCD genre set shows the need and appropriateness to focus on interdiscursivity and interdiscourse which are related to the development and use of the genre set.

This exploratory study will investigate features of a discourse which are related to other discourses (interdiscursivity) and also the relationship between/among the discourses (interdiscourse). To accomplish this, the study adopts Bhatia’s (2004) multidimensional and multi-perspective analytical framework. It involves analyses from a textual, ethnographic, socio-critical and socio-cognitive perspective. It should be noted that the textual perspective has been covered extensively in Chapters 5 and 6. The main focus of this chapter is on interdiscursivity rather than intertextuality. The former is more relevant in the context of the corpus and this study because the UARPCD-ARPCD genre set involves interactions between genres, and also text-external factors while intertextuality focuses on interactions within text and text-internal features.

Most of these researches which adopted the multidimensional and multi-perspective analytical procedures describe the targeted genre based on each of the perspective separately. For example, one will begin analyzing an advertisement based on the
textual perspective. Upon completion, the analysis will proceed with the ethnographic perspective. Since this research involves a genre set rather than a genre and also it involves mixed and hybridized genres, an evaluative approach rather than a descriptive approach is required, especially in determining generic integrity (Bhatia 2004:132) of the genres and genre set. To realize the approach, the researcher will also adopt Bhatia’s (2004:19) notion on socio-cognitive space (including professional and tactical space). It will serve as the centre of the multidimensional and multi-perspective approach in studying the generic integrity of the UARPCD-ARPCD genre set.

This research will focus on further contextualization of the genre set. The research objective for this chapter is – *To establish the generic integrity of the UAPRCD-APRCD genre set through contextualization.* The findings will be used to answer Research Question Four – *How are interdiscursivity and appropriation of generic resources exploited to achieve promotional intentions?*

The analysis in this chapter will be divided into two levels. The chapter begins by reporting the findings on the interdiscursivity and appropriation of generic resources (focussing on embedding and mixing strategies, genre bending, genre hybridization, and rhetorical strategies) at the genre set level. The first level will focus on the text-context relationship. This data will be used to evaluate the generic integrity of the genres and genre set. These procedures which are carried out at the genre set level will be also repeated at the social and across domain level.

There is little attention given to the study of interdiscursivity from a genre analysis perspective. Some attention has been given to analysing interdiscursivity at the text-context level. In other words, less attention is focussed on analyzing interdiscursivity in
complex genres or genre sets and also studying interdiscursivity at the social and across domain level from a genre based perspective. With little genre based literature available, the researcher will use the fundamentals of genre theory as a guide, especially on discourse community (including gatekeepers) and discursive practices.

The next analysis will involve an investigative and evaluative approach on interdiscursivity through the socio-cognitive space/perspective at the social and across domain level. It will analyze the professional space (involving ethnographic perspective) and tactical space (involving institutional context). The second level will focus on the discursive-professional practice relationship. It should be noted that the researcher has adopted Bhatia’s (2004) notion on socio-cognitive space which is meant for pedagogic and socio-critical perspective, and also adapted it to meet the additional/specific aspects of the analysis, which include genre set, generic integrity and genre across domains. To investigate and evaluate the interdiscursivity and appropriation of generic resources, the following practitioners’ (from various domains) advice and guidance are used as a guide and reference:

1. World Health Organization (WHO) review on drug promotion.
2. The Malaysian National Medicines Policy (MNMP)
4. Malaysian Code of Advertising Practice (Advertising Standards Authority Malaysia)
5. Code of Conduct for Non Prescription (OTC) Products (Pharmaceutical Association of Malaysia)
6. World Self-Medication Industry (WSMI) Declaration
The main aim of this chapter is to prove that even though there are regulations set by the gatekeepers (medicine domain) to maintain disciplinary boundaries, disciplinary culture and disciplinary genres, they may not be sufficient to stop the invasion and colonization by other disciplinary genres. This chapter will show that contextualization is required to understand the exploitation which is carried out across domains. It also shows that there is a need for a multi-perspective and multidimensional analytical approach to study complex genres. In the case of studying a genre set, a comprehensive contextualization is required to analyze and understand the interdiscourse and interdiscursivity at the social and across domain level. This approach will enable the researcher to identify the generic integrity of disciplinary genres which are shared across domains, and also to identify the vulnerability in the regulatory procedures.

In short, the findings in this chapter will provide more insights into the real world of promotional and advertising genres and discourses. It also highlights the importance of contextualization in addressing/analyzing complex genre or genre set, as well as in preparing regulatory measures.

8.2 Interdiscursivity and Appropriation of Generic Resources in the UARPCD-ARPDC genre set

Although there are other definitions of interdiscursivity, this research will use a genre-based definition because the study focuses on genre related issues. From the linguistics perspective, interdiscursivity is aspects/features of a discourse that are related to another/other discourses. Analysis on interdiscursivity involves identifying, describing and justifying the links between the aspects/features found in the different discourses.
For this study, a linguistics perspective on interdiscursivity is used as a reference to the approach of studying the links and relationship found between/among discourses. For analysis purposes, Bhatia’s definition on interdiscursivity and also appropriation of generic resources will be adopted.

Bhatia (2004:128) explained that contributing genres are responsible for the introduction of interdiscursivity in genre construction. Some of the interdiscursivity processes are genre mixing, genre embedding, using one set of generic conventions to exploit another, and also appropriation of genre. Interdiscursivity also involves system of genres as well as change and development in genres.

Bhatia (2010: 32-35) expanded the description of interdiscursivity and appropriation of generic resources:

1. Recontextualization - Interdiscursivity is (or functions as) appropriation of generic resources across professional genres, practices and cultures.

2. Reframing - Interdiscursivity is an innovative attempt to create various forms of hybrid and relatively novel constructs by appropriating or exploiting established conventions or resources associated with other genres and practices.

3. Hybridity - Interdiscursivity accounts for a variety of discursive processes and professional practices, often resulting in ‘mixing’, ‘embedding’, and ‘bending’ of generic norms in professional contexts.

4. Resemiotisation - Interdiscursivity can be viewed as appropriation of semiotic resources (which include textual, semantic, socio-pragmatic, generic, and professional resources).

5. Reformulation - Interdiscursivity is appropriation of text-external generic resources across professional genres and professional practices.

Apart from adopting Bhatia’s (2012: 24-25) categories of interdiscursivity in genre theory as appropriation of generic resources which include recontextualization,
reframing, hybridity, resemiotisation and reformulation in analysing the UAPRCD-APRCD genre set, the researcher will also use the comprehensive descriptions of interdiscursivity (Bhatia, 2010: 32-35) for the research:

1. Interdiscursivity is (or functions as) appropriation of generic resources across professional genres, practices and cultures.

2. Interdiscursivity is an innovative attempt to create various forms of hybrid and relatively novel constructs by appropriating or exploiting established conventions or resources associated with other genres and practices.

3. Interdiscursivity accounts for a variety of discursive processes and professional practices, often resulting in ‘mixing’, ‘embedding’, and ‘bending’ of generic norms in professional contexts.

4. Interdiscursivity can be viewed as appropriation of semiotic resources (which include textual, semantic, socio-pragmatic, generic, and professional resources).

5. Interdiscursivity is appropriation of text-external generic resources across professional genres and professional practices.

This analysis on interdiscursivity and appropriation of generic resources will be shown in two UARPCD-ARPCD genre sets. The analysis shows that the genre set has Bhatia’s descriptions of interdiscursivity and appropriation of generic resources.

These findings on interdiscursivity and appropriation of generic resources will be justified from a genre based perspective. Generic resources from the UAPRCD-ARPCD genre set will be used to illustrate the various forms/types and functions of interdiscursivity and appropriation of generic resources.

8.3 Interdiscursivity as Appropriation of Generic Resources

Interdiscursivity concerns features of a particular discourse that are linked to other discourses. From a genre based perspective, interdiscursivity is appropriation of generic
resources across professional genres, practices and cultures. Therefore, a significant form of appropriation of generic resources in professional genres is in the appropriation of professional discourses. The appropriation of professional discourses is usually found in genres with promotional or advertising intentions. There are several types of professional genres which can be identified in the UAPRCD-ARPCD genre set.

The three types of discourses which are found in the UAPRCD-ARPCD genre set are:

1. **Academic and Research Discourses**
   
The UAPRCD and ARPCD include a significant amount of academic and research discourses even though they are actually promotional genres.

2. **Promotional and Advertising Discourses**
   
   These types of discourses contribute to realizing the private intentions which are to promote and advertise the related products.

3. **Legal Discourse**
   
   This type of discourse concerns disclaimers. It is used to as a legal measure for the contributor and publisher.

The main reason academic and research discourses are used in the UAPRCD is to make the readers believe that they are actually reading an article instead of an advertorial. Since most of the texts in the pullout are articles which provide information on health and medicine, there is a need for the UAPRCD to include academic and research discourses. If only advertising and promotional discourses are found in the UAPRCD, it would be easily identified as a promotional or advertising genre.

The types of academic and research discourse are not just limited to a general categorization or classification of informative or educational discourses. The following
samples provided will show that in order to make the UAPRCD look like or function like a medical article, appropriation of various types of academic and research based discourses is carried out.

**Doctor-to-Patient Discourse in an Article**

*Text 4*

P1: It is a fact that people with heart problems (Symptom) lack energy (Diagnosis). The heart requires a large amount of oxygenated blood to continually meet its huge energy demands (Cause). However, the issue is not simply about supply and demand of oxygenated blood, but more importantly, it is about the supply demand for cellular energy (Prevention), adenosine triphosphosphate (ATP) (Treatment).

In Text 4, the introduction/opening in Paragraph 1 serves as an attention getter gives the reader the impression that the UAPRCD is a medical genre by introducing a doctor-to-patient discourse or clinical discourse. There is no indication that it is a promotional or advertising discourse even though the Treatment – adenosine triphosphosphate (ATP) – is accepted or regarded as a part of an informative or educational discourse.

In Text 1, the doctor-to-patient discourse or clinical discourse takes the whole Introduction Section. This text provides a thorough explanation involving most of the discourses which are usually carried out in a consultation session. Most of the readers seeking educational and informative materials on health and medicine are familiar with such discourses as they would have attended consultation sessions. Thus, this type of discourse can be related and understood. This will encourage the reader to continue reading as there are also not threats of promotional or advertising discourses.

*Text 1*

P1: The word “cholesterol” has become somewhat a taboo word in the world of health. Cholesterol is a waxy, fat-like substance that’s
produced by the liver. It also comes from animal foods that we eat like meat, whole milk, cheese, butter and eggs. (Definition)

P2: Everybody needs some cholesterol to help with important body functions. But too much cholesterol can be bad for your health and can put you at risk for heart disease. (Cause)

P3: Classic Ayurvedic texts had already identified the causes of heart disease long ago, things like eating a fat-rich diet in excess, and prolonged exposure to mental and emotional stress. (Diagnosis)

P4: Charaka, the sage physician, wrote in his classic Ayurvedic text Charaka Samhitha: “Those who eat heavy, cold and excessively oily foods in excessive quantity and do excessive mental work, suffer from disease of the vessels that nourish the heart.” (Diagnosis)

P5: Cholesterol build-up occurs when you overwhelm your digestive tract with rich, fatty foods on a regular basis, and the body is not able to fully digest and metabolise such food. (Symptom)

P6: Hence, lowering your cholesterol is important no matter what your age or health. (Prevention) Even if you exercise daily and eat right, you may still have a hard time lowering your cholesterol due to your age, your gender or your family history. (Prognosis)

P7: The good news is, there are a few changes you can make to your lifestyle that can help lower your cholesterol. (Treatment)

Specialized Academic Discourses

The use of specialized academic discourses gives the impression that the writer is a practitioner who is related to the field of medicine. These professional specific and specialized discourses strengthen the perception and projection of the UAPRCD as a academic genre.

Text 4 (Anatomy and Physiology)

P3: The human energy production is a complicated process. It all begins with our cells. There are over 10 trillion cells in the human body and in every cell there are hundreds of thousands of tiny “power-plants” called mitochondria where food (fats, proteins, carbohydrates) that we eat is converted into energy in the presence of oxygen and coenzyme Q10
(CoQ10). This is why CoQ10 is essential in the production of cellular energy.

Text 4 (Chemistry, Chemicals)

P12: D-Ribose is a simple five-carbon sugar made by every cell in the body. It is the fundamental building block of ATP. D-Ribose is the only molecule used by the cell to restore the energy (ATP) pool that is reduced due to low oxygen supply. If D-Ribose is not sufficiently available, the energy (ATP) pool cannot be refilled.

Text 1 (Biology, Botany)

P17: Shuddha gugulu (Commiphora mukul) or mukul myrrh is a small tree or shrub native to India. It secretes the substance guggulu (a gum resin) when its bark is injured.

Research Based Discourses

Apart from academic discourses, research based discourses are also used to show that the UAPRCD is a reputable source of information. The intention is to show that the UAPRCD is of similar or almost similar to a research or journal article, which is recognized as among the highest form of professional discourses/genres.

Text 1 (Research Discourse)

Clinical research reaffirms Shuddha guggulu’s usefulness

P19: Clinical studies on guggulu have revealed beneficial effects on lipid levels. A double-blind placebo-controlled study of guggulu enrolled 61 individuals and followed them for 24 weeks.

P20: The results after 24 weeks of treatment showed that the treated group experienced an 11.7% decrease in total cholesterol, along with a 12.5% decrease in LDL (“bad” cholesterol), a 12% decrease in triglycerides, and an 11.1% decrease in the total cholesterol/HDL (“good” cholesterol) ratio.

P21: The combined effect of diet and guggulu at 36 weeks was as great as the reported lipid lowering effect of modern drugs. Another double
blind study of 228 individuals given either guggulu or the standard drug clofibrate found approximately equally efficacy between the two treatments for lowering cholesterol levels.

P22: Various mechanisms are proposed for the effects of Shuddha guggulu, one of which theorises that it may prevent cholesterol synthesis in the liver and increases catabolism (breakdown) of LDL cholesterol.

P23: The active components in Shuddha guggulu are identified as guggulsterones E and Z.

Reference

References are also used show that source of the discourse and content in the UAPRCD. This approach is to show that the discourse and content are retrieved from reliable sources or publications, such as books and journal articles. The first sample shows that the discourse and content is connected to a book and expert (US Cardiologist) while the second sample provides a list of references.

Text 4

P15: US cardiologist Dr Stephen Sinatra has discovered that supplementation of hydrosoluble CoQ10 together with L-Carnitine and D-Ribose helps the heart to rebuild and maintain energy. A detailed discussion can be found in his book, The Sinatra Solution. He guides you through the basics of energy metabolism, and cardiac bioenergetics, and clearly explains the role of hydrosoluble CoQ10, L-Carnitine and D-Ribose in the body and how they affect heart health.

Text 1

Reference:
From the findings, it is noticed that there is a variety of academic and research based discourses used to project the UAPRCD as an informative and educational genre. The main intention for interdiscursivity or appropriation of professional discourses related to medicine is to reach out to readers who are seeking information on medicine or health. Such information is now made available for readers who are not from the medicine discourse community or domain. The information provided is usually contributed by professionals related to the discourse community and domain in the form of articles. These articles are usually published in the mass media, including newspapers. The main purpose for such publications is to inform and educate the public on health and medical issues or information. This is in line with the increasing acceptance of the self-medication concept in healthcare.

The pharmaceutical industry sees the article/genre on health and medicine as an avenue for marketing and advertising pharmaceutical products. Therefore, the pharmaceutical industry started to sponsor professionals related to the medicine domain to publish favourably on the products in the mass media. The professional is required for publication because of the professional expertise, discursive competence, disciplinary knowledge and professional practice in the area of health and medicine. Apart from that, the text will be more authentic, recognized and acceptable when it is contributed by a professional rather than a business entity.

The professionals in the medicine domain are bound by code of conduct and ethics while the publications are regulated to conform to the disciplinary boundaries, professional culture, professional practices and professional genres set by the professional community of the medicine domain. Thus, there may be conflict of
interest in getting professional from the medicine domain to publish for a profitable organization. As a result, the pharmaceutical companies need to use interdiscursivity and appropriation of medical based discourses in order to produce articles which resemble those which are written by doctors or produce articles which projects similarities with other academic or research based genres.

In other words, there are two types of publications on health and medicine which are disseminated to the public. One which is written by community members and professionals of the medicine domain and the other which is written by expert writers who are not from the medicine domain or do not conform to the advice and regulations of the medicine domain. While the medicine discourse community maintains the original communicative purpose of educating and informing the public about medicine and health issue, the expert writers focuses on private intentions in promoting and advertising products.

There are a few distinctions between the unlabelled pharmaceutical product advertorial and article which is written by doctors. The article functions as an informative and educational report/genre. On the other hand, the unlabelled pharmaceutical product advertorial’s function is to provide informative and educational information as well as to promote products which are related to the company. Another distinction is that the article functions within the disciplinary boundaries, professional culture and professional practices while the unlabelled advertorial functions across the disciplinary boundaries, professional culture and professional practices. The most significant distinction between the functions of articles written by doctors and unlabelled advertorials is that the former functions as a genre while the latter functions as a mixed
genre. This flexibility in mixed genre provides opportunities for interdiscursivity and appropriation of professional discourses for private intentions.

In short, the recontextualization of the academic and research discourses in the UAPRCD-APRCD genre set will project informative and educational purposes while the recontextualization of the promotional and advertising discourses will stealthily enhance promotional intentions. The interdiscursivity of legal discourse will be discussed in the resemiotisation section.

8.4 Appropriation of Established Conventions

Apart from interdiscursivity and appropriation of generic resources, in particular various types of professional discourses related to medicine, appropriation of Established Conventions are also found in the UAPRCD. Unlike a journal article, the medical article which is written by doctors is not restricted to the IMRD convention. However, due to discursive and professional practice, most of the articles follow some of the clinical or doctor patient discourse conventions as it could be easily understood by the reader. An article which is written by a doctor usually consists of many or most of the following features: Definition, Cause, Symptom, Diagnosis, Prevention, Treatment, Prognosis and Additional Information. These features form the whole convention of the article.

Unlike the single convention which is used in the doctor’s article, a few structures or conventions which are not advertising or promotional conventions or structures are adopted to construct a single UAPRCD. It is also noticed that since there is no specific or established convention for articles written by doctors for the mass media, the
A combination of conventions of the unlabelled advertorials is also not rigid or restricted. It seems as though the UAPRCD is intentionally constructed to have a few conventions in order for it to resemble more informative or educational based.

An investigation on the text reveals that there is an appropriation of seven conventions from professional discourses. The interdiscursivity of the seven conventions is organized in a single UAPRCD structure in Text 1:

1. Doctor-to-public article convention (Paragraph 1-7)
2. Database Convention (Paragraph 8-15)
3. Literature Review of an Article Convention (Paragraph 16-18)
4. Abstract Convention (Paragraph 19-23)
5. A section (Precaution) of a Pharmaceutical Insert Convention (24-27)
6. A Reference Convention (Reference)
7. A Disclaimer Convention

Text 1

**T1: Herbs for high lipids (Fitforlife Sunday 26 June 2005)**

P1: The word “cholesterol” has become somewhat a taboo word in the world of health. Cholesterol is a waxy, fat-like substance that’s produced by the liver. It also comes from animal foods that we eat like meat, whole milk, cheese, butter and eggs.

P2: Everybody needs some cholesterol to help with important body functions. But too much cholesterol can be bad for your health and can put you at risk for heart disease.

P3: Classic Ayurvedic texts had already identified the causes of heart disease long ago, things like eating a fat-rich diet in excess, and prolonged exposure to mental and emotional stress.

P4: Charaka, the sage physician, wrote in his classic Ayurvedic text *Charaka Samhitha*: “Those who eat heavy, cold and excessively oily foods in excessive quantity and do excessive mental work, suffer from disease of the vessels that nourish the heart.”

P5: Cholesterol build-up occurs when you overwhelm your digestive tract with rich, fatty foods on a regular basis, and the body is not able to fully digest and metabolise such food.

P6: Hence, lowering your cholesterol is important no matter what your age or health. Even if you exercise daily and eat right, you may still have a hard time lowering your cholesterol due to your age, your gender or your family history.
P7: The good news is, there are a few changes you can make to your lifestyle that can help lower your cholesterol.

**Simple Ayurvedic recommendations for healthy cholesterol levels**

**Diet**

P8: Avoid foods like meat, cheese, restaurant and fast foods. Eat slowly and do not stuff yourself with food as this can lead to indigestion.

P9: Before every meal, drink a cup of warm mater as this improves digestion and helps in cleansing the body. Keep sipping hot water throughout the day as it improves digestion and metabolism.

P10: Vegetables and legumes should be prominent in the meal. Include garlic in your daily diet for it has cardio-protective effects. Consume various types of nuts (they are rich in omega-3-fatty acids).

**Meditation**

P11: If possible, this should be part of daily routine.

**Exercise**

P12: Studies now confirm what we’ve known previously: exercise is good for your health.

**Internal cleansing**

P13: Rid the body of toxins with practices such as *panchakarma* once or twice a year.

P14: Sometimes, diet and exercise aren’t enough; moreover lifestyle changes may be hard to implement in our fast paced lives.

P15: Another option is herbs. Herbs have always lent a helping hand in addressing various ailments.

The first part of the Text 1 shows that there are two conventions are being adopted by the text. They are the Doctor-to-public article convention (Paragraph 1-7) and the Database Convention (Paragraph 8-15).

The next part of Text 1 shows that more conventions are adopted for the UAPRCD.

**Shuddha gugulu**

P16: Shuddha guggulu is perhaps used more than any other herbs in Ayurveda. Shuddha guggulu extracts were first used in Asia to help manage cholesterol levels and are becoming increasingly popular in the United States².

P17: Shuddha gugulu (*Commiphora mukul*) or mukul myrrh is a small tree or shrub native to India. It secretes the substance guggulu (a gum resin) when its bark is injured.

P18: Guggulu (*Commiphora wightii/mukul*) in Sanskrit means “that which protects from disease”. Guggulu, a traditional Ayurvedic medication used to treat high cholesterol, is widely used in India and was first recommended as a treatment for hardening of the arteries in 600 BC. Its description can be
found in the classical treatise on Ayurvedic medicine, Sushruta Samhita. It has been used for a variety of conditions, including arthritis and obesity. One of its primary indications was a condition known as medoroga. This ancient diagnosis is similar to the modern description of atheroclerosis.

**Clinical research reaffirms Shuddha guggulu’s usefulness**

P19: Clinical studies on guggulu have revealed beneficial effects on lipid levels. A double-blind placebo-controlled study of guggulu enrolled 61 individuals and followed them for 24 weeks.

P20: The results after 24 weeks of treatment showed that the treated group experienced an 11.7% decrease in total cholesterol, along with a 12.5% decrease in LDL (“bad” cholesterol), a 12% decrease in triglycerides, and an 11.1% decrease in the total cholesterol/HDL (“good” cholesterol) ratio.

P21: The combined effect of diet and guggulu at 36 weeks was as great as the reported lipid lowering effect of modern drugs. Another double blind study of 228 individuals given either guggulu or the standard drug clofibrate found approximately equally efficacy between the two treatments for lowering cholesterol levels.

P22: Various mechanisms are proposed for the effects of Shuddha guggulu, one of which theorises that it may prevent cholesterol synthesis in the liver and increases catabolism (breakdown) of LDL cholesterol.

P23: The active components in Shuddha guggulu are identified as guggulsterones E and Z.

**Precautions**

P24: Those with thyroid disorder should either avoid guggulu or be monitored closely as guggulu may lower thyroid-stimulating hormone levels.

P25: Pregnant women should also avoid guggulu since guggulu gum resin appears to stimulate uterine contraction.

P26: People with other cholesterol-lowering medication should consult their doctor before combining guggulu with their normal medications.

P27: Guggulu may possibly interact with diltiazem, propranolol and anticoagulants.

**Reference:**


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The usage of numerous conventions in Text 1 could project the UAPRCD as an article which is closely related to academic and research genres.
Text 2

The interdiscursivity and appropriation of generic resources for Text 2 can be seen in three aspects:

1. Abstract 1 Convention (Paragraph 1-8)
2. Abstract 2 Convention (Paragraph 9-13)
3. Summary of Abstract 3 Convention (Paragraph 14)
4. A Reference Convention (Reference)
5. A Disclaimer Convention

T2: The universal antioxidant (Fitforlife Sunday 16 October 2005)

P1: There is no doubt that anti-free radical nutrients are the essential preventive medicine of modern living.

P2: Free radicals may come from food, chemicals and environmental pollutants. Continuous hazy conditions are not making things better for us as we are being exposed to free radicals which in excess, may damage cells and cause ill effects.

P3: Human cells do have special agents for combating free radicals and repairing molecular damage. These free-radical fighters are called antioxidants.

P4: Recent research suggest that antioxidants may play an important role in preventing or delaying the onset of heart disease, cancer, and other illnesses, and may even halt the damage to cells, thereby slowing the effects of ageing.

P5: The antioxidant enzyme systems in our body are glutathione peroxidase, catalase and superoxide dismutase, which are produced in amounts related to our needs.

P6: Antioxidants are found naturally in a wide variety of fruits, vegetables, herbs and plants. These include carrots, tomatoes, yams, leafy greens, broccoli, cauliflower, cabbage, bilberries, ginkgo, garlic and green tea. Other plants chemicals that are known for its antioxidant properties are flavonoids, isoflavones and carotenoids.

P7: Of all the antioxidants, alpha lipoic acid is perhaps one of the important ones. It is also known as the “universal antioxidant” due to its unique properties and multiple benefits in helping the body fight against free radical damage. It helps to neutralize free radicals in water-soluble and fat-soluble environments inside the body.

P8: Besides eliminating free radicals, this naturally occurring antioxidant also has the ability to regenerate and recycle other antioxidants such as vitamin C and E to continue destroying free radicals.

P9: Our body produces small amounts of alpha lipoic acid. However, this ability may decrease with age.

P10: Besides acting as an antioxidant, alpha lipoic acid is also an approved treatment for diabetic neuropathy in Germany. Numerous studies in both animals and humans have produced promising results with lipoic acid in neuropathy. In these studies, lipoic acid demonstrated antioxidant properties.
that help reduce problems such as decreased blood flow and oxygen to the tissues, which are prerequisites of neuropathy.

P11: In addition, some of these studies have revealed favourable lipoic acid effects that appear to be independent of its antioxidant properties, including increased glucose uptake.

P12: In a larger study of 328 patients with type 2 diabetes, significant improvements were recorded in several clinical measures of diabetic polyneuropathy, including pain, numbness and burning sensations. These results were evident after three weeks of intravenous lipoic acid given five times weekly in doses of 600mg and 1,200mg.

P13: In general, lipoic acid’s antioxidant and metabolic effects appear to offer some protection with respect to atheroclerosis, as demonstrated in various animal models.

P14: There is evidence, too, that alpha lipoic acid may help prevent or slow the development of atheroclerosis for which diabetics are at higher risk. Recently, researchers demonstrated, in a 16-week randomized trial, that lipoic acid, in oral doses of 600mg daily for eight weeks, significantly inhibited the oxidation of LDL-cholesterol in healthy human subjects.

References:
The main purposes of the appropriation of conventions are to provide a representation of the UAPRCD as a medical genre and to give the impression that the UAPRCD is related to other medical articles. Since T2 focuses on the appropriation of reference and abstract conventions, it is recognized as a short article or a long abstract. However, T1 is less recognizable due to the number of established conventions used for interdiscursivity. In other words, if there is a significant amount of interdiscursivity or appropriation of established conventions, the genre’s generic integrity can be affected.

8.5 Appropriation by ‘Mixing’, ‘Embedding’ and ‘Bending’ Generic Norms

There are two types of discursive processes and professional practices which can be associated to the context of disseminating health and medical information to the public. One approach is to adopt the discourses and conventions of the highest genre in the hierarchy in the medicine domain and professional practice. This type of genre is usually recognized or identified as the research based journal article. In the earlier examples, discourses and established conventions from the journal article genre form the main part of the UAPRCD. The intention of the approach of forming the main convention and discourse of the UAPRCD according to a journal article is to make the UAPRCD resemble a professional practice in medicine.

Apart from resembling a research article, the other approach uses the medical discursive processes and professional practices found in the article/genre published for the public. This approach is used to make UAPRCD resemble another type of medical professional practice. While the interdiscursivity of the first approach is research based, the interdiscursivity in the second approach is clinically inclined.
Although the intention of resembling the two types of professional practice in medicine is achieved, there is also a need to achieve private intention of promoting and advertising the related pharmaceutical products.

In order not to affect the medicine inclined main discourse and convention adopted in the UARPCD, subtle mixing and embedding of promotional and advertising features is carried out. In the case of the UARPCD, the researcher is of the opinion that promotional and advertising features are embedded and mixed into a main discourse and convention of medical genre instead of embedding and mixing medical features in a main promotional or advertising genre. However, this could be seen in the case of the ARPCD. The main construction and discourse of the advertisement is promotional and advertising based. To make the advertisement less threatening as an advertising genre, medicine discourses and conventions are embedded and mixed in the advertisement.

By embedding and mixing the promotional and advertising features in the UARPCD, the bending of informative and educational genre is towards promotional purposes even though the main convention and discourse is medicine based. Similarly, the embedding and mixing of research and academic discourses and conventions in the ARPCD bends the advertising and promotional genre away from being a threatening advertising genre.

A comprehensive example of mixing and embedding could be seen in UARPCD T4. The text does not use the conventions and discourse of a research based article. It uses the conventions and discourse of a genre article which is written by doctors for the public. Therefore, the main convention adopted is inclined towards doctor-patient or
clinical discourse while the main convention is based on most of the clinical discourse features such as Definition, Cause, Symptom, Diagnosis, Prevention, and Treatment.

The UARPCD T4 begins with the doctor-patient or clinical discourse and convention in the Introduction. This is discussed in Paragraph 1 and 2. The main medicine and health issue which is introduced in the lack of cellular energy – adenosine triphophosphate (ATP). This “cause” is discussed throughout the whole text. Although the medicine discourse and convention is retained throughout the text to resemble a medical text meant for the public, specific treatment through the selected substances are embedded throughout the text. The discussion of the substance is in the form of “treatment” and it is mixed with the other features of the doctor-patient or clinical discourse and convention. The embedding and mixing is subtle to the extent that they do not affect the whole discourse and convention in discussing the “cause”.

T4: Heart Health (Fitforlife Sunday 25 December 2005)

P1: It is a fact that people with heart problems lack energy. The heart requires a large amount of oxygenated blood to continually meet its huge energy demands. However, the issue is not simply about supply and demand of oxygenated blood, but more importantly, it is about the supply demand for cellular energy, adenosine triphosphatate (ATP). (INTRODUCTION - CAUSE)

P2: It is not oxygen that makes the difference, but the ATP, the primary source of energy for all living cells. Every move you make and every chemical reaction that occurs in your body is powered by ATP. (INTRODUCTION - CAUSE)

P3: The human energy production is a complicated process. It all begins with our cells. There are over 10 trillion cells in the human body and in every cell there are hundreds of thousands of tiny “power-plants” called mitochondria where food (fats, proteins, carbohydrates) that we eat is converted into energy in the presence of oxygen and coenzyme Q10 (CoQ10). This is why CoQ10 is essential in the production of cellular energy. (EMBED SUBSTANCE 1)

P4: The highest concentration of mitochondria is in your heart, with about 5000 in each cell. This is due to the fact that the heart is the hardest working organ in the body. It beats 70 times a minute, 100,000 times a day. EMBED SUBSTANCE 1)

P5: The job of the mitochondria is to create energy in the form of ATP. Each ATP molecule is like a tiny battery pack. There are about a billion of these batteries in a typical cell and they provide the energy for the cell to carry out thousands of processes, including contraction of heart and skeletal muscle cells. In just a matter of two minutes, all the battery packs will be drained dry and instantaneously another billion battery packs will replace them. (EMBED SUBSTANCE 1)

P6: When we think of cellular energy metabolism, we must take into account two important elements
which are – a) the ability of the cell to recycle ATP; and b) the energy pool, which is the total concentration of energy in the cell that essentially is made up of ATP, ADP (adenosine diphosphate) and AMP (adenosine monophosphate). (EMBED SUBSTANCE 1)

P7: CoQ10 is vital for energy production in the mitochondria, without which energy (ATP) cannot be made. Hence, now that we have established CoQ10’s role in energy production, let us try to understand the role of L-Carnitine in energy production. (EMBED SUBSTANCE 1 & 2)

P8: The principle function of L-Carnitine is to facilitate the transport of long-chain fatty acids (LCFAs) across the inner mitochondria into the matrix to be made into energy. (EMBED SUBSTANCE 2)

P9: L-Carnitine is the only known LCFAs transporter in the cells. In this respect, L-Carnitine is often compared to the fuel pump in an automobile. Your body can have all the fatty acids necessary to make energy, but without L-Carnitine, it cannot get them into the matrix of the mitochondria where the conversion of energy takes place. LCGAs are the preferred source of energy for the heart and provide 60-70% of its total energy requirements. (EMBED SUBSTANCE 2)

P10: We can now establish that to make cellular energy (ATP), our cells need oxygen, food, CoQ10 and L-Carnitine. When all these four are available, energy recycling occurs unimpeded millions of times per second in every cell of the body. However, if any one of these are lacking, the mitochondria’s ability to recycle ATP is severely limited. (EMBED SUBSTANCE 2)

P11: The slow down in the recycling of ATP causes ATP to be used faster than can be replaced. The energy pool concentration gets smaller and smaller. This will affect heart function, and ultimately, the whole body. It is well accepted that ischaemia (reduced blood flow) due to certain heart conditions and hypoxia (low oxygen levels in blood and tissues) – caused by heart conditions or strenuous exercise may cause the heart to lose up to 50% of its energy pool. Even if blood flow and oxygen are restored to normal levels, it may take up to 10 days for otherwise healthy hearts to rebuild cellular energy and normalise cardiac function. (E. SUB. 2)

D-Ribose and the energy pool

P12: D-Ribose is a simple five-carbon sugar made by every cell in the body. It is the fundamental building block of ATP. D-Ribose is the only molecule used by the cell to restore the energy (ATP) pool that is reduced due to low oxygen supply. If D-Ribose is not sufficiently available, the energy (ATP) pool cannot be refilled. (EMBED SUBSTANCE 3)

P13: D-Ribose cannot be stored in the cell and is produced only when required. The cells can only make enough D-Ribose to manage their day-to-day needs, provided the cells are not already stressed (i.e. hypoxic cells). This is where they get into trouble because making D-Ribose is a very slow and time consuming process limited by several enzymes that are lacking in the heart and skeletal muscles. It may take a few days to replenish the energy (ATP) pool. (EMBED SUBSTANCE 3)

P14: However, if supplemental D-Ribose is taken, it can immediately be used by the cells to rebuild the energy pool, thus helping you to recover your strength very quickly. (EMBED SUBSTANCE 3)

Triad of heart health

P15: US cardiologist Dr Stephen Sinatra has discovered that supplementation of hydrosoluble CoQ10 together with L-Carnitine and D-Ribose helps the heart to rebuild and maintain energy. A detailed discussion can be found in his book, The Sinatra Solution. He guides you through the basics of energy metabolism, and cardiac bioenergetics, and clearly explains the role of hydrosoluble CoQ10, L-Carnitine and D-Ribose in the body and how they affect heart health. (EMBED PRODUCT - BOOK)

P16: The synergistic combination of these nutrients essentially charge up every cell in the body to function at optimal capacity. So, one not only experiences renewed heart health with all the energy, one will also gain a greater sense of well-being. (E. BOOK)

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In an article which is written by doctor for the public, recommended treatment are not specific or limited to a certain substance/s. In fact, doctors are not allowed to endorse products. They are also not encouraged to recommend certain/specific substances for treatment. In UARPCD T4, the embedding and mixing of substance 1 (CoQ10), substance 2 (L-Carnitine), substance 3 (D-Ribose) and product (Book – The Sinatra Solution) in the text can be identified:

Paragraph 1-2 : Introduction of cause (lack of cellular energy ATP)
Paragraph 3-7 : Embed Substance CoQ10, Mix treatment CoQ10 and cause ATP
Paragraph 7-11 : Embed Substance L-Carnitine, Mix treatment L-Carnitine and cause ATP
Paragraph 12-14: Embed Substance D-Ribose, Mix treatment D-Ribose and cause ATP
Paragraph 15-16: Embed Product Book (The Sinatra Solution), Mix treatment CoQ10, L-Carnitine and D-Ribose (in Book) with cause “Lack of cellular energy”

By appropriating the generic resources through embedding and mixing in the socio-pragmatic space, the meaning projected in the resources will change in context. For example, in Paragraph 12-14 of UARPCD T4, there is a continuation in the discussion of ATP as a lack in cellular energy (cause) from the Introduction (Paragraphs 1-2) and the other earlier paragraphs. If the introduction and discussion of D-Ribose is done independently, it will be regarded as a substance. However, since it is embedded and discussed along with ATP, the meaning and function of D-Ribose has changed from being a substance to being a treatment. By mixing the D-Ribose and ATP in the same discussion, the function of D-Ribose as a treatment is further enhanced. This is the
promotional intentions of embedding and mixing to promote and advertise D-Ribose as a treatment after informing or educating the reader about the substance:

D-Ribose (substance) is a simple five-carbon sugar made by every cell in the body. (P12)

D-Ribose (substance) cannot be stored in the cell and is produced only when required. (P13)

D-Ribose (treatment) is the only molecule used by the cell to restore the energy (ATP) pool that is reduced due to low oxygen supply (cause) (P12)

If D-Ribose (treatment) is not sufficiently available, the energy (ATP) pool cannot be refilled (cause). (P12)

With numerous embedding and mixing to the original text which was informative and educational, the text has become mixed and hybridized, and bent towards promotional intentions. In other words, appropriation of the socio-pragmatic space can be used to change the meaning of resources.

In short, appropriation by embedding, mixing, bending and hybridization strategies can be seen in the socio-pragmatic space. The following section will discuss other interdiscusivity and appropriation of generic resources in the socio-pragmatic space.

### 8.6 Appropriation of Semiotic Resources

Interdiscursivity, according to genre theory, also involves the appropriation of generic resources in the socio-pragmatic space. Some of the appropriation of semiotic resources includes textual, semantic, socio-pragmatic, generic, and professional resources. This section will attempt to illustrate “Branding” Discourse (Semantic),
Discourse of Treatment (Textual), Legal Discourse and Pharmaceutical Product Discourse (Pragmatic) and Off Label Information (Professional Resources).

8.6.1 “Branding” Discourse

While the product and brand could be explicitly shown in the APRCD, they cannot be shown in the UAPRCD. To address this, “branding” discourse is used to provide interdiscursivity between the product-brand in the APRCD and the substance/s in the UAPRCD. The appropriation of “branding” discourse and interdiscursivity provide advantages, especially in pharmaceutical advertising. This is because the name of the substance is closely related to the brand or name of the pharmaceutical product.

Reference as “Branding” Discourse

The first advantage is that the branding discourse serves as a “reference”. For example, in the T1A1 UAPRCD genre set, the substance “Shuddha gugulu” and “gugulu” is repeated 20 times in the UAPRCD. This repetition reinforces the possibility of linking the “reference” (Shuddha gugulu and guggulu) in the UAPRCD with the product name, which is also called “Shuddha Guggulu”.

In T2A2 UAPRCD genre set, the key words which appear on the product in the advertisements are “Alpha Lipoic Acid” and “Antioxidant”. Correspondingly, the key words, “Alpha Lipoic Acid” or “Lipoic Acid” appeared 19 times in the UAPRCD while “Antioxidant” appeared 14 times. The appropriation of generic resources and
interdiscursivity support the conceptualization of branding which is to focus on the name and concept of the product. For example, conceptualization of substance (Alpha Lipoic Acid/tissue paper) and concept (antioxidant/wipes) in the UAPRCD leads towards the product (Biolife Alpha Lipoic Acid/Kleenex) in the APRCD.

Appropriation of generic resources could also be seen in involving more texts and genres. By providing more and different types of accompanying “branding” discourse, the effectiveness of the “branding” discourse may also increase. The following table illustrates the interdiscursivity (type and frequency) of the “branding” discourse references (substances or near substance description, product and brand) and links between/among the T4 UAPRCD and the related advertisements.

### Table 8.1
**Interdiscursivity of the “Branding” Discourse References and Links**

<table>
<thead>
<tr>
<th>Heart Health (UAPRCD)</th>
<th>Q-Gel Carni (Advertisement for Coenzyme Q10 and L-Carnitine Fumarate)</th>
<th>Live-well D-Ribose (Advertisement and Product Information Form)</th>
<th>The Sinatra Solution (Book Advertisement)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATP (15 times)</td>
<td>-</td>
<td>ATP (2 times)</td>
<td>-</td>
</tr>
<tr>
<td>CoQ10 (7 times)</td>
<td>Q-Gel (7 times)</td>
<td>-</td>
<td>Q10 (2 times)</td>
</tr>
<tr>
<td></td>
<td>Q10/CoQ10 (4)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L-Carnitine (8)</td>
<td>L-Carnitine (10)</td>
<td>-</td>
<td>L-Carnitine (2)</td>
</tr>
<tr>
<td>D-Ribose (10)</td>
<td>-</td>
<td>D-Ribose (7 times)</td>
<td>D-Ribose (2)</td>
</tr>
</tbody>
</table>

In short, appropriation of generic resources such as the proximity of the UAPRCD-APRCD genre set, the almost similar names for both products and substances and the high frequency in using them in the UAPRCD or APRCD will enable readers to associate the product and substance more easily. The almost direct reference or
association between the substance in the UAPRCD and product in the APRCD will increase the branding interdiscursivity between the genres.

**Advertising Product and Promoting Brand through “Branding” Discourse**

Apart from appropriation of “Branding” discourse resources to create interdiscursivity and links among references (substance, product and brand) in the UAPRCD and APRCD, appropriation of “Branding” discourse to enhance the actual branding concept is also identified. The “Branding” Discourse in this section is related to the appropriation of other professional discourses to indirectly enhance the branding of the product. In this research, two levels of branding concept could be identified. The following analysis and examples are taken from the T1-A1 UAPRCD-APRCD genre set:

1. Branding a product – This is found A1 (Shuddha Guggulu), which is a retail type advertisement. There are three moves: the name of the product; the description of the product’s uses; and the herb/content. The product is branded as Himalaya “Suddha Guggulu” and the branding caption is “100% vegetable capsules”. This selling point is used as branding and promoting the product.

2. Advertising Product and Promoting Brand – Interdiscursivity (using “branding” discourse resources) is used to indirectly advertise the product through a positive description of the substance which is related to the product.
Interdiscursivity is also used to covertly promote the brand through highlighting the positive qualities of the substance which are related to the brand.

The use of “branding” discourse resources to advertise and promote the product and brand can be seen in the following illustrations in the T1-A1 UAPRCD-APRCD genre set.

“Branding” discourse is used to recontextualize or justify the advertising discourse (in the case of this example). There is a limitation in the advertising discourse in A1 (Shuddha Guggulu) which uses a one liner, “Traditionally used to for general well-being and maintaining healthy cholesterol level.” However, the advertising effect will be tremendously increased with when the one liner is linked with the extensive information about Shuddha Guggulu which is found in T1 UAPRCD Literature Review (P16-18). Unlike the one liner which is an advertising claim, the Literature Review serves as a justified claim and this help to validate and approve the advertising claim in the one liner. In other words, the “branding” discourse is used to recontextualize or repackage the advertising discourse. The interdiscursivity has changed the concept of advertising a product to advertising a justified product. This “branding” discourse provides unique characteristics to the product. Conceptually and technically, the interdiscursivity and appropriation of generic resource as in the “branding discourse” can be regarded as a form of branding. Some of the “branding” discourses which recontextualize and rebrand “Shuddha gugguly” and the one liner “Traditionally used to for general well-being and maintaining healthy cholesterol level” are:

P16: Shuddha guggulu is perhaps used more than any other herbs in Ayurveda. (Acceptance)

P16: (Shuddha guggulu extracts) are becoming increasingly popular in the United States”. (Recognition)
P18: Guggulu (*Commiphora wightii/mukul*) in Sanskrit means “that which protects from disease”. (Documented Treatment)

P18: Guggulu, a traditional Ayurvedic medication used to treat high cholesterol. (Documented Treatment)

P18: (Guggulu) is widely used in India. (Recognition)

P18: (Guggulu) was first recommended as a treatment for hardening of the arteries in 600 BC. (Documented Treatment)

P18: Its description can be found in the classical treatise on Ayurvedic medicine, *Sushruta Samhita*. (Recognition)

P18: It has been used for a variety of conditions, including arthritis and obesity. (Documented Treatment)

P18: One of its primary indications was a condition known as *medoroga*. This ancient diagnosis is similar to the modern description of atherclerosis. (Documented Treatment)

The branding of Shuddha Guggulu in A1 is through the use of a description, “100% vegetable capsules). It is a vague description used for branding purposes. It could mean only 100% vegicaps – 100% natural, plant based softgel capsule which is an animal free alternative - are used. It could also mean that the product is derived 100% from plant (non-animal) sources. Both descriptions will still provide a form of branding – unique/special quality – to the product, either referring to the use of 100% vegicap or the product is 100% plant derived.

Through interdiscursivity and appropriation of the “Branding” discourse, recontextualization of the brand and branding of Shuddha gugullu could be identified in the T1A1 genre set. One of the most important aspects in branding is the selling point. For pharmaceutical products, it would be related to usefulness and efficacy. The best way to justify and prove these qualities is through scientific research and publications (including references). This could be identified in the more comprehensive branding of
Shuddha guggullu through “Branding” discourses - the recontextualization of other professional discourses for promotional purposes. The following are some examples retrieved from the sections related to research on Shuddha guggulu - Abstract convention (P19-23) and References section:

Subtitle – Clinical research reaffirms Shuddha guggulu’s usefulness (Evidence)

P19: Clinical studies on guggulu have revealed beneficial effects on lipid levels. (Evidence)

P19: A double-blind placebo-controlled study of guggulu. (Professional Practice)

P20: The results after 24 weeks of treatment showed that the treated group experienced an 11.7% decrease in total cholesterol, along with a 12.5% decrease in LDL (“bad” cholesterol), a 12% decrease in triglycerides, and an 11.1% decrease in the total cholesterol/HDL (“good” cholesterol) ratio. (Usage and Efficacy)

P21: The combined effect of diet and guggulu at 36 weeks was as great as the reported lipid lowering effect of modern drugs. (Comparative Efficacy)

P21: Another double blind study of 228 individuals given either guggulu or the standard drug clofibrate. (Additional Evidence)

P21: (The study) found approximately equally efficacy between the two treatments for lowering cholesterol levels1. (Comparative Efficacy)

P22: Various mechanisms are proposed for the effects of Shuddha guggulu, one of which theorises that it may prevent cholesterol synthesis in the liver and increases catabolism (breakdown) of LDL cholesterol2,3 (Usage and Efficacy)

Reference:
If the studies and references are contextualized within the UAPRCD, the discourses are related to Research discourse, Findings and Abstract. On the other hand, if interdiscursivity and appropriation of generic resources (recontextualization of research discourse) are applied in the context of an UAPRCD-APRCD genre set, the contextualization is related to Branding, Usage and Efficacy, and also Treatment.

To summarize, appropriation of generic resources is not limited to the word or sentence level for branding. In leading a reader towards the brand or product, other forms of interdiscursivity are also appropriated. In this case, discourses and conventions are appropriated for branding discourses. On their own, the discourses and conventions are meant to be academic and research inclined. However, when the intention is to use them for branding, they are recontextualized through “branding” discourses which require exploitation of context and contextualization.

**Exploiting “Branding” Discourse among Genres**

In the earlier examples, the exploitation of “Branding” discourse which requires interdiscursivity of two genres could be identified at the reference, discourse and convention level. In this section, interdiscursivity of “Branding” discourse is identified at the genre level. The main reason is due to the item that is being advertised, and not because of the substances or products. This form of “Branding” discourse could be identified in the T4 - 4c genre set. It involves appropriation of several resources - excerpts from the T4 UAPRCD, the 4c advertisement (book blurb) and the visual (Front Book Cover) in 4c. The visual of the book cover in the advertisement is explicit and
clear enough for it to be read. The conventions in the visual helps the reader recognize it as a book cover.

Table 8.2

Interdiscursivity of the “Branding” Discourse among Genres

<table>
<thead>
<tr>
<th>T4 UAPRCD Conclusion (P15-16)</th>
<th>Book Blurb (in Book Advertisement)</th>
<th>Book Cover Page (in Book Advertisement)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Triad of heart health</strong></td>
<td>Triad of Metabolic Cardiology</td>
<td>Triad of Cardiac health</td>
</tr>
<tr>
<td>The Sinatra Solution</td>
<td>The Sinatra Solution – Book Title in Visual</td>
<td>The Sinatra Solution</td>
</tr>
<tr>
<td>US Cardiologist Dr Stephen Sinatra</td>
<td>Dr Sinatra</td>
<td>Stephen T. Sinatra, M.D., F.A. C.C.</td>
</tr>
</tbody>
</table>
| ...hydrosoluble CoQ10 together with L-Carnitine and D-Ribose... | D-ribose, coenzyme Q10, and L-Carnitine | ...Coenzyme Q10, L-Carnitine, D-Ribose...
| ...energy metabolism...       | ...metabolic support...           | Metabolic Cardiology                   |
| Dr Stephen Sinatra has discovered... | The secret is what Dr Sinatra calls the... | Discover the triad...                  |
| ... supplementation of ... | D-Ribose, coenzyme Q10, and L-Carnitine – help hearts build energy more quickly and use it more efficiently. The crucial compounds give hearts the metabolic support they need to build their energy pool and use it more efficiently. | ...Coenzyme Q10, L-Carnitine, D-Ribose. In combination, they help prevent and overcome chronic fatigue,... |
| ... the role of ... | This synergy is essential to restore energy drained by heart diseases and to protect hearts and muscles from the stress of oxygen deprivation or overwork. | Coenzyme Q10, L-Carnitine, D-Ribose. In combination, they help prevent and overcome heart disease, fibromyalgia, ... and Syndrome X. |
| The synergistic combination of these nutrients essentially charge up every cell in the body to function at optimal capacity. | ...working together, the three compounds... help hearts build... | ... the triad of cardiac health... In combination, they help prevent and overcome heart disease... |
| ... (With the 3 substances) one not only experiences renewed heart health with all the energy, one will also gain a greater sense of well-being. | If you or someone you love has heart disease, or is working hard to preserve cardiovascular health and wellness, you need to read this book. | New Hope for Preventing and Treating Heart Disease. |
The “Branding” discourse is direct and explicit compared to the earlier examples. The distinction in the interdiscursivity is due to the item which is being advertised. In this sample, the item is not a pharmaceutical product advertisement. Earlier examples involved appropriation of generic resources between substances in the UAPRCD and product in the APRCD. In this case, it is interdiscursivity between substances in the UAPRCD and also compounds (substances, not products) in the APRCD. Furthermore, due to the reason that the advertisement is not a pharmaceutical product advertisement, there is appropriation of “Branding” discourse at the genre level.

Although the case involves a book advertisement and discussion on compounds (substances rather than products), the names of the substances are almost similar. In addition, the book blurb and the cover of the book also provide information related to the conclusion in the UAPRCD. In fact, appropriation of three different genres should be scrutinized as it affects the generic integrity of the UAPRCD as an article and the book blurb in the book advertisement. The use of the visual at a clear visibility level, whereby the whole conventions could be used for interdiscusivity (almost identical and interchangeable with the book blurb and conclusion), would also affect the generic integrity of the UAPRCD-APRCD genre set.

*Exploiting Brand for “Branding” Discourse*

At the end of each UAPRCD, there is a sentence which mentions that the article is contributed by a company. In some cases, the name of the company is listed while in others, the name of the brand is listed. For example:
By indicating the name of the company or the name of the brand, the sponsor of the advertorial is actually “branding” the UAPRCD. This gives it an identity so that interdiscursivity could happen between the UAPRCD and the APRCD. Although it is a simple mention of the company’s name or the brand, it has vital implication.

In a way, by stating Himalaya Herbal Healthcare and Biolife, all the substances identified and discussed in T1 and T2 are connected to the respective brands. In other words, from being a substance Shuddha guggulu, it has now become Himalaya Herbal Care Shuddha guggulu. Likewise, the alpha Lipoic Acid is not just a substance but a product which is Biolife Alpha Lipoic Acid. In other words, the substance which is processed by the reader as a substance has undergone “Branding” discourse. The information will be identified with a brand or name, which is the name of the company or brand of the company. With such branding and identification through the “Branding” discourse, the possibility of interdiscursivity between the UAPRCD and APRCD has increased.

8.6.2 Discourse of Treatment

The previous section discussed about the exploitation of “branding” discourse for the interdiscursivity of the UAPRCD-APRCD genre set. The resemiotisation of the various discourses used for “branding” the generic resources changes the informative and
educational purposes of the UAPRCD-APRCD to promotional and advertising intentions after recontextualization and appropriation of generic resources.

This section will focus on the resemiotisation of the “treatment” discourses, especially on textual resources. Textual and visual resources are another aspect which can be appropriated to achieve promotional intentions. Although there are various types of textual resources which were discussed in earlier chapters, the focus in this section is on the textual resources which are related to the discourse of treatment, in particular the UAPRCD and APRCD titles. In addition, the researcher is aware of the visuals found in the UAPRCD and APRCD. The aim of the study is not on multimodal discourse issues. However, the researcher noticed that there is interdiscursivity and appropriation on visual resources which are related to the Discourse of Treatment. To reiterate, the two appropriations of textual and visual resources which discussed in connection with the Discourse of Treatment in this section are:

1. UAPRCD and APRCD Titles
2. Visuals in the UAPRCD and APRCD

Interdiscursivity of UAPRCD and APRCD Titles

The UAPRCD-APRCD genre set can be seen as a form of treatment discourse. The UAPRCD’s purpose is to provide educational and informative advice on a particular health and medical issue. On the other hand, the APRCD advertises and promotes products which are related to the substances recommended in the UAPRCD for the treatment of certain health and medical issues. The discourse of treatment can be
identified as treatment information (information the UAPRCD) and the recommended treatment (product in the APRCD).

In order to induce interdiscursivity between the UAPRCD and APRCD, the titles of the UAPRCD and ARPCD are appropriated so that the intended discourse of treatment could be linked and associated as the genre set. The following are resemiotisation of the titles of the UAPRCD and APRCD. This interdiscursivity and appropriation of textual resources enables the discourse of treatment to be combined and complete.

Table 8.3
Interdiscursivity between the UAPRCD and APRCD

<table>
<thead>
<tr>
<th>Text</th>
<th>UAPRCD Titles</th>
<th>Ad.</th>
<th>APRCD Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td><em>Herbs for high lipids</em></td>
<td>A1</td>
<td><em>Healthy with Herbs</em></td>
</tr>
<tr>
<td>T4</td>
<td><em>Heart Health</em></td>
<td>A4a</td>
<td><em>The Twin Pillars of Health</em></td>
</tr>
<tr>
<td>T5</td>
<td><em>The complete vitamin E family</em></td>
<td>A5</td>
<td><em>Antioxidant with 8 Members of Vitamin E Family</em></td>
</tr>
<tr>
<td>T6</td>
<td><em>Resveratrol, a heady vintage</em></td>
<td>A6</td>
<td><em>“French Paradox”</em></td>
</tr>
<tr>
<td>T7</td>
<td><em>Encouraging blood flow</em></td>
<td>A7</td>
<td><em>Lost that healthy glow?</em></td>
</tr>
<tr>
<td>T9</td>
<td><em>Energize your heart</em></td>
<td>A9</td>
<td><em>Hydrosoluble CoQ10 = Energy (ATP)</em></td>
</tr>
<tr>
<td>T10</td>
<td><em>D for the heart</em></td>
<td>A10</td>
<td><em>Vitamin D3 deficiency is linked to many health conditions</em></td>
</tr>
<tr>
<td>T12</td>
<td><em>Staying young at heart</em></td>
<td>A12</td>
<td><em>Active CoQ10</em></td>
</tr>
</tbody>
</table>

Apart from encouraging interdiscursivity between the UAPRCD and APRCD, the textual resemiotization also recontextualized the meaning of certain words or phrases the titles. The words or phrases may have different meaning when they are recontextualized in the discourse of treatment. The discourse of treatment has started even at the beginning of the text (at the title level). For example, the word “herbs” means “a plant with no woody stem” or “a plant valued for its flavour or scent”. However, in the context of “Herbs for High Lipids”, “herbs” means “a plant valued for
its medicinal properties, especially for treating the medical problem of having high lipids”. The discourse of treatment in the titles for the UAPRCD is more focused on Diagnosis than the Treatment and Substance. This appropriation of textual resources is intended to make the UAPRCD more academic and educationally inclined.

Table 8.4

<table>
<thead>
<tr>
<th>Text</th>
<th>Title of UAPRCD</th>
<th>Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Cause, Symptom, Diagnosis</td>
</tr>
<tr>
<td>T1</td>
<td>Herbs for high lipids</td>
<td>High lipids</td>
</tr>
<tr>
<td>T2</td>
<td>The universal antioxidant</td>
<td>(A required)</td>
</tr>
<tr>
<td>T3</td>
<td>The female heart</td>
<td>Female heart</td>
</tr>
<tr>
<td>T4</td>
<td>Heart Health</td>
<td>Heart Health</td>
</tr>
<tr>
<td>T5</td>
<td>The complete vitamin E family</td>
<td>(Incomplete)</td>
</tr>
<tr>
<td>T6</td>
<td>Resveratrol, a heady vintage</td>
<td>A heady vintage</td>
</tr>
<tr>
<td>T7</td>
<td>Encouraging blood flow</td>
<td>Blood Flow</td>
</tr>
<tr>
<td>T8</td>
<td>Discovering plant sterols</td>
<td>(Did not discover)</td>
</tr>
<tr>
<td>T9</td>
<td>Energize your heart</td>
<td>Heart</td>
</tr>
<tr>
<td>T10</td>
<td>D for the heart</td>
<td>Heart</td>
</tr>
<tr>
<td>T11</td>
<td>Feeling tired and listless</td>
<td>Tired and Listless</td>
</tr>
<tr>
<td>T12</td>
<td>Staying young at heart</td>
<td>Staying young at heart</td>
</tr>
</tbody>
</table>

All the titles identify a cause or symptom or diagnosis or indicate that there is a health or medical issue. For example, “The Female Heart” discusses issues and problems related to heart among the female population while “Encouraging blood flow” discusses the cardiovascular related concerns. Half of the titles recommended a form of treatment (e.g. herbs, antioxidant, Vitamin E). Most of the titles introduce a part of or both parts of the discourse of treatment by identifying the diagnosis or treatment or both. Such titles are intended to help prepare readers to either read a text on a medical/health issue.
which requires treatment or a text which recommends a treatment for a medical/health issue.

Textual resemiotization can also be identified in the APRCD. It recontextualized the meaning of words and phrases in the titles of the APRCD. The words or phrases may have different meaning when they are recontextualized in the discourse of treatment, in particular the emphasis on the product/substance. The discourse of treatment in the APRCD titles is focused on both Treatment and Product/Substance. Although less attention is focused on Diagnosis, there is still Discourse on Treatment. This appropriation of textual resources is to make the APRCD function more like an academic and educational inclined text/editorial rather than an advertising text/advertisement.

In T1 UAPRCD, the title is “Herbs for high lipids” while in A1 APRCD, the title is Healthy with Herbs. The discourse of treatment can be seen in the following examples. The first instance, “herbs” are recommended as treatment for the medical/health problem of “high lipids”. The second part, it is implied that one will be healthy (without high lipids) after taking the treatment (herbs). In T9 UAPRCD, diagnosis is of a heart which need to be “energized” is related in “Energize your heart”. The heart is “treated” with Hydrosoluble CoQ10 as the treatment for low ATP (energy) in A9 APRCD. The table on the next page further illustrates the appropriation of text in titles of APRCD for the discourse of treatment, in particular the promotion of substances/products within the titles.
Most of the titles in the APRCD still contain the Discourse of Treatment even though it is an advertisement. This will enable interdiscursivity on the Discourse of Treatment between the UAPRCD and the APRCD, thus reinforcing the genre set as a form of Discourse of Treatment with embedded promotional intent.
Interdiscursivity of Visuals in UAPRCD and APRCD

Visuals are not analysed in some genre based studies. The focus on such researches is on the textualization and organization of the text and genre. In the case of this study, visuals play a vital role in resemiotization of the UAPRCD and APRCD. Although the visuals of products can be associated with the discourse of branding, the focus in this section is to analyse the function and interdiscursivity of visuals in the discourse of treatment context. The researcher also noticed that the interdiscursivity and appropriation of visual resources in the discourse of treatment is related to the discourse of treatment within the UAPRCD and APRCD. In this case, the analysis on the use of visuals for discourse of treatment should not be limited to the form and function within a text or genre. This could be described through textualization and organization approaches. In the case of a genre set, the use of visuals is for interdiscursivity purposes and also for recontextualization of generic resources. A visual within a text/genre will realize the move and communicative purpose of the genre. However, the visual used in a genre set has a set of richer functions, especially in terms of interdiscursivity, recontextualization and resemiotization of the discourse of treatment.

The most basic function is found in the visual of the product. All the APRCD include a visual of a product which is related to the substance discussed in the UAPRCD. The discourse of treatment sequence can be seen as form of consultation in a doctor’s clinic or a pharmacy. In other words, the discourse of treatment between the visuals in the UAPRCD and APRCD are linked and this strengthens the interdiscursivity on treatment between the two genres.

UAPRCD (Diagnosis) ► Product Visual in APRCD (Treatment)
Doctors (Diagnosis) ► Prescription (Treatment)
Pharmacists (Advice) ► Pharmaceutical Product (Treatment)
The following description of visuals (Table 8.6) shows that the visuals found in the APRCD are not limited to visuals of pharmaceutical products.

Table 8.6
Interdiscursivity of Visuals in the APRCD

<table>
<thead>
<tr>
<th>Ad.</th>
<th>Visual Description in APRCD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad. 2</td>
<td>1. Visual of a girl shading her face from the sun. 2. Visual of products (Bio-Life Anti-FR + Selenium and Bio-Life Alpha Lipoic Acid 100mg)</td>
</tr>
<tr>
<td>Ad. 3</td>
<td>1. Visual of an elderly jogger. 2. Visual of a graph indicating measurement of CoQ10 declining with age. 3. Visual of products (Stay-well Q-Gel Vege, Q-Gel, Q-Gel Forte, Q-Gel Carni)</td>
</tr>
<tr>
<td>Ad. 4b</td>
<td>1. Visual of molecular structure of D-Ribose. 2. Visual of product (Live-well D-Ribose)</td>
</tr>
<tr>
<td>Ad. 6</td>
<td>1. Visual of product (Live-well JUVINE)</td>
</tr>
<tr>
<td>Ad. 7</td>
<td>1. Visual of a tired lady who is hailing for a cab. 2. Visual of product (Yomeishu)</td>
</tr>
<tr>
<td>Ad. 8</td>
<td>1. Visual of a happy man holding a plant pruned in the shape of a heart. 2. Visual of product (Blackmores Plant Sterols Plus) 3. Visual of logo (Over 70 years of Natural Health)</td>
</tr>
<tr>
<td>Ad. 10</td>
<td>1. Visual of 2 ladies and a man happily exercising in the sun. 2. Visual of the sun shining on product (Live-well Sunshine Vitamin –D3)</td>
</tr>
<tr>
<td>Ad. 11b</td>
<td>1. Visual of product (Nuvaceuticals Hydro A10)</td>
</tr>
</tbody>
</table>
The visuals in the APRCD serve as a discourse of treatment within the advertisement. While the visual of the products serve as the “treatment”, the other visual serves as a description/depiction of the cause or medical/health problem. The interdiscursivity of visuals from different sources and for different functions/aspects of the discourse of treatment shows that resemiotisation and appropriation of generic resources is exploited. In other words, the visuals functions beyond their original meaning. For example, Ad. 2, the visual of “a girl shading her face from the sun” has several functions beyond “trying to protect from the scorching heat or blinding rays.” The recontextualization for the discourse of treatment points to the direction that the girl is suffering from oxidation, radiation and trauma on her skin and eyes (cause). To treat the cause, the APRCD projects the pharmaceutical product (Bio-Life Anti-FR + Selenium and Bio-Life Alpha Lipoic Acid 100mg).

The visual of the product in an APRCD plays an important role for genre construction and genre type. If an advertisement does not contain a pharmaceutical product visual, it cannot be identified as a pharmaceutical product advertisement. It will be an editorial or advertorial if there is no visual of the product, especially in the case of pharmaceutical product advertising because a pharmaceutical product advertisement requires approval and a reference number.

The pharmaceutical product visual also serves as the result of a consultation (the interdiscursivity between doctor/UAPRCD and patient/APRCD – outcome of a discourse of treatment). At the end of a consultation, a prescription of medicine will be
made. Likewise, the interdiscursivity between the UAPRCD and APRCD leads towards the product. When the reader reads the APRCD, he or she will be at the prescription stage. The APRCD and product visual function as the prescription aspect in the discourse of treatment. At this stage, the APRCD not only “branded” the substance through the visual of the product but also indirectly “prescribes/advertises” the product.

Apart from functioning as a reference, the APRCD also proves authenticity of the product by showing the visual of the product. The visual of the products approved for advertising are usually accompanied with an advertising reference number. The number is usually placed near the visual of the pharmaceutical product. This indirectly endorses the product in the discourse of treatment. The resemiotisation of the reference number changes from a “reference for advertising approval” to a “certified and approved product”. The recontextualization of the reference number has appropriated it as an endorsement for the product, which indirectly endorses the “treatment” proposed in the UAPRCD. A good visual of the product also plays a role in helping one find the “treatment” at the pharmacy.

**UAPRCD (Substance: Shuddha Guggulu)**  
► Product visual in APRCD serves as a reference for product *Himalaya Shuddha Guggulu.*

**UAPRCD (Substance: Shuddha Guggulu)**  
► Product visual in APRCD “brands” and endorses the substance in *Himalaya Shuddha Guggulu.*

**UAPRCD (Substance: Shuddha Guggulu)**  
► Product visual in APRCD with an advertising reference number shows authenticity and endorsement for *Himalaya Shuddha Guggulu*  
**KKLIU 0004/2005/AK.**

**Good visual of product in APRCD (box/bottle, label, brand, name, substance)**  
► Identification of product (treatment) on the display shelf.
From the examples, it is noticeable that the product visual has multiple functions. Therefore, it should not be identified as just a visual but a form of discourse which serves as a catalyst for interdiscursivity among other generic resources. Due to the interdiscursivity of resources between the UAPRCD and APRCD, the function of the product visual in the APRCD has been appropriated due to recontextualization and resemiotisation in discourse of treatment context.

The following table shows the different aspects of the discourse of treatment found in the UAPRCD.

Table 8.7

<table>
<thead>
<tr>
<th>Text</th>
<th>Visual Description and Caption in UAPRCD</th>
</tr>
</thead>
</table>
| 1    | 1. Visual of foods with high lipid levels. (Cause)  
“Simple dietary measures can be taken to help control lipid levels.” (Prevention)  
2. Visual of substance (guggulu) extraction (Substance)  
“The tree secretes the substance guggulu (a gum resin) when its bark is injured.” (Substance) |
| 2    | 1. Visual of yams, a source of antioxidant. (Source)  
“Antioxidants are found naturally in a wide variety of plants, including yams.” (Source) |
| 3    | 1. Visual of three joggers (one is a woman). (Diagnosis)  
“Today, heart disease affects women no differently than men.” (Diagnosis)  
2. Visual of a graph indicating measurement of CoQ10 in heart tissue.  
“Measurement of CoQ10 in heart tissue.” (Diagnosis)  
Title of visual - “How much CoQ10 have you lost?” (Diagnosis) |
| 4    | 1. Visual of a 3D heart.  
“The highest concentration of mitochondria is in the heart, with about 5,000 in each cell.” (Cause) |
| 5    | 1. Visual of a polluted environment in a densely populated area. (Cause)  
“Free radicals are generated when the body is exposed to pollutants from air and water, intense sunlight and chemicals (carcinogens).” (Cause)  
2. Visual of a man smoking a cigarette. (Diagnosis)  
“Tobacco smoke increases free radicals significantly, which is one of the reasons why smokers have a much higher risk of developing lung cancer. – AFP photo.” (Diagnosis) |
| 6    | 1. Visual of a bunch of grapes. (Source)  
“Resveratrol, a compound found in grapes and Japanese knotweed, has been found to extend the lifespans of lower organism & fish.” (Treatment) |
1. Visual of watermelons. (Source)
   "Tomatoes, carrots, watermelons and papayas are rich in lycopene. (Source) These foods can help reduce arterial hardening and prevent the build-up of plaque in the arteries, ensuring healthy blood circulation." – AFP. (Treatment)

8 1. Visual of processes in lowering cholesterol by plant sterols. (Treatment)
   "Plant sterol work by reducing the absorption and re-absorption of cholesterol, increasing its removal from the body in the faeces. Source: Blackmores." (Treatment)
   Title of visual – How do plant sterols lower cholesterol? (Treatment)

9 1. Visual of people cycling to work in the rain. (Prevention)
   "Regular exercise lowers blood pressure, which in turn reduces heart disease risk." – AP (Prevention)

10 1. Visual of a 3D heart. (Diagnosis)
   "Quite a few studies are now finding a link between heart health and vitamin D levels in the body." (Diagnosis)

11 1. Visual of elderly men talking. (Diagnosis)
   "With age, CoQ10 levels are dramatically depleted." (Diagnosis)
   2. Visual of many types of pills and capsules. (Cause)
   "Commonly prescribed medications such as cholesterol-lowering drugs (statins) and blood-pressure lowering drugs (beta blockers) can block the production of CoQ10." (Diagnosis)

12 1. Visual of an elderly man practising Qi Gong. (Diagnosis)
   "Once past 50 years of age, the body's CoQ10 production drops drastically, and the ability to convert regular CoQ10 to the active form also diminishes." – AFP (Diagnosis)
   Title of visual – The role of the active form of Coenzyme Q10 in protecting and re-energizing the ageing body. (Treatment)
   2. Visual of a 3D heart. (Cause)
   "Hard worker: An adult heart pumps about 7,000 liters of blood daily." (Cause)

The visual and captions found in the UAPRCD have embedded functions, especially when there is interdiscursivity between the UAPRCD and APRCD. All the visuals and captions provide discourse of treatment which focuses on the diagnosis and treatment. In the visuals and captions found in the UAPRCD, the information on treatment is limited to describing the sources of the substance which can be used for treatment. For example; there are visuals of yams, guggulu, grapes and watermelons.

The visuals and captions in the UAPRCD also provide information about the causes. Causes are a part of the discourse of treatment. Some examples of causes are high lipid
foods, polluted environment, overworked heart and beta blockers. In addition to causes, visual and captions on diagnosis are also provided. Diagnoses that are found in the discourse of treatment are that: age depletes CoQ10 levels; there is a link between vitamin D levels and heart health; smokers have a higher risk of developing lung cancer; and statins and beta-blockers can block production of CoQ10.

The discourses of treatment also involve prevention and treatment measures. Some of the prevention measures include dietary measures and regular exercise while treatment measures include substances such as Resveratrol, Lycopene and plant sterols. Based on the examples, it can be noted that the discourse of treatment is not limited to just treatment but all the other aspects which lead towards treatment.

In some of the UAPRCDs, the appropriation of visual resources exploits the use of attention getter (visuals), a summary (captions) and an introduction (titles). They serve as a preview of the discourse of treatment for the text. For example, UAPRCD 12 provides the following:

Visual 1 - An elderly man practising Qi Gong. (Attention getter: Diagnosis of an old but healthy and fit man)
Caption 1 - “Once past 50 years of age, the body’s CoQ10 production drops drastically, and the ability to convert regular CoQ10 to the active form also diminishes.” – AFP (Diagnosis)
Title of Visual 1 – The role of the active form of Coenzyme Q10 in protecting and re-energizing the ageing body.

Visual 2 - A 3D heart. (Attention getter: Cause)
Caption 2 - “Hard worker: An adult heart pumps about 7,000 liters of blood daily.” (Cause)

From the visuals, captions and title, one will be introduced to the discourse of treatment in stages. The most prominent visual in the UAPRCD is the visual of the 3D heart even though it is placed at the bottom half of the text. One will notice the 3D heart in a lying
position, unlike normal in a upright position to indicate an ailing or tired heart. The visual covers almost a third of the text and is more significant than the visual of the old man. The first attention getter is actually the 3D heart which introduced the first aspect of the discourse of treatment – the cause – through the visual of a “laying/resting” position. The caption indicates the cause by describing it as a “Hard worker”. The discourse of cause is further strengthened with a scientific evidence in the caption: “An adult heart pumps about 7,000 litres of blood daily. – AFP. The source (AFP, even though is from a news entity) provides evidence that it is a fact. If viewed from a promotional perspective, resemiotization of the visual indicates that everyone’s heart is aging and will be exhausted. Further appropriation of the visual resource indicates that the cause may be detrimental (heart model in laying position).

The next stage of the discourse of treatment continues with the visual of the old man. This old man looks healthy and he is performing the Qi Gong, a form of martial art.
which relates to stability and inner energy. In fact, one will take notice the title almost immediately and read it because it describes the visual, “The role of the active form of Coenzyme Q10 in protecting and re-energising the ageing body”. The reader will continue to read more to understand the visual. With the appropriation of the title and caption, “Once past 50 years of age, the body’s CoQ10 production drops drastically, and the ability to convert regular CoQ10 to the active form also diminishes”, the resemiotisation of treatment points to CoQ10 rather than healthy lifestyle or Qi Gong. The resemiotization and appropriation of visual resources could be seen in the visual and title in the case of discussing treatment. If the visual is analysed independently, one will associate Qi Gong or healthy lifestyle as a possible be a treatment for the ailing heart. However, with the visual of the old man in context of discourse of treatment, it is projected as the prevention and prognosis.

![Visual of an Elderly Man Practising Qi Gong (Visual 1) in UAPRCD 12](image)

**Figure 8.2**

Visual of an Elderly Man Practising Qi Gong (Visual 1) in UAPRCD 12
The recontextualization of discourse of treatment emphasizes the title and caption of the visual rather than the visual by offering a form of treatment. The discourse of treatment is now appropriated as the treatment in three aspects: the treatment (the title of the visual emphasizing on substance - active form of Coenzyme Q10 protect and re-energize the ageing body); the cause (the caption of the visual emphasizing on the deficiency of the substance - once past 50 years of age, the body’s CoQ10 production drops drastically, and the ability to convert regular CoQ10 to the active form also diminishes. –AFP; the projection/prediction of such treatment or prognosis (appropriating the visual – the outcome of treatment will be like an old but healthy man). From the analysis, it can be noticed that visuals, captions and titles should not be analysed independently. Contextualization is important in the investigation of resemiotization, appropriation of textual, visual and discourse resources.

At this point, the contextualization and discourse of treatment is analysed at the UAPRCD (genre/text level). There are more opportunities for recontextualization, resemiotization and appropriation of various resources when the interdiscursivity of the UAPRCD and APRCD are analysed as a genre set.

Before analysing the interdiscursivity in the T12-A12 genre set, the analysis of the A12 APRCD is necessary to contextualize the genre and the discourse of treatment. Within the APRCD, it is noticed that the discourse of treatment also comprises various aspects. The following is the A12 APRCD sample description of the visuals starting from the top and left side:

1. Visual of a glowing heart.
3. Visual of a product (Stay-well Active Q100mg)
5. Glowing effect.
The visuals can be analysed independently. However, in this research, the visuals will be discussed in context of a genre (APRCD) and genre set (UAPRCD-APRCD), and also as a realization of a discourse of treatment. Like other discourses, visuals are not independent discourses/texts, they are a part of other texts/discourses. In this case, the visuals can be associated with the discourse of treatment as the advertisement (Advertisement 12) is advertising and promoting a form of treatment. In other words, both visual and text are complements of each other in the realization of the purpose/intention of publishing the advertisement.

(Advertisement 12)
The focal point of the advertisement is the visual of a healthy and fully alert elderly office worker. It is the largest visual which occupies about a third of the centre area of the advertisement. Beside the visual are discourses related to diagnostic procedures, which are a part of the discourse of treatment: *Past 50 years old?; Feel constantly tired and weak?; Take statin drugs daily?; and Visit the doctor regularly?* In the discourse of treatment, the healthy specimen is not an indicator of cause (health problem) but one who has positive result based on the diagnostic questions. The resemiotization of the diagnosis and the visual of the healthy elderly man show that appropriation of the generic resource (prognosis or projection), whereby the sample has undergone treatment and the treatment shows positive results. At this point, the reader may be interested to identify the treatment for the old and again, in order to remain healthy and energized.

The treatment is “highlighted” above the man with the visual of a glowing heart. The glow is also associated with the glow which is coming behind the man. In fact, the glowing effect is also extended to the product and the healthy looking elderly female jogger. The visual effect of the glow serves as an appropriation of the “glowing” effect which is used as a “guide” for interdiscursivity of the discourse of treatment. The path of interdiscursivity usually starts with the main visual. It begins with causes “age, weakness, drugs”, which is connected to prevention “to protect and re-energize, helping stay healthy and young at heart”, which is linked to treatment “Stay-well Active Q100mg”, and which is related to prognosis “feel even younger & more energetic”. This is the interdiscursivity of discourse of treatment, the resemiotization and appropriation of text-visual resources within the APRCD or genre level.
The discourse in visual-text and discourse of treatment is not complete if the UAPRCD and APRCD are not analyzed as a genre set. This will help chart the interdiscursivity in the genre set.

**Table 8.8**

Interdiscursivity, Re-semiotization and Appropriation of Text-Visual Resources of the UAPRCD and APRCD Genre Set

<table>
<thead>
<tr>
<th>The main visual</th>
<th>The main text</th>
<th>The supporting text</th>
<th>The supporting visual</th>
</tr>
</thead>
<tbody>
<tr>
<td>“laying and tired” heart</td>
<td>Coenzyme Q10</td>
<td>CoQ10</td>
<td>Active Elderly Qi Gong male practitioner</td>
</tr>
<tr>
<td>Interdiscursivity of Cause - Hard worker: An adult heart pumps about 7,000 liters of blood daily (caption)</td>
<td>Interdiscursivity of Treatment – The role of the active form of Coenzyme Q10 in protecting and re-energising the ageing body. (Title of visual) Resemiotization of Text (Coenzyme Q10) – Prescription Embedded – “Branding” substance Coenzyme Q10</td>
<td>Interdiscursivity of Prevention – Once past 50 years of age, the body’s CoQ10 production drops drastically, and the ability to convert regular CoQ10 to the active form also diminishes. –AFP. Therefore, need CoQ10.</td>
<td>Interdiscursivity of Prognosis of Visual – A healthy elderly man practising Q-Gong.</td>
</tr>
</tbody>
</table>

The contextualization of the interdiscursivity contributes to understanding that visual and text do not have the same communicative purpose when they interact in a context. In this analysis, they project a network of discourses even though only a few generic resources and rhetorical strategies are applied. It goes to show that visual-text
combination is a powerful form of discourse, in particular for advertising and promotional purposes. The interdiscursivity could be seen in two different but complimentary genres. They are almost similar in many ways. This, according to Bazerman (1994: 97), refers to the “concept of systems of genres, which refer to all ‘the interrelated genres that interact with each other in specific settings”.

Table 8.9
Interdiscursivity of Visuals of the UAPRCD and APRCD Genre Set

<table>
<thead>
<tr>
<th>The main visual</th>
<th>Second Important Visual</th>
<th>Third important Visual</th>
<th>Additional Visual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Elderly Man</td>
<td>Heart</td>
<td>Glowing Product</td>
<td>Active Elderly Female jogger</td>
</tr>
<tr>
<td>Glowing highlight</td>
<td>Glowing highlight</td>
<td>Glowing highlight</td>
<td>Glowing highlight</td>
</tr>
<tr>
<td>Resemiotization – Healthy man</td>
<td>Resemiotization – Glowing Heart</td>
<td>Resemiotization – Good product (Now in Malaysia! Better)</td>
<td>Resemiotization – Active despite age/old</td>
</tr>
</tbody>
</table>

The UAPRCD and APRCD, at this point, is proven to be interrelated in many ways, interdiscursivity, resemiotisation, appropriation of generic resources (text, visual and discourses). As a genre set, these promotional and advertising aspects become even
more significant and effective through repetition and reinforcement. The whole UAPRCD, when contextualized further and appropriated with the resources from the APRCD, will make the genre set a formidable promotional and advertising approach.

8.6.3 Legal Discourse

Apart from Branding discourse and Discourse of treatment, Legal Discourse is also appropriated for private intentions. In general, the UAPRCD contains health and medical information. “Branding” discourse on selected target substances for advertising and promotional purposes is also found embedded and mixed in the UAPRCD. Unlike the “Branding” discourse which is implicit, the addition of the legal discourse in the form of a disclaimer at the end of the UAPRCD is explicit. With the addition, it creates a situation which further affects the generic integrity of the UAPRCD as an informative and educational genre on health and medicine. This is because a disclaimer is not a discursive practice in articles written by medical professionals. Likewise, legal discourse is not a disciplinary culture within the medical domain.

A disclaimer involves a statement which is intended to stipulate or delimit the scope of rights and obligations that may be exercised or enforced by relevant parties in a legally recognized association. In other words, the disclaimer in the UAPRCD is a form of legal discourse which specifies and limits the legal rights of the reader of the UAPRCD. The disclaimer also functions as a legal discourse which states the contexts that involve uncertainty and risks. Apart from this, it states a waiver. In the context of the UAPRCD, the legal discourse in the disclaimer which discloses uncertainty, risks and
waiver is inclined towards the industry regulation (publishing and advertising) rather than the disciplinary domain regulation (medicine).

Based on earlier contextualization analysis, an article which is contributed by a medical professional is not usually accompanied with a disclaimer. However, a text will be accompanied by a disclaimer if there is no identification of the author; if it is contributed by a profitable entity; if it is written by a journalist; and also if it is written by a medical professional who represents or is related to a profitable entity. All the UAPRCD in this study has a disclosed disclaimer at the end of the text and this corpus is related to the second description on the use of a disclaimer

Disclaimers are usually identified clearly whether they are in fine prints or otherwise. They are usually labelled so that the reader could relate it as a type of legal discourse. Most disclaimers have titles or labels before the text or at the beginning of the text. For example; Disclaimer, Warning, Disclaimer Notice, Legal Disclaimer, Statement of Disclaimer or Disclaimer of Liability. All the disclaimers found in the UAPRCD of this study are either without a title or not labelled. Without the labelling and disclosure, the reader may not be aware of the importance of the disclosed legal discourse. Therefore, they may not know the context of the text and the disclaimer, and their legal rights if they skip the “disclaimer”.

The “disclaimer” provided at the end of the UAPRCD comprises not only legal discourse but also promotional/advertising discourse even though legal discourse is the main part of “disclaimer”. The “disclaimer” begins with promotional/advertising discourses. They serve as interdiscursivity links to the pharmaceutical company and the APRCD. For example:
T1: This article is courtesy of Himalaya Herbal Healthcare. For more information, e-mail starhealth@thestar.com.my. (Promotional and Advertising Discourse) The information provided is for educational purposes only and should not be considered as medical advice. The Star does not give any warranty on accuracy, completeness, functionality, usefulness or other assurances as to the content appearing in this column. The Star disclaims all responsibility for any losses, damage to property or personal injury suffered directly or indirectly from reliance on such information. (Disclaimer - Legal Discourse)

T8: This article is courtesy of Blackmores. For more information about this article and last week’s “I am cholesterol”, visit www.blackmores.com.my. …

T9: This article is courtesy of Live-well Nutraceuticals. For more information, please consult your pharmacist; call Live-well INFOLine 03-61426570 or e-mail info@live-well.com.my. ...

From the examples, promotional and advertising discourse is embedded at the beginning of the “disclaimer”. This genre mixing between promotional and legal discourses will result in genre bending of the “disclaimer”. By appropriating the generic description of the discourse by not labelling the UAPRCD, the readers may not be informed appropriately on the importance and severity of the disclosed legal discourse. On the other hand, by appropriating the generic structure by mixing the legal and promotional discourses, the reader’s attention is distracted because the reader may focus on the promotional/advertising discourse after reading the UAPRCD. If they have interdiscursivity with the APRCD without reading the disclaimer or reading it carefully, they risk believing that the UAPRCD is actually an article written by medical professionals and thus, make assumptions that the APRCD is the Prescription part of the informative and educational UAPRCD, which focuses on Treatment.
The legal discourse in the disclaimer found in the UAPRCD mainly describes three issues. The disclaimer begins by describing the uncertainty and risks. It continues with the disclosure of a waiver. It ends by specifying and limiting the legal rights. The following are some examples of the legal discourses:

**Describing uncertainty and risks**

T1: *The information provided is for educational purposes only and should not be considered as medical advice.*

T12: *The information provided is for educational and communication purposes only and it should not be construed as personal medical advice. Information published in this article is not intended to replace, supplant or augment a consultation with a health professional regarding the reader’s own medical care.*

**Disclosing a waiver**

T1: *The Star does not give any warranty on accuracy, completeness, functionality, usefulness, or other assurances as to the content appearing in this column.*

**Specifying and limiting legal rights**

T1: *The Star disclaims all responsibility for any losses, damage to property or personal injury suffered directly or indirectly from reliance on such information.*

Eleven (11) out of the twelve UAPRCDs have a disclaimer which is shown in the examples. Only T10 and T12 have a more detailed description for describing uncertainty and risk. Only one UAPRCD is written by a TCM practitioner (not a professional doctor). The article is sponsored by a business entity. The following is an analysis of the disclaimer:
From discourse/genre perspective, the writer has used legal discourse in a disclaimer. He has described three descriptions on uncertainties and risks. However, only the publisher is linked with the disclosure of a waiver and the specification and limitation of legal rights. Such publication may or may not make the writer a legal liability. Likewise, the publisher may or may not be legally liable for the publication due to the number of grey areas in the tactical and professional space (Bhatia 2004 p 19).

The analysis shows that certain professional practice requires the use of a Disclaimer as part of the professional practices and culture. If that is the case, the most likely party which is most relevant to the Disclaimer and which will benefit most from it is the sponsor of the UAPRCD. By indicating the company’s name in the advertising and promotional discourse which is embedded at the beginning of the Disclaimer, the company has been identified as the sponsor rather than the producer/writer of the text. Likewise, the newspaper has been identified as the publisher of the text. Without the
disclosure of the producer/writer of the text, there is no party to which can be made responsible for the UAPRCD. From these appropriation of generic resources and use of rhetorical strategies such as the usage of a disclaimer without labelling and legal discourses, it shows that the social pragmatic space offer numerous opportunities to undermine and bend the professional genres and practices of the colonized domain (Medicine).

By reframing the disclaimer though the omission of the label “Disclaimer” and also by mixing advertising and legal discourse, the “disclaimer” is reformulated in a less threatening legal text. The resemiotisation of the advertising and promotional discourse could be seen in the synergistic effect of mixing with the legal discourse. In other words, the combination of legal and promotional discourses projects the use of advertising and promotional discourse as a “legal” discursive practice, thus, legalizing the advertising intentions even though it is not a part of the discursive culture of the medicine domain.

The most significant and important appropriation of generic resources is the recontextualization of the UAPRCD through the use of legal discourse and a “disclaimer”. The publisher and business entity can claim that the disclosure of the “disclaimer” is carried out. However, this is carried out deceptively at the end of the UAPRCD to safeguard the interest of the publisher and the sponsor of the advertorial (pharmaceutical product company or retailer) from any legal liability. In other words, the disclosure of the “disclaimer” provides a recontextualization of the UAPRCD which favours the publisher and business entities.
Even though the “disclaimer” is provided, the reader may not be able to identify the recontextualization of the situation which protects publisher and the sponsor of the UAPRCD and also, enables the publication of the UAPRCD. The appropriation of various generis resources is needed for recontextualization purposes in order to address issues such as the UAPRCD is not written by a medical professional, instead it is written by writer who is not a medical professional or a writer whose identity needs to be kept anonymous.

While the use of disclaimers and legal discourses is more common in the discursive practices in promotional and advertising genres, medical doctors do not or do not need to use such legal discourses in medical genres such as the journal articles or informative and educational articles published for the public. In other words, they do not need to state a disclaimer to disclose a waiver or specify and limit legal rights even if they want to describe uncertainties and risks. A medical professional is accountable and liable for publications as they are bound by professional codes and ethics.

In the case of pharmaceutical product advertising, risk and uncertainties are discussed using medical and pharmaceutical discourses, especially on contraindications, side effects and imperative doctor talk. This was shown in using Moses’ (2000) model in framing the generic structure of the UAPRCD in Chapter Five. Legal discourses are not used in describing risks and uncertainties in pharmaceutical texts/genres. While risks and uncertainties are discussed in Medicine through discourses on Cause, Symptoms, Risk Factors, Prevention and Treatment, they are discussed in Pharmaceutical Product Description through Precaution, Side Effects, Warnings, Contraindications, Adverse Reactions and Overdosage. The Pharmaceutical Product Description is usually found in package inserts which provides additional information.
about the drug. Such information and discourses will be avoided in the UAPRCD because they may affect the advertising and promotion of the substance in the UAPRCD and the product in the APRCD.

However, one UAPRCD included the discourse of pharmaceutical product description. T1 provides a Precaution section for targeted substance guggulu. The embedding of the Precaution section recontextualizes the UAPRCD and projects it as an accountable and reliable educational and informative text. It is noticed that the provided precautions are actually a combination of other discourses found in the pharmaceutical product description. The discourses are identified in the parentheses as follows:

**Precautions**

P24 Those with thyroid disorder should either avoid guggulu or be monitored closely as guggulu may lower thyroid-stimulating hormone levels. (Adverse reaction – contraindication, side effects)

P25 Pregnant women should also avoid guggulu since guggulu gum resin appears to stimulate uterine contraction. (Warning – side effect contraindication)

P26 People with other cholesterol-lowering medication should consult their doctor before combining guggulu with their normal medications. (Precaution – drug interaction)

P27 Guggulu may possibly interact with diltiazem, propranolol and anticoagulants. (Precaution – drug interaction)

For T1, the UAPRCD has included the pharmaceutical product discourse under the section Precaution for the substance guggulu. The UAPRCD also included a disclaimer at the end of the text. While the Precaution section is a standard discursive practise in pharmaceutical product description, the disclaimer is a measure used in most advertising and promotional discourses. This is another case whereby the amount of appropriation of generic resources affects the generic integrity of the genre.
At this point, the contextualization of the UAPRCD shows that there is an amount of recontextualization, reframing, resemiotisation and reformulation of the “disclaimer” The interdiscursivity and appropriation of legal discourses through genre-mixing, genre embedding, genre bending, genre hybridization and exploitation of rhetorical strategies contributes to more fragility to the UAPRCD’s generic integrity.

8.6.4 The Discourse of Medical based Resources

In order to colonize the targeted domain (Medicine), there is a need to exploit the medical based resources. Exploiting such professional resources requires professional expertise in order to enable the integration of the discourse of professional resources with the discourse of advertising and promotion through interdiscursivity. The level of interdiscursivity and exploitation of generic resources in the UAPRCD-APRCD genre set identifies two issues; firstly, the effects on the generic integrity of genres produced, especially the mixed and hybridized genres; and secondly, the inability of the colonized domain to reduce or eradicate such invasive discursive practices.

Interdiscursivity and appropriation of generic resources between professional practices within a domain does not affect the generic integrity of the development of the genre involved. For example, the mixing of pharmaceutical discourses in health or medicine will not affect the generic integrity of the genre to the extent of creating a generic conflict. This is because the bound by or controlled by the common professional procedures and professional culture within the domain. However, if appropriation of generic resources is between/among professional practices from across domains, the
generic integrity of the genre involved may be affected tremendously. This is because it involves medical professional practices and professional cultures which may be contrastive rather than complementary of each other. From the business domain, the promotional and advertising practices are usually regarded as aggressive invading medical practices. There is usually resistance in accepting such practices, especially in specific discipline culture domains such as Medicine.

In this research, the colonization of the targeted domain is carried out despite resistance in the form of regulatory measures implemented by the gatekeepers of professional cultures within the Medicine domain. In order to not to be entirely rejected or opposed, the colonization is carried out in a subtle and deceptive manner. Instead of replacing the professional practices in the targeted domain, the professional practices in the targeted domain are adopted and appropriated. This could be seen in the case of attempting not to use advertorials, which is an advertising and promotional genre. To replace the advertorial, the genre as in the article which is written by medical professional for the public is adopted. To achieve this, the UAPRCD, which is an advertorial is appropriated to resemble and function like the article. Even though this new discursive and professional practice retains the functions of the article which is to inform and to educate for health and medical purposes, it also projects and complements advertising and promotional purposes.

Instead of invading or intruding the Medicine domain directly with professional advertising and promotional practices such as the advertorial, the appropriation of professional resources is carried out to make the UAPRCD resemble like an article but function like an advertorial. This will help to assimilate the UAPRCD among the other articles and accepted as an article. This approach can be seen as a form of colonization.
within a targeted domain. Colonization can also be implemented from the boundaries of the targeted domain. This could be seen in the APRCD which contain a significant amount of the targeted professional resources. This diffuses the treat of an advertising and promotional. It secures a place at the boundaries of the targeted domain because it projects less advertising and promotional purposes but projects more educational and informative purposes even though it is an advertising and promotional genre (advertisement). This can be seen as a form of colonization from outside the targeted domain.

(Advertisement 8)
The interdiscursivity and appropriation of professional resources can be seen in the following example genre set - T8, UARPCD and A8, APRCD. Professional resources found in the UAPRCD and APRCD are usually appropriated to project claims.

Text 8 (UAPRCD – Discovering Plant Sterols)

Appropriating Professional Research Claims

P3: In fact, a meta-analysis of 41 trials has shown that intake of 2g per day of sterols reduced low-density lipoprotein (LDL) by 10%. The analysis found that the effects of the sterols were additive with diet or drug interventions (ie. rendered even more effective with such interventions).

P15: The studies that have been conducted on plant sterols show that its effects appear to be independent of the diet of the participants. This has prompted some to make the observation that plant sterols work, even in those who do not observe a healthy diet.

From the two examples found in UPARCD T8 shows appropriation of professional research claims. While the texts looks authentic or resemble excerpts from a research article, there is no citation or proper referencing. The intention of providing professional resources such as these is to make the UARPCD resemble like a research article. This appropriation of claims is to increase the trustworthiness and credibility of the UAPRCD in general and the projected substance in particular.

Appropriating Claims by Professional Authorities

P11: The safety aspects of sterols have been addressed by various agencies worldwide. The US Food and Drug Administration has classified it as Generally Recognized as Safe (GRAS). It has also authorized the claim that foods containing plant sterols may reduce the risk of coronary artery disease.

P19: The studies that have been conducted with plant sterols have observed that the 2g daily intake of sterols effectively lowers LDL levels, with
no serious side effects or health risks. They have also found that additional intake beyond the 2g has no additional LDL-lowering effects. This is reflected by the Australian Heart Foundation’s recommendation of a daily intake of 2 -3 grams of plant sterols per day for certain individuals.

Apart from using researches or research information to make claims, appropriation of medical based resources can also be identified in claims or discourses made by professional authorities. The sources of such claims are not provided in the UAPRCD. Professional Authorities’ claims are usually regarded as facts and a reliable source of information. When such claims are embedded and mixed with other research claims, the “credibility” of the information on the substance is increased.

**Appropriating Claims by “Professionals”**

P5: According to naturopath Monitar Tan, who is a trainer and health consultant at Blackmores, taking plant sterols, along with other measures to reduce cholesterol, such as regular exercise and a healthy diet, can effectively lower LDL levels.

P24: She emphasizes that plant sterols are largely used as a treatment measure, especially for those with elevated cholesterol levels.

There are also claims made by “professionals” who are not medical professionals. The “professional” may qualify to make claims or to endorse alternative medicine such as diet and lifestyle. At this point, the claims made by non-medical professionals may be accepted as they are placed among the claims made by other “authorities”. Endorsing a substance (Sterol) which leads to the endorsement of the product (Blackmores Plant Sterol) may be inappropriate even though it is a supplement used for reducing cholesterol because there is interdiscursivity of aspects such as sterols-cholesterol-heart diseases.
Even though the UAPRCD T8 provides a list of references at the end of the text, there is no proper referencing for the claims made by the various “authorities” in the text. None of the following references are cited in the UAPRCD even though they are listed.

Text 8 (ARPRCD – Today I’m going to start living healthier and heartier)

References:

Appropriating Professional Research Claims

Unlike the UAPRCD, the APRCD provides a form of referencing link (*) even though it is not used in research articles. The following research article excerpts are the main texts of the APRCD. There is no explicit promotional discourse in the APRCD. Instead, it appropriates the research discourse to make professional research claims on the product – Blackmores Plant Sterols Plus. Paragraph 1 (P1) provides the claims made by “Research” (Professional article) on plant sterols. To verify it, the reference is provided in paragraph 3. Blackmores Plant Sterols (Product) and Blackmores (Brand)
is embedded in the continuation of the professional research claims/discourse in paragraph 2.

P1: Research suggests that daily intake of 2 gm of plant sterols helps your body to maintain a healthy lipid profile.* Plant sterols are naturally found in plants but can’t be produced by the human body.

P2: Blackmores Plant Sterols provides a natural way to replenish your daily plant sterol needs. Combine this with a healthy lifestyle and diet, and make today the day you start living healthier and heartier with Blackmores.


From the earlier discussion, the UAPRCD can be seen as a form of colonization from within the medicine domain, with advertising/promotional discursive practice colonizing the professional practice (articles written by medical professionals). However, instead of colonizing the professional practice with advertising/promotional practice (advertisor), medical professional discourses (claims) and resources (researches, authorities, “professionals”) are appropriated for promotional intentions.

On the other hand, it is noted that the APRCD can be seen as a form of colonization from outside the Medicine domain because it is a recognized promotional genre. Instead of colonizing the Medicine domain like the UAPRCD, it retains its status as a promotional genre. The appropriation of professional resources and discourses promotes interdiscursivity between medical research discourses and promotional discourses in the APRCD. As a result, the company is able to exploit the “claims” and promote the product. The appropriation of “claims” from medical research resources, professional authorities and “professionals” can be associated with recontextualization.
(e.g. a non authorized/cited claim becomes a “claim”) and reframing (e.g. research excerpt in advertisement) of medical resources.

The colonization of a domain by the advertising and promotional practices may vary in context and disciplines. While certain domains may allow colonization without much resistance such as tourism which requires advertising and promotional practices to perform, specific disciplinary domains such as medicine still resist the colonization. However, from the analysis, the opportunities of colonizing the medical domain will grow further with the addition of more creative forms of interdiscursivity and appropriation of generic resources.

Claims of Diagnosis on Heart Diseases

Another creative appropriation of medical discourses/resources is through another form of claims. The appropriation of claims of diagnosis and treatment/cure can be associated with resemiotisation and reformulation.

In most cases, claims of diagnosis and treatment/cure are confined to the UAPRCD because the APRCD is regulated but not the UAPRCD. However, it should be noted that the UAPRCD and APRCD are a part of a genre set, therefore, the synergetic effect will still be effective even though the claims are only published in the UAPRCD. It should be noted that the claims which are analyzed in this section are claims associated with heart or cardiovascular diseases which are prohibited in advertisements. In addition, there are also evidences of “off-label” discourses/claims (treatment for various or unapproved indications).
The discourse of diagnosis was discussed earlier in this chapter. It was intended to illustrate how the discourse of diagnosis functions as a part of the discourse of treatment in both the UAPRCD and APRCD. In this section, the focus is on the claims found in diagnosis. The focus is on the interdiscursivity of definitions, causes and symptoms which lead to the diagnosis. All the UAPRCD employs a discourse of diagnosis to establish the claim on heart related diseases except UAPRCD 6 and 8. However, both focus comprehensively on the discourse of treatment. The claims on diagnosing heart related diseases are appropriated through rhetorical strategies such as:

1. Definition as diagnosis
2. Causes and effect relationship (cause-diagnosis-effect)
3. Deficiency/function and effect relationship (deficiency/function-diagnosis-effect)
4. Symptoms and effect relationship (symptoms-diagnose-effect)

Table 8.10

Interdiscursivity of Definitions, Causes and Symptoms Leading to the Claims of Diagnosis

<table>
<thead>
<tr>
<th>Text</th>
<th>Claims of Diagnosis on Heart Diseases</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td><em>Herbs for high lipids</em></td>
</tr>
<tr>
<td></td>
<td>1. Too much cholesterol can be bad for your health and can put you at risk for heart disease.</td>
</tr>
<tr>
<td></td>
<td>2. Classic Ayurvedic texts had already identified the causes of heart disease long ago.</td>
</tr>
<tr>
<td></td>
<td>3. Those who eat heavy, cold and excessively oily foods in excessive quantity and do excessive mental work, suffer from disease of the vessels that nourish the heart.</td>
</tr>
<tr>
<td></td>
<td>4. This ancient diagnosis is similar to the modern description of atheroclerosis.</td>
</tr>
</tbody>
</table>
**T2**  
*The universal antioxidant*

Human cells do have special agents for combating free radicals and repairing molecular damage. These free-radical fighters are called antioxidants. … antioxidants may play an important role in preventing or delaying the onset of heart disease…

---

**T3**  
*The female heart*

1. The eating habits and lifestyles of women are starting to mirror that of their less-healthy husbands, bringing on heart diseases virtually at the same rate as men. In fact, heart disease is the number one killer of women over 65 living in developed countries.

2. Heart disease was considered to be a “man’s disease” because stress and heart disease. In recent years however, women have started catching up with men in rates of heart disease.

3. And in general, women have poorer survival rates after a myocardial infarct.

4. However, if a woman’s LDL is high and HDL is low, her risk of developing a cardiac event is greater.

5. Today, one in four women has blood cholesterol levels that pose a risk for heart disease. Diabetic women are at greater risk for coronary artery disease (CAD) than diabetic men.

6. In 1972, Dr Karl Folkers and Dr Gian Paolo Littarru demonstrated that people with heart disease are often deficient in CoQ10. The deficient levels of CoQ10 have been established most clearly in congestive heart failure and cardiomyopathy (disease of heart muscle), which are diseases that involve the heart muscle itself.

---

**T4**  
*Heart Health*

1. It is a fact that people with heart problems lack energy. The heart requires a large amount of oxygenated blood to continually meet its huge energy demands.

2. The slow down in the recycling of ATP causes ATP to be used faster than can be replaced. The energy pool concentration gets smaller and smaller. This will affect heart function, and ultimately, the whole body. It is well accepted that ischaemia (reduced blood flow) due to certain heart conditions and hypoxia (low oxygen levels in blood and tissues) – caused by heart conditions or strenuous exercise may cause the heart to lose up to 50% of its energy pool. Even if blood flow and oxygen are restored to normal levels, it may take up to 10 days for otherwise healthy hearts to rebuild cellular energy and normalise cardiac function.

3. D-Ribose cannot be stored in the cell and is produced only when required. The cells can only make enough D-Ribose to manage their day-to-day needs, provided the cells are not already stressed (i.e. hypoxic cells). This is where they get into trouble because making D-Ribose is a very slow and time consuming process.
limited by several enzymes that are lacking in the heart and skeletal muscles. It may take a few days to replenish the energy (ATP) pool.

T5 *The complete vitamin E family*
1. Heart disease is the leading cause of death among men and women in most countries.

T6 *Resveratrol, a heady vintage*
No diagnosis claims. However, there are claims of treatment/cure.

T7 *Encouraging blood flow*
1. The blood circulatory system is a vital transport network in the human body, delivering oxygen and nutrients to trillions of cells while at the same time removing metabolic waste and toxins from them. An uninterrupted movement of blood is therefore crucial to maintaining the supply of oxygen, nutrients, hormones, chemicals, water, and heat throughout the body.

2. You may very well have poor blood circulation if you have the following: pale complexion; constantly feel cold; numbness in the hands and feet; cold hands and feet; breathlessness; chronic fatigue; insomnia; dizziness; stiffness in the neck and waist; haemorrhoids; varicose veins; muscles spasms while awake and sleeping; swollen, achy and tired feet; skin that easily becomes blue, red, or dry; poor immunity; lack of stamina, sluggish memory; and disorder such as hypertension, diabetes, arteriosclerosis. Ignoring these signs and symptoms can lead to serious health conditions including the loss of limbs, heart attack, and stroke.

3. Although poor blood circulation can be due to genetic disorders, and even pregnancy, its early onset in urbanites have been found to be due to such factors as long hours in poor postures, unhealthy diets, obesity, high blood pressure, high cholesterol levels, smoking, sitting immobile for an extended period of time, and the lack of exercise.

T8 *Discovering plant sterols*
No diagnosis claims. However, there are claims of treatment/cure.

T9 *Energize your heart*
1. World Heart Day is globally held on the last Sunday of September each year to inform people about cardiovascular diseases, which are the world’s largest killer, claiming 17.1 million lives a year.

2. Risk factors for heart disease and stroke include raised blood pressure, cholesterol and glucose levels, smoking, inadequate intake of fruit and vegetables, being overweight, obesity and physical inactivity. How then can we prevent heart disease? We can start by arming ourselves with knowledge on how to love our heart.

3. High blood pressure is often called a silent killer because it has no
symptoms. The only way to know if you have high blood pressure is to have your blood pressure checked often. Making lifestyle changes, such as eating a healthy diet, losing weight, and being active, can help lower your high blood pressure.

4. Getting the energy is no problem when we are young. Your body produces all the CoQ10 your heart needs, but as we age, we produce less and less CoQ10. By the time we are in our 50s or 60s, our heart will be starving for energy. When that happens, your heart cannot work efficiently and is not able to deliver all oxygen and nutrients needed by the organs, tissues and every part of your body. You feel tired and run down.

5. Stress can damage your heart. It causes your body to release hormones, such as adrenaline. While adrenaline and other hormones can give you extra energy, they also raise your blood pressure and heart rate. If you feel stressed or tense often, your heart and other parts of your body are under constant strain. When you are relaxed, your blood pressure may go down, which lowers the strain on your heart.

<table>
<thead>
<tr>
<th>T10</th>
<th>D for the heart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Based on a study focusing on the effects of vitamin D on heart health, conducted at the Intermountain Medical Centre based in Salt Lake City in the US, involving 27,686 patients, those with the lowest vitamin D levels were 77% more likely to die during the follow-up, 78% more likely to have a stroke and 45% more likely to develop coronary artery disease than those with normal levels. They were twice as likely to develop heart failure compared to those with normal levels.</td>
</tr>
<tr>
<td>2.</td>
<td>People who were vitamin D deficient were also twice as likely to have diabetes, and tended to have high blood pressure. But being vitamin D deficient was an independent risk factor for poor outcomes, regardless of other risk factors like diabetes, said Dr Joseph B. Muhlestein, cardiologist and researcher with Intermountain Medical Centre, and one of the authors of the new study.</td>
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<table>
<thead>
<tr>
<th>T11</th>
<th>Feeling tired and listless</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>As CoQ10 is involved in so many processes that enable the body to function, it is hardly a good idea to shut down the energy supply to your body, what more when already stricken with high blood pressure or high cholesterol.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>T12</th>
<th>Staying young at heart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Getting this energy when we’re young is no problem. The body produces all the CoQ10 the heart needs, but one past 50 years of age, the body’s CoQ10 production drops drastically, and the ability to convert regular CoQ10 to the active form also diminishes.</td>
</tr>
<tr>
<td>2.</td>
<td>When the body’s vital organs, such as the heart, brain, pancreas and kidneys, are overwhelmed by free radical attack, we are exposed to</td>
</tr>
</tbody>
</table>
chronic degenerative diseases such as heart disease, diabetes, Alzheimer’s and Parkinson’s disease.

3. As the body gets more and more depleted of CoQ10, you may suffer fatigue, muscle weakness and soreness, and eventually heart failure.

Most of the APRCD do not have a diagnosis of heart related diseases as they are regulated. However, appropriation of generic resources for interdiscursivity of claim/diagnosis of heart related diseases could be identified in:

**APRCD 3**

The body’s energy system is the most important system that keeps all our body organs (heart, liver, brain, digestive system, kidney, body’s defense system) functioning efficiently to maintain health.

As we grow older our body naturally produces less CoQ10 resulting in less energy being produced. Taking statins, the Cholesterol lowering drugs can also lower CoQ10 in the body.

The interdiscursivity on diagnosis/claim on heart related disease can be identified as:
Grow older (cause) – produces less CoQ10 (symptom) – less energy being produced
(effect) = Heart (not) functioning effectively (diagnosis)

**APRCD 8 and APRCD 12**

Today I’m going to start living healthier and heartier.
(Beside visual of blooming “heart” flower)

To protect & re-energize your aging body. Helping you stay healthy and young at Heart!
(Beside a glowing “heart” symbol)
The appropriation of generic resources on the diagnosis/claim on heart related disease can be identified with rhetorical strategies such as using visuals and symbols of heart to make a link with the diagnosis (heart diseases) and also the use of creative language use – “living healthier and heartier” and “stay healthy and young at Heart!” – to highlight the diagnosis (heart diseases).

Diagnosis/Claim of heart related diseases is rarely published in the APRCD as it is regulated. Therefore, the diagnosis/claim on heart related diseases is carried out in the UAPRCD. This appropriation of generic resources provides two advantages; firstly, the APRCD conforms to regulatory demands; and secondly, with the detailed and comprehensive diagnosis/claim on heart diseases discussed in the UAPRCD, the interdiscursivity between the UAPRCD (Diagnosis) -APRCD (Treatment) could still function.

At this point, the analyses at the first level which focuses on the genre set level (text-context relationship) has shown a large amount of interdiscursivity and appropriation of generic resources and exploitation of rhetorical strategies to achieve promotional intentions.

In other words, the generic integrity of the UAPRCD, APRCD, and especially the UAPRCD-APRCD genre set’s generic integrity is questionable in many ways as highlighted in the analyses. The generic integrity is not entirely lost as there is interdiscursivity and appropriation of generic resources. This could be due to the fact that colonization is not entirely invasive as the Medicine professional practices (in medicine domain) are regulated even though not entirely effective. The other possible reason is the professional expertise from the institutional (business) domain is well
equipped with creative and novel discursive practices which are still applicable and effective in colonizing the targeted (medicine) domain.

Even though this study is exploratory in nature, it is able to investigate comprehensively, dissect and analyze critically the UAPRCD-APRCD genre set in context and apply contextualization on Bhatia’s (2004, 2010, 2012) concepts of interdiscursivity and appropriation of generic resources in the perspective of the UAPRCD-APRCD genre set. To a certain extent, the study at this point, confirms that the generic integrity of specific disciplinary practices can be fragile and can be colonized. Through the analysis of interdiscursivity and appropriation of generic resources, one may be able to visualize the generic integrity. However, in order to have a better view of the generic integrity, a critical contextualization in the analysis of interdiscursivity and appropriation of generic resources is required.

Critical and applied genre analysis is exhaustive and arduous in comparison to descriptive genre analysis in terms of contextualization of the analysis and conceptualization of analytical approaches and methods to realize the contextualization of interdiscursivity and appropriation of generic resources. However, it provides a comprehensive and critical multidimensional and multi-perspective analysis and understanding on the research.
8.7 Appropriation of Text-External Generic Resources across Professional Genres and Professional Practices

The analysis at the first level which focuses on the genre set level (text-context relationship) has been established. The second level of analysis requires the contextualization beyond the genre set level. Although the first level provides contextualization analysis of the UAPRCD-APRCD genre set which is beyond the standard GA textual and organization analysis, further contextualization is required. While the contextualization at the genre set level focuses on the application of creative professional discursive practices/expertise in rhetorical strategies, interdiscursivity and appropriation of generic resources, the contextualization beyond the genre set level focuses on investigating and evaluating the generic integrity of the UAPRCD, APRCD and the UAPRCD-APRCD genre set. This level of contextualization involves perspectives, procedures and dimensions of related professional practices in the context of real world situation, application and practice. In other words, this thesis applies contextualization to critically analyze textualization, organization, interdiscursivity and generic integrity.

The second level analysis will still involve the analysis of interdiscursivity and appropriation of generic resources. However, it will involve a more critical and applied investigative and evaluative approach on interdiscursivity through the socio-cognitive space/perspective and at the across domain level. This study will focus on the professional domains involved in the professional genres and professional practices of the genre and genre set.
The analysis begins by contextualizing the professional domains, their roles and functions, and their relationship with the professional (medical) genres. Although the medical genres are regulated by the main discourse community (medicine domain), it is also regulated by other (secondary) discourse communities such as the advertising and pharmaceutical (business) establishments since the UAPRCD-APRCD genre set is published in the mass media. Apart from these, the medical genres are also associated with other relevant regulatory bodies.

After establishing the context of regulatory establishments, selected common professional procedures from various professional cultures (medicine-advertising-pharmaceutical/business) are identified to investigate the professional genres. Although all the regulatory bodies have regulatory measures for the advertising and promotional practices which are related to medicine, it should be noted that the main (medicine) domain will provide the most comprehensive regulatory measures compared to the others. The concept of legal transfer may be applicable in this case as most domains will establish their own regulatory measures within their context. Even though there should be commonalities in addressing a professional/discursive practice such as advertising, advertisement or medical advertisements, the regulatory measure implemented by the medicine domain will remain as the primary regulatory measure. This study will focus on the main (medicine) domain regulatory measures and supplement/support it with other relevant and available regulatory measures.

After identifying the regulatory measures, the genres are placed in the professional space (involving ethnographic/medical perspective) and tactical space (involving institutional/advertising/pharmaceutical-business context) using the main and available
regulatory measures to investigate the appropriation of generic resources and also to
determine the generic integrity.

8.7.1 Contextualizing Regulatory Bodies and Pharmaceutical Advertising

World Health Organization (WHO) review on drug promotion

The main concern of the WHO (2004) on drug promotion and advertising is absence of
effective regulation of drug promotion. The organization observes that most consumer
advertisements promoted over-the-counter medicines. In other words, drug promotion
to consumers is becoming an increasingly important component of drug companies’
marketing strategies (Mintzes, 1998 in WHO, 2004). WHO’s concern is related to this
study as the effectiveness of the existing regulation on drug promotion is questionable
as shown in the amount of interdiscursivity and appropriation of generic resources in the
UAPRCD-APRCD genre set.

The Who’s Ethical Criteria for Medicinal Drug Promotion (WHO, 1998) has called for
“promotion of prescription and over-the-counter drugs to contain reliable claims
without misleading or unverifiable statements”. The Criteria also state that “promotion
should not contain omissions that could lead to health risks”. They emphasize that
“promotion should not be disguised as educational or scientific activities”. From the
analysis on the UAPRCD-APRCD genre set, the discourse of claims, discourse of
treatment, and the mixing and embedding of professional/medical resources is carried
deceptively using creative rhetorical strategies and interdiscursivity. The important
information such as side effects, precaution and contraindications which may affect
sales is omitted in most of the UAPRCD. The most significant removal is the “advertorial” label for the UAPRCD.

The WHO (2004) is also concerned about unethical promotion which involve journalist. The mass media is exploited to sensationalize the discovery and potential efficacy of drugs. The WHO is concern about the media which is “frequently used by the pharmaceutical industry to covertly promote products in the guise of what has come to be known as “advertorials”. This research seems to justify its objective as the UAPRCD is more subtle and deceptive in promoting products compared to the labelled “advertorials”.

The Malaysian National Medicines Policy (MNMP)

While the WHO can be considered as the gatekeepers for the medicine domain at the international level, the Ministry of Health (MOH, Malaysia) can be considered as the gatekeeper at the national level. One of the important regulatory measures published and implemented by the MOH is the Malaysian National Medicines Policy (MNMP) 2013. Among the relevant regulations which are related to this study are:

2.2.1.4 Medicines Advertisement and Promotion:

The MNMP (2013) states that, “All relevant stakeholders shall comply with existing legislations, guidelines and relevant codes of ethics for advertising and promotion.” As discussed earlier, this is a legislation which may be feasible in theory but difficult to implement in practice. The pharmaceutical product advertising and promotion is an area which is less established as highlighted by the WHO. More multidisciplinary researches are needed from various relevant fields (legal, business, linguistics) on
advertising and promotion of medicines in order to create a common platform for better
compliance, conformity and coordination of legislations, guidelines and relevant codes.
The next analysis will illustrate the challenges of using the existing regulatory measures
to regulate promotional and advertising genres.

4.2.2.4 Media:
According to the MNMP, “All media personnel involved in health reporting shall have
appropriate training and education on quality use of medicines.” This regulation is
related to “reporting” health in the media by media personnel. In the research, it is
noticed that there are articles which are written by medical professionals. There are also
articles written by journalists. In the case of this study, the texts are sponsored by
pharmaceutical companies and retailers and there is no information regarding the writer
of the UAPRCD. The issue in this case is not about “appropriate training and education
on quality use of medicines” for the media personnel but ethical and informed reporting
on medicines. In other words, the media personnel should self-regulate to achieve
integrity in reporting; to inform and to promote the use of medicines.

4.2.3.3 Pharmaceutical Industry:
MNMP stated, “The pharmaceutical industry shall provide balanced and responsible
information in the promotion of medicines to healthcare providers and consumers. They
shall ensure that the packaging, product information leaflets and medicine labelling are
accurate, adequate and unbiased. Ethical advertising and promotions of medicines shall
facilitate quality use of medicines.” While providing balanced and responsible
information to customers is more achievable in informative genres such as packaging,
product information leaflets and medicine labelling, it is more challenging for the case
of advertising and promotions as identified in analysis of the UAPRCD-APRCD genre
set. This is because the identified informative genres are established genres and there is comprehensive guidance in producing them. For example: packaging requires information on product content and identification; medicine labelling requires general/standard product information; product information leaflet/insert requires more detailed pharmaceutical and medical information which include comprehensive information on side effects and precaution. These genres are regulated stringently so that they are confined to the communicative purpose of informing and educating the patient. On the other hand, the main intention of sponsoring and producing promotional genres is for profitable intentions. Since promotional genres are inclined towards advertising and promotional purposes and they are produced through different discursive practices of a different domain, regulating advertising and promotion genres can be difficult. In other words, it is challenging to implement regulatory measures across domains.

4.2.3.4 Media:

“The media shall practise accurate and responsible reporting on medicines. Relevant agencies and stakeholders shall provide timely responses in cases of misinformation” is another regulation implemented by the MNMP. In this case, it should be noted that the main regulators are from the medicine domain. The sponsors for reporting on medicines are the pharmaceutical industry and businesses. The media is involved in reporting and publishing the medicines. The term, “misinformation” may be conceptualized or interpreted differently by the various related agencies and stakeholders. While there is an awareness of “misinformation” on reporting medicines by the sponsor and reporter/publisher of the text, the UAPRCD-APRCD genre set in the case of this study, “misinformation” (e.g. bias, branding, omission) is still published. In this research, the “misinformation” is projected as information after appropriation of
generic resources and exploitation of rhetorical strategies. The issue in this context is that it is unlikely relevant agencies and stakeholders (e.g. publisher and sponsor) will provide timely responses in cases of misinformation as they not only contribute the misinformation but contribute it in a deceptive manner to achieve the promotional intentions.

**World Self-Medication Industry (WSMI)**

The WSMI is selected for this analysis because it is among the best representation of the reader/patient (social domain). Unlike other non-government organizations (NGO) or social activists groups which champions various causes, the WSMI is chosen for the analysis of this research because it is directly related to medicine in general and self-medication in particular. The research focuses on self-medication through over-the-counter products (OTC) and is the audience/recipient of the direct-to-customer (DTC) promotional publications. The WSMI is also a reliable representation for the social domain as it directly involved in health and medical professional genres and professional practices.

The World Self-Medication Industry Declaration published and enacted in 2006 is used in the analysis to describe the ethnographic perspectives of another gatekeeper. For the purpose of this study, Declaration 5 and 6 will be used for analysis because they are most relevant for the contextualization of this study.

*Declaration 5:*

With the epidemiological transition from predominance of communicable diseases to non-communicable diseases and disorders, self-care is particularly important. This evolution in disease profile will require healthcare services to reorient away from a focus on providing ‘sickness services’ and towards prevention and management services. Self-care - including self-medication - will in fact constitute not only the reality but...
also a fundamental component of future healthcare. In fact, the use of self-care products is already a widely practiced component of self-care.

Declaration 5 provides a comprehensive and real world contextualization of the emergence and rapid growth of self-medication. Since it is the “fundamental component of future healthcare”, it will be capitalized by the pharmaceutical industry. This translates to more direct-to-customer promotion which is challenging to regulate as there are more opportunities for interdiscursivity and appropriation of generic resources. The rise of self-medication practice also gives rise to media reporting of medicine. Most health and medical texts which are produced for the public by medical professionals conforms to regulatory measures within the medical domain or through self-regulatory.

However, media publishing on health and medicine information is constraint by factors such as sponsorship and readership. From the study, it is identified that there are conflicts in the generic integrity of materials related to pharmaceutical products. In other words, the increase in competition and branding among the pharmaceutical businesses will contribute to more novel and creative appropriation of generic resources in the future. This in turn will affect the generic integrity of health and medicine genres because conflicts will arise in realizing promotional intentions and informative purposes.

**Declaration 6:**

Responsible use of self-care products involves using the right product for the right indication at the right time and in the right way. This includes both self-medication using self-care products for treating common health problems and the use of self-care products to help reduce the risk of disease. Self-care products are especially designed and labelled for use by the consumer and approved as safe and effective for such use. Self-medication is a widely practised component of self-care. The challenge and opportunity for government authorities, healthcare professionals and providers of self-
medication products is to have an appropriate framework in place for responsible self-medication.

Declaration 6 provides another contextualization of self-medication. It focuses on the issues on knowledge (information) and purchase (decision). It also highlights the importance of “responsible self-medication”. The various discourses which are highlighted in this research are discourse of diagnosis and discourse of claims, discourse of treatment, among others. With the increase in self-medication, the health and medicine information published in the media could be seen as a replacement for doctor-patient consultation. While the doctor’s advice and prescription is justified because it is based on formal training, the media understanding and “advice” of related issues such as pharmaceutical products, diseases, health and medication is questionable due to the lack of formal training. It will be detrimental if the “advice” leads to “prescription” due to effective advertising and branding. From this research, it is noted that in order to compensate the “formal training”, the media appropriates professional discourses and resources (references, abstract, treatment discourse) through recontextualization, resemiotization and reframing to make the “advice and prescription” justified, authentic and professional.

While the consumer and reader may attempt to achieve responsible self-medication, they are exposed to the health and medicine discourses which have been appropriated for promotional, advertising and branding intentions. Consumers/readers rely on information for responsible self-medication. They need regulated and reliable information. However, they are exposed to promotional inclined informative materials which have been exploited to “conform” to regulatory measures, as identified in the research on UAPRC-APRCD genre set. Another factor which allows such practice is
the legal discourse which accompanies such publications. It provides more opportunities for further appropriation of generic resources to achieve private intentions.

The ethnographic perspectives provide a contextualization of professional space and the related issues. They provide the contextualization on constraints, current and future regulatory measures, and also recommendations for better dissemination of health and medicine related information. They also highlight the conflicts and issues arising from the media publication of health and medicine information.

8.7.2 Relevant Professional Practices

Three professional practices from three professional cultures – medicine, advertising, and pharmaceuticals/business – are identified to investigate the generic integrity of professional genres. The professional practices selected for this research are the regulatory measures as they are directly linked with the analysis of interdiscursivity, appropriation of generic resources, rhetorical strategies and generic integrity.

Medicines (Advertisement and Sale) Act 1956 (Revised – 1983)

This is the main regulatory measure in the context of pharmaceutical product advertising. The Medicines (Advertisement and Sale) Act 1956 (Revised – 1983) is a part of the Law of Malaysia Act 290. A guideline is formulated from the Medicines (Advertisement and Sale) Act 1956 (Revised – 1983) and the Medicine Advertisement Board Regulation 1978. It is called, “Guidelines on Medical Products and Appliances”. This guideline is intended to complement the provisions of the acts and also the regulation.
For the purpose of this study, the “Guidelines on Medical Products and Appliances” will be used for contextualization of the study. It should be noted that this study focuses on a genre-based study from the field of linguistics. Its main objective of using the “Guidelines on Medical Products and Appliances” is to contextualize the generic integrity and appropriation of generic resources of the UAPRCD-APRCD genre set. The use of Medicines (Advertisement and Sale) Act 1956 (Revised – 1983) which include Section 5 (Provisions as to offences under sections 3, 4, 4A and 4B) is excluded from the study.

The objective of the “Guidelines on Medical Products and Appliances” is to “ensure responsible advertising in promoting the sale of medicines, appliances or remedies which may be purchased by the public without prescription and for which medical claims are made.” The guideline also indicated that advertisements to the general public should:

1. Help people to make rational decisions on the use of medicines, appliances, remedies determined to be legally available without a prescription;
2. Take into account of people’s legitimate desire for information regarding their health;
3. Not take undue advantage of people’s concern for their health.

Malaysian Code of Advertising Practice (Advertising Standards Authority Malaysia)

The Malaysian Code of Advertising Practice is a code which is prepared by the Advertising Standards Authority of Malaysia. Some of the relevant information identified in the code is:
The Advertising Standards Authority Malaysia (ASA) is the independent body responsible for ensuring that the self-regulatory system works in the public interest. Responsibility for observing the Code rests primarily with the advertiser. But it also applies to any advertising agency or medium involved in the publication of the advertiser’s message to the public.

ASA is an establishment which represents the advertising industry and the code of conduct functions as a regulatory measure to ensure proper promotional and advertising practices are conducted by the advertising companies. From the underlined text, the function of the disclaimer found at the end of the UAPRCD contradicts with the Malaysian Code of Advertising Practice. The code indicates that the responsibility is not limited to the advertiser (sponsor) of the UAPRCD but also the advertising agency (publisher) or medium (newspaper) involved in the publication of the advertiser’s message to the public. Although the disclaimer is produced at the end of the UAPRCD, the legal discourse cannot be considered legal if the code is taken into consideration. Without adherence to the code and by using the disclaimer to protect private interest, sponsors and advertisers of the UAPRCD can appropriate generic resources of the UAPRCD-APRCD genre set further, and as a result affect the generic integrity of both the genre and genre set.

The code also indicates the following:

All advertisements should be legal, decent, honest and truthful.

Advertisements must comply in every respect with the Law, common or statute.

Advertising should not propagate fraudulent trade practices.

All advertisements should be prepared with a sense of responsibility to the consumer.

Advertisements must be clearly distinguishable as such.
The code of advertising practice functions as a regulatory measure to ensure proper promotional and advertising practices are conducted by the parties involved in the advertising or promotional discourse/genre. Two prominent professional practices from the advertising domain which are related to this study are underlined. The code stated that advertisements must comply in every respect with the Law, common or statute. In other words, the Medical Advertising Board guideline is applicable for the advertising discourses which are contributed by the advertisers and publishers even though they are not from the medicine domain. The other code which state that “advertisement must be clearly distinguishable as such” shows that the UAPRCD which is actually promotional in nature as a genre and as a part of a genre set should be labelled accordingly.

PhAMA Code Of Conduct For Non Prescription (OTC) Products

The PhAMA code of conduct is prepared by the Pharmaceutical Association of Malaysia (PhAMA). Some of the relevant information identified in the code is:

Self-medication when used properly, plays an important role in the country’s total health picture. Through the use of non-prescription, over the counter (OTC) medicines, appropriate self-medication provides relief of symptoms and treatment of ailments and injury without medical supervision.

Advertising of non-prescription medicines helps raise consumer awareness on health matters and motivate the people to seek out more information about either a medicine or their own health condition. Non-prescription medicines advertising may thereby assist in supporting the proper contribution of self-medication to a country’s healthcare system. Consumers directed advertising empower consumers and enable them to make informed choices on the availability of products for conditions suitable for self-medication.

It is the responsibility of the pharmaceutical industry to manufacture and market OTC pharmaceutical products that are safe, effective, of good quality, reasonably priced, truthfully advertised and labelled to help consumer understanding.

The members of PhAMA and *ipso facto* the pharmaceutical industry have a dual responsibility. They have a business responsibility to provide good
quality, safe and effective OTC medicines and also a social responsibility to advertise truthfully and promote their products to the consumer.

PhAMA is an establishment which represents the pharmaceutical industry and the code of conduct functions as a regulatory measure to ensure proper promotional and advertising practices are conducted by the pharmaceutical companies.

At this point, the importance of contextualization in genre analysis is highlighted. Contextualization of text-genre provides different layers of understanding, information and evidence. In other words, analyzing text-genre should be purposeful and it should focus on contextual/situational demands rather than follow standard procedures. The findings confirm that a critical contextualization of the professional practices from the ethnographic perspective and the institutional context perspective will provide an even more comprehensive understanding of the genre-text. It will not be a justified analysis if the contextualization of the genre-text is limited to the main discourse domain/community as the genre-text involves a few domains and parties. It should be noted that the institutional context perspective in this study is not limited to the medicine domain as it involved several professional practices and domains.

8.7.3 Professional Practices

After analyzing the professional practices of the three professional cultures (medicine-advertising-pharmaceutical/business), it is noticed that the practices are disciplinary inclined. For example, the Malaysian Code of Advertising Practice provides a comprehensive description on “advertising feature” (also known as advertorial). However, “advertorials” are not identified/discussed in the PhAMA Code of Conduct
while the Medicine Advertisement Board Guideline included a one liner the following short description:

*Guideline 6.1 (MAB):*  
Advertorials for poison products are not allowed. 1. Advertorials for generic or active ingredients of OTC and traditional products are allowed. 2. No mention of product name, brand or proprietary name. 3. Only company name and logo is allowed.

*Guideline 1.2 (MAB):*  
Advertisements include any notice, circular, report, commentary, pamphlet, label, wrapper or other document, and any announcement made orally or by any means of producing or transmitting light or sound.

From the description, the MAB Guideline allows the publication of advertorials on generic or active ingredients of OTC and traditional products as noticed in description 1. In other words, the MAB allows the publication of advertorials. The guideline did not indicate the labelling of the advertorial. However, contextually, Guideline 6.1 has distinguished “advertorials” from other forms of advertisements. Based on standard practice in advertising, the advertorials should be labelled with the word “advertorial” to indicate that it is a promotional genre. This is the limitation of Guideline 6.1 Technically, UAPRCD can be published if it is identified as an “advertorial”. Most of the genres identified in Guideline 1.2 are informative genres. Therefore, there is a need to have a review of the description and definition of promotional genres and advertisements to make them more inclusive and contextualized.

At this point, the UAPRCD is not labelled and identified as a promotional genre due to appropriation of generic resources (resembling articles) and exploitation of rhetorical strategy (omission – ‘Advertorial’ label). If the UAPRCD is identified as an advertorial, the identification of the company name and logo is allowed (description 3).
Even though the UAPRCD is not identified as an advertorial, the name of the company (sponsor) is listed at the end of the text. Description 2 states “No mention of product name, brand or proprietary name”. Although the prohibited information is not identified in the UAPRCD, the name of the substances, especially in pharmaceutical products are close to the product name. For example, CoQ10 is almost similar to Hydro Q10. In other words, there is interdiscursivity between the substance (CoQ10) and the product (Hydro Q10). In this case, another limitation of the MAB regulation is that the appropriation of generic resources (publication of genre sets) is not addressed. In short, the MAB regulation for regulating advertorials lacks critical and contextual aspects.

Since the research focuses on “advertorials”, it is necessary to understand it from the perspective of the advertising professional practice. The Malaysian Code of Advertising Practice (MCAP) proposes the following to regulate this type of promotional genre:

Regulation 18.1 (MCAP):

Advertisements should be clearly distinguishable as such, whatever their form and whatever the medium used. When an advertisement appears in a medium which contains news, editorial or programme matter it should be so designed, produced and presented that it will be readily recognized as an advertisement.

Instead of following Regulation 18.1, the UAPRCD has been clearly distinguished as an article written by professionals. In other words, it is exploiting creative appropriation of generic resources to bend the regulations – not to be readily recognized as a type of advertisement and not to be designed, produced and presented as an advertisement even though it contains editorial matter. However, even though it looks as if the UAPRCD is breaking Regulation 18.1, the regulation cannot be imposed on the UAPRCD until/unless it is proven as a type of advertisement because subtle rhetorical strategies of
mixing and embedding medicine materials and information are exploited to make the UAPRCD to resemble as well as to function like an article written by doctors.

Regulation 18.2 (MCAP):

There is an obligation on all concerned with the preparation and/or publication of an advertisement to ensure that 1. Anyone who looks at the advertisement is able to see, without looking at it closely, that it is an advertisement and not an editorial matter. 2. Particular care should be taken wherever the size and style of type in the advertisement is the same as or closely resembles that of the editorial matter.

Regulation 18.2 shows that the UARPCD does not conform to description 1. In this case, it point to the need for advertorial to be identified because it contain not only editorial matter but advertisement matter. The UAPRCD is not labelled, instead, it appropriates generic resources as highlighted in Chapter Five whereby it tries to resemble the articles written by doctors in terms of font size and colour scheme, typesetting and organization of text.

Regulation 18.4 (MCAP):

Where paid-for space is in the style of editorial, whether paid for by the same or different advertisers, particular care is needed to ensure that no part can be mistaken for editorial matter. The word ADVERTISEMENT should stand alone, at the head of the advertisement in such size and weight and type as to be easily seen.

The UAPRCD is a sponsored text as the name of the sponsor is indicated. It is not coincidental publication as it is a part of the of UAPRCD-APRCD genre set. The UAPRCD is intentional publication as there is an accompanying advertisement (the APRCD). From the corpus, it shows that this paid-for space in the style of editorial with an accompanying advertisement approach has been practised for more than 10
years. In other words, it suggests that the publication is not coincidental and the existing regulations are not sufficient to address it. Based on Regulation 18.4, the UAPRCD fits the description of an advertisement and therefore should be clearly labelled a promotional genre.

*Regulation 18.5 (MCAP)*

As a general rule, where an advertisement or series of advertisements paid for by the same organization or by organizations under the same control extends over more than one page, the word ADVERTISEMENT should be printed at the head of each page in such a way that a reader cannot fail to see it. Similarly where a supplement is paid for wholly by an advertiser or advertisers, it should normally be headed in bold letters with the words ADVERTISING FEATURE, and carry the word(s) ADVERTISEMENT or ADVERTISING FEATURE at the head of each page.

Regulation 18.5 shows the importance of labelling in the advertising discourse practice. In fact, the MAB regulations should adopt the MCAP comprehensive rules to regulate deceptive promotional genres such as the UAPRCD. Both the MAB and MCAP regulations should also include the contextualization of accompanying promotional genres (genre set).

At this point, it can be proven that regulatory measures are not standardized because they are domain inclined even though there are overlapping common practices. The labelling, generic and functional issues are addressed more critically by the MCAP even though the MAB is the main gatekeeper. There should be recontextualization and consultations for regulating genres across disciplinary practices and domains.

The researcher has noted and investigated the UAPRCD-APRCD genre sets and identified numerous creative exploitations of interdiscursivity and appropriation of
generic resources using the three regulatory measures. The findings show that applied and critical genre analysis requires contextualization of genre-text beyond the genre-text level and it should be analyzed through discursive practices. This is especially necessary for the analysis of hybrid and mixed genres or genres which function in combinations (genre set, genre chain, genre network) as there is a high possibilities that there is conflict in generic integrity as there are grey areas (professional and tactical spaces) for appropriation of generic resources and interdiscursivity. For example:

1. Regulation 5.1.1 (a) Advertisements should not have visual of doctors which give the impression of professional or scientific advice, recommendation or endorsement and (b) Advertisement should not contain statements giving the impression of professional of scientific advice, endorsement or recommendation made by associations or persons who appear in the advertisements and who are presented either directly or by implication, as being qualified to give such advice, endorsement or recommendation. (UAPRCD 4– US Cardiologist Dr Stephen Sinatra and APRCD A4c The Sinatra Solution: D-ribose, Q10 and L-carnitine).

2. Regulation 5.6 (b) Advertisements of a products should not indicate or imply its effectiveness or superior quality and Regulation (APRCD A4b – D-Ribose – The Sugar of Life).

3. 5.7 Advertisement should not contain a copy which is exaggerated by reason of the improper use of words, phrases or methods of presentation. (APRCD – Q-GEL Carni – Hercules standing on two pillars and lifts the world – The Twin Pillars of Health).

The samples provided are taken from one genre set. This shows that there are many appropriations of generic resources and the UAPRCD-APRCD genre set does not
conform to the regulatory measures or professional practices. Even though the aim of this exploratory research is not to qualify and quantify all available data, the findings and observations could be extended for further research.

8.8 Appropriation of Generic Resources and Generic Integrity

Due to the large amount of interdiscursivity and appropriation of generic resources, the generic integrity of the UAPRCD, APRCD and UAPRCD-APRCD genre set is affected. The generic integrity is further affected because it involves different discourse communities, professional culture and professional practices. To illustrate this, the appropriation of generic resources selected for the analysis involves the most important part of the main professional practices (the MAB guideline) – *Prohibition*. It appears after the introduction, objective and authority. In other words, it is the most important regulatory measure in the professional practices.

4. *Prohibitions (MAB)*:

4.1 Advertisements should not refer to any article or articles in terms which are calculated to lead to the use of that article or articles for the purpose of:-

(a) prevention, diagnosis or treatment of the diseases and condition of human beings as specified in the Schedule to The Medicines (Advertisement & Sale) Act 1956 (Revised – 1983); The list is reproduced as follows:-

1. Diseases or defects of the kidney
2. Diseases or defects of the heart.
(c) Improving the condition or functioning of the human kidney or heart, or improving the sexual function or sexual performance of human beings

The researcher took a case study approach by identifying diseases or defects of the heart as the case for study. The selection on heart diseases is also due to the severity of the disease. At the point of writing (April 2016), it is the leading cause of death according to the Centers of Disease and Control (CDC, http://www.cdc.gov/nchs/fastats/leading-causes-of-death.htm): Heart disease - 611,105 deaths; Cancer - 584,881; chronic lower respiratory diseases - 149,205. In other words, the patients of heart diseases may be vulnerable to unethical and deceptive promotion of drugs as they will resort to available means in seeking a cure, especially in the case of OTC alternative medication which are less expensive and are easily available.

The other two professional discursive practices (Advertising and Pharmaceutical) also list almost similar regulations. This shows the importance of the regulation which is related to prevention, diagnosis, treatment, improving the condition or functioning, claim and cure for heart related diseases.

5.1 Cure (MCAP Code):

5.1.1 No advertisement should employ any words, phrases or illustration which claim or imply the cure of any ailment, illness or disease, condition, disability or infirmity affecting the body as distinct from the relief of its symptoms.
5.2 Diagnosis, Prescription or Treatment (MCAP Code)

5.2.1 No advertisement should contain any offer to diagnose, advise, prescribe or treat by correspondence

5.2.2 No advertisement should refer to any skill or service relating to the treatment of any ailment, disease, injury or condition affecting the human body so as to induce any person to seek the advice of the advertiser or any person referred to in the advertisement.

Appendix Q - List of diseases to which no reference, or only limited reference may be made in advertisements:
- Cardiac symptoms, heart troubles
- Arteriosclerosis
- Hypertension

Advertising – General Principles (PhAMA Code):

5.5 No advertisement shall in words or illustration, claim or imply cure of any ailment or disease.

5.6 No advertisement shall contain any offer to diagnose, prescribe or treat.

From the professional practices, it is noted that advertisements for critical diseases are a main concern among the regulators even though they are not from the same domain or professional practice. The regulations of the three professional practices show distinctions regulating information on prevention, diagnosis, treatment, improving the condition or functioning, claim and cure for heart related diseases. This shows that a number of discourses or generic resources can be appropriated to achieve promotional intentions. The appropriations are identified and justified in the contextualization of appropriation of generic resources in the earlier analyses.
The Discourse of Diagnosis on heart related diseases is found in 10 out of the 12 UAPRCD. This was reported in a detailed analysis in the previous section. This shows that although the professional practice across the three domains lists the prohibition of diagnosis, the publication of such prohibition is still carried out. In other words, there are factors which encourage or enable such publication despite having prohibitions and regulations. The following analysis shows the publication of the Discourse of Treatment and Discourse of Cure for heart related diseases despite prohibition:

Table 8.11

Discourses of Treatment and Cure for Heart Related Diseases in the UAPRCD

<table>
<thead>
<tr>
<th>Text</th>
<th>Claims of Treatment/Cure on Heart Diseases</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
<td><em>Herbs for high lipids</em></td>
</tr>
<tr>
<td></td>
<td>1. <em>Guggulu</em> was first recommended as a treatment for hardening of the arteries in 600 BC.</td>
</tr>
<tr>
<td>T2</td>
<td><em>The universal antioxidant</em></td>
</tr>
<tr>
<td></td>
<td>1. In general, lipoic acid’s antioxidant and metabolic effects appear to offer some protection with respect to atherosclerosis.</td>
</tr>
<tr>
<td></td>
<td>2. There is evidence, too, that alpha lipoic acid may help prevent or slow the development of atherosclerosis for which diabetics are at higher risk.</td>
</tr>
<tr>
<td>T3</td>
<td><em>The female heart</em></td>
</tr>
<tr>
<td></td>
<td>1. With CoQ10 supplementation, the weakened heart muscle is simply able to replenish its stores of CoQ10. This allows the heart muscle to generate more energy and compensate for its weakened state.</td>
</tr>
<tr>
<td></td>
<td>2. The benefit of CoQ10 for the heart is already now well accepted among physicians today. Many studies show a consistent improvement of heart function in patients taking CoQ10.</td>
</tr>
<tr>
<td>T4</td>
<td><em>Heart Health</em></td>
</tr>
<tr>
<td></td>
<td>1. US cardiologist Dr Stephen Sinatra has discovered that supplementation of hydrosoluble CoQ10 together with L-Carnitine and D-Ribose helps the heart to rebuild and maintain energy. A detailed discussion can be found in his book, <em>The Sinatra Solution</em>. He guides you through the basics of energy metabolism, and cardiac bioenergetics, and clearly explains the role of hydrosoluble CoQ10, L-Carnitine and D-Ribose in the body and how they affect heart health.</td>
</tr>
</tbody>
</table>
2. The synergistic combination of these nutrients essentially charge up every cell in the body to function at optimal capacity. So, one not only experiences renewed heart health with all the energy, one will also gain a greater sense of well-being.

T5 The complete vitamin E family
1. Preliminary research has led to a widely held belief that vitamin E may help prevent or delay coronary heart disease. Researchers have reported that oxidative changes to LDL-cholesterol (“bad” cholesterol) promote blockages (atherosclerosis) in coronary arteries that may lead to heart attacks. Vitamin E may help prevent or delay coronary heart disease by limiting the oxidation of LDL-cholesterol.

2. Vitamin E also may help prevent the formation of blood clots, which could lead to a heart attack. Observational studies have associated lower rates of heart disease with higher vitamin E intake. A study of approximately 90,000 nurses suggested that the incidence of heart disease was 30% to 40% lower among nurses with the highest intake of vitamin E from diet and supplements. A 1994 review of 5,133 Finnish men and women aged 30-69 years also suggested that increased dietary intake of vitamin E was associated with decreased mortality (death) from heart disease.

T6 Resveratrol, a heady vintage
1. For years, scientists have advocated drinking a glass of red wine once or twice a day to help with cardiovascular health,” said Grace Sun, a professor of biochemistry and part of a husband-wife research team at University of Missouri-Columbia’s School of Medicine. Our research has shown that a compound in red wine or grapes - resveratrol – can have a similar impact on brain health, and in some cases, may help minimize the damage of the brain when a stroke occurs.”

2. Resveratrol boosts muscle endurance by increasing the energy-producing components (“power-plants”) within muscle cells, called mitochondria, the researchers believe. (Heart muscle cells are cells with most mitochondria, about 5,000 mitochondria per cell).

3. Auwerx says that high-doses of resveratrol are needed to trigger the pathway that gives cells more mitochondria.

T7 Encouraging blood flow
1. In this last installation of my four-part series, I’ll share with you the long term impact of poor blood circulation and what you can do to prevent it.

2. Treating poor blood circulation usually includes enriching the blood and promoting blood circulation. For thousands of years, Chinese herbal remedies have been used to effectively improve blood circulation.
<table>
<thead>
<tr>
<th>T8</th>
<th>Discovering plant sterols</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Plant sterols have been the subject of much scientific research since the 1950s. In essence, they are naturally occurring plant constituents, and studies have shown that they can inhibit the absorption of dietary cholesterol. This in turn implies that they may be supportive of a healthy cardiovascular system.</td>
</tr>
<tr>
<td>2.</td>
<td>In fact, a meta-analysis of 41 trials has shown that intake of 2g per day of sterols reduced low-density lipoprotein (LDL) by 10%. The analysis found that the effects of the sterols were additive with diet or drug interventions (i.e. rendered even more effective with such interventions).</td>
</tr>
<tr>
<td>3.</td>
<td>In practical terms, such as 10% reduction in LDL levels translates to an expected reduction of coronary heart disease by about 12% to 20% over five years.</td>
</tr>
<tr>
<td>4.</td>
<td>The safety aspects of sterols have been addressed by various agencies worldwide. The US Food and Drug Administration has classified it as Generally Recognized as Safe (GRAS). It has also authorized the claim that foods containing plant sterols may reduce the risk of coronary artery disease.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>T9</th>
<th>Energize your heart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>This fuel is Coenzyme Q10 (CoQ10), which is essential for production of energy at the cellular level. Scientists have discovered that your heart contains 10 times as much CoQ10 as any other organ in your body.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>T10</th>
<th>D for the heart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Getting enough vitamin D3 may help your heart, according to a study published in the January 2008 publication of the Journal of American Heart Association. Researchers found that people with the lowest levels of vitamin D were more likely to have a heart attack, stroke, angina or heart failure, than those who started with higher vitamin D levels.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>T11</th>
<th>Feeling tired and listless</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Clinical studies using hydro-soluble CoQ10 show that it improves heart performance in patients with heart failure, resulting in improvement in symptoms such as shortness of breath, palpations and weakness.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>T12</th>
<th>Staying young at heart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The “fuel” we are talking about here is coenzyme Q10 (CoQ10). It’s not surprise that for the past 30 years, CoQ10 has been touted as one of the most popular heart health supplements in the world by healthcare professionals.</td>
</tr>
</tbody>
</table>
All the 12 UAPRCD contain Discourses of Treatment and Cure for heart related diseases. If this is added to the 10 UAPRCD which contain the Discourse of Diagnosis on heart related diseases, the Discourse of Treatment or Cure for heart related diseases makes UAPRCD-APRCD genre set a very effective promotional genre. For contextualization purposes, the promotional and advertising strategy for health and medicine related genres have evolved from a threatening advertising approach to a subtle and deceptive informative approach. As highlighted in the contextualization offered by the World Self Medication Industry, self-medication will increase, therefore, the doctor’s consultation may be surpassed by the increased availability of pharmaceutical industry sponsored “consultation publications” which provide diagnosis, treatment and prescription.

The researcher also noticed the exploitation of pharmaceutical related publication is not limited to “consultation” of a particular disease but a combination of diseases. Off label use of pharmaceutical drugs is related to the use for unapproved indication or various indications. However, for the case of critical diseases, such practice may be detrimental. This is because the UAPRCD-APRCD genre set does not provide pharmaceutical information such as those found in the package/product inserts which contain precaution, side effects and contraindications. The purchase of the related product may be due to the “versatility” of the drug/substance/product or even due to the convincing branding discourse found in the UAPRCD-APRCD set. This can contribute to further health risk for the patient who is suffering from a critical disease as in heart related diseases. In other words, the contextualization of discourses on off-label diagnosis, claims and treatment should also be part of the regulatory measures. The following table lists some examples of discourses of off-label claims of treatment and cure for heart diseases:
Table 8.12
Discourses of Off-label Claims of Treatment and Cure for Heart Related Diseases in the UAPRCD

<table>
<thead>
<tr>
<th>Text</th>
<th>Off-label Claims of Treatment/Cure on Heart Diseases</th>
</tr>
</thead>
</table>
| **T2** | *The universal antioxidant*  
1. Recent research suggests that antioxidants may play an important role in preventing or delaying the onset of heart disease, cancer, and other illnesses. |
| **T5** | *The complete vitamin E family*  
1. Although alpha tocopherol is the best known, its other seven members are also important. It is only recently that scientist found how these seven overlooked members of the E-family have extremely important functions as well in promoting heart health and in helping to prevent numerous diseases.  
2. Our food contains all eight compounds of vitamin E, but gamma tocopherol is actually the most commonly occurring natural form of vitamin E in the diet. Gamma tocopherol in particular also has the ability to protect against nitrogen-based free radicals, which alpha tocopherol cannot do. Nitrogen free radicals play an important role in disease associated with chronic inflammation, including cancer, heart disease and degenerative brain disorders.  
3. She found that those who took vitamin E supplements daily were 41% less likely to have died from cancer and 40% less likely to have died from heart disease, than people who did not take vitamin E. |
| **T10** | *D for the heart*  
1. Vitamin D3 is known for helping with calcium absorption, and for building strong bones, which is why milk has been fortified with it. But there is growing evidence to show that vitamin D deficiency is linked with numerous other health conditions and diseases, from cancer to heart disease, high blood pressure and diabetes. |
| **T11** | *Feeling tired and listless*  
1. Restoring CoQ10 levels may help you “turn back the hands of time”, so to speak, as more energy is channelled to all cells. You become more energized and alert, and heart and immune system work better.  
2. After several false starts, the first successful use of CoQ10 for the treatment of heart failure was discovered in 1967. Since then, a vast number of studies have explored the effects of CoQ10 in a variety of conditions such as heart disease, diabetes, gum disease, cancer, Parkinson’s disease and migraine headache. |
The involvement of media reporting and journalistic exploitation is increasing in the dissemination of health and medicine information. The following is one example of such practice which is found critical and therefore identified in all the three professional practices:

5.1.3. **Trust, Fear or Superstition (MAB):**

Advertisements should not:-

(a) be so framed as to abuse the trust of the consumer or exploit his lack of experience or knowledge.

(b) be without justification and play on fear. Advertisements should not contain any statement or illustration likely to induce fear on the part of the viewer or listener that he is suffering, or may without diagnosis or treatment suffer, or suffer more severely, form diseases or conditions of the human body.

5 Advertising – **General Principles (PhAMA Code):**

5.7 All advertisements should be in good taste and not intimidating so as to increase and/or induce usage.

5.3 **Appeals to Fear (MCAP Code):**

5.3.1 Advertisements should not contain any statement or illustration likely to induce fear on the part of the reader, viewer or listener that he is suffering, or may without treatment suffer, or suffer more severely, from an ailment, illness or disease.
**D-Ribose and the energy pool**

D-Ribose is a simple five-carbon sugar made by every cell in the body. It is the **fundamental** building block of ATP. D-Ribose is the **only** molecule used by the cell to restore the energy (ATP) pool that is **reduced** due to low oxygen supply. If D-Ribose is **not sufficiently available**, the energy (ATP) pool cannot be **refilled**.

*(Introducing the fear)*

D-Ribose **cannot** be stored in the cell and is produced **only when required**. The cells **can only** make enough D-Ribose to manage their day-to-day needs, provided the cells are not already **stressed** (i.e. hypoxic cells). This is where they get into **trouble** because making D-Ribose is a **very slow and time consuming** process limited by several enzymes that are **lacking** in the heart and skeletal muscles. It may take a few days to replenish the energy (ATP) pool.

*(Reinforcing the fear)*

However, if supplemental D-Ribose is taken, it can **immediately** be used by the cells to **rebuild** the energy pool, thus **helping** you to **recover** your **strength** **very quickly**.

*(Providing solution to fear)*

We can now establish that to make cellular energy (ATP), our cells **need** oxygen, food, CoQ10 and L-Carnitine. When all these four are available, energy recycling occurs **unimpeded millions of times per second** in every cell of the body.

In exploiting fear, negative words and descriptions are used to in the advertorial to describe an instance of cell malfunctioning. The fear is introduced, reinforced and later, is solved with a recommendation. Instilling fear through splicing negative descriptors with quantification and quantifiers. Captivating the reader through an analogy with an “imaginary” fear effect.
8.9 Conclusion

From the discussion of appropriation of rhetorical resources, the hidden intentions and motivations for the appropriation of professional practices, in particular the professional discourses are to:

1. Dishonestly disguise the promotional or advertising based genre (Advertorial) by camouflaging it with features or aspects of the targeted genre (Informative or Educational Article).

2. Misleadingly convince readers that they are reading the targeted professional text (medical articles contributed by doctors) instead of a promotional or advertising based text (pharmaceutical product advertorial).

3. Deceptively “conform” to the gatekeepers’ (medicine, pharmaceutical, advertising) regulations on promotional and advertising genres and content on critical diseases.

4. Deceivingly distinguish the unlabelled advertorial from an advertorial and project it as an academic or research article in order not to be regulated as a promotional or advertising genre.

The most critical and effective appropriation of generic resources which most likely affect the generic integrity of the UAPRCD-APRCD genre set may be linked with the genre bending of the UAPRCD towards an article instead of an advertorial. Without clear labelling and identification, it is difficult to implicate the offence unless the regulatory measures are improved. Another main contributing factor which may affect the generic integrity of the UAPRCD is the exploitation of the available contextual
resources, from proximity in advertising the genre set to the embedding of the genre set among the other professional genres. Last but not least, legal discourse in the case of using a disclaimer is not contextualized for the promotional genres such as the UAPRCD across the three professional practices. The disclaimer is an effective discourse which may continue to affect the generic integrity of the UAPRCD and the UAPRCD-APRCD genre set. Even though MCAP Code discusses the related practice, there is no contextualization for regulating the practice. Lastly, a hybrid or mixed genre provides more opportunities for appropriation of generic resources and interdiscursivity, which in turn will affect the generic integrity of related genres unless the relevant professional practices are able to contextualize regulatory measures and make them more effective.

With the comprehensive understanding and description of the context and situation of the UAPRCD-APRCD genre set, contextualization of the promotional intent could be made clearer. In context, the UAPRCD-APRCD genre set do not function as individual genres because there is a synergetic effect and the promotional intent is increase. Therefore, UAPRCD-APRCD has private intentions and they can be placed in the colony of promotional genres as well as the colony of informative genres. The promotional intentions can be seen as the contributing factor to the generic integrity of disciplinary professional genres such as articles related to health and medicine.

This chapter has discussed the role of the practitioners (professional practice level) who govern information and advertisements related to healthcare and pharmaceutical products. The practitioners have set rules, guidelines, codes and advice in regulating and monitoring healthcare information and pharmaceutical product advertising. However, there are still irresponsible publication of healthcare information and
marketing and advertising of pharmaceutical products. This situation calls for a comprehensive research in identifying the related issues and problems. The study has also shown that a multi-perspective, multidimensional and multidisciplinary research and analysis is required to unfold the private intentions and appropriation found in a hybrid and mixed genre, a possible oversight by the practitioners. This applied and critical approach to genre analysis may provide the gatekeepers as well as the relevant professional practices a better understanding of the complex and deceptive promotional and advertising practices. This in turn will help them improve on the regulatory measures in order to maintain the generic integrity of the professional genres as well as the professional practices.
CHAPTER 9: CONCLUSION

9.1 Introduction

This chapter summarises and concludes the research. It begins with a synopsis of the research. Next, it presents the main findings and conclusions based on the research questions. Then, it states the implications of the research. This chapter ends the research with recommendations for further research.

9.2 Synopsis of the Research

Healthcare is an essential part of life and expenditure on healthcare is on a drastic rise worldwide since the last few years. In the context of Malaysia, the increase in drug prices is inevitable due to foreign exchange rates and the recently implemented goods and services tax (GST). Patients who are suffering from diseases may find their healthcare expenditure grow distressingly. With life expectancy increasing worldwide and death rates declining, the pharmaceutical companies can expect the healthcare businesses to grow and this makes the pharmaceutical business more lucrative. While pharmaceutical companies are enjoying more profit, patients are feeling the burden of unsustainable healthcare. As a result, more patients will resort to cheaper alternatives. It is due to all these factors that more patients have also started self-medication as a form of medication for the current indication and also as a form of preventive measure against other possible diseases.
The Star (4 October 2015) in an article entitled, “Planning for healthcare costs in retirement” reported that the average lifespan of Malaysians is 75 years and the medical treatment for heart attack costs RM10,000 to RM30,000 now, and in 20 years later, it could rise to between RM67,000 to RM202,000. It also reported the following:

“According to the World Health Organization (WHO), the top killer diseases in Malaysia are coronary heart disease and stroke. There are treatments for these diseases and other critical illnesses but they don’t come cheap. To make matters worse, medical costs are getting higher by the year as health deteriorates with age. In Malaysia, the medical inflation rate, which is the increase of medical costs, is between 10% and 15% every year.”

The outcome of this situation is the increasing interest in self-care and self-medication. The trend of preserving one’s health and preventing diseases rather than treating them is believed to be more sustainable. The World Self-Medication Industry (WSMI) states that “Self-care can play a crucial role in the prevention of the coming global epidemic of non-communicable chronic diseases such as cardiovascular diseases, cancer and diabetes.” According to WSMI, in order to stay healthy, individuals should take care of minor and long term conditions, based on their knowledge and information available and the individuals should be given information and education to become more proactive in their healthcare.

Two issues arise from the context. Pharmaceutical companies are keen to capitalize on the new perception and action towards medication. They can be considered the main contributor of educating and informing individuals or patients about health and medicine information as self-care and self-medication are limited to over-the-counter (OTC) medicine. The reliability of such information and the intention of direct-to-customer (DTC) advertising may not justify the integrity of the informative texts or genres provided. The other issue concerns the ability for patients of severe or critical
diseases such as heart disease to self-help and self-medicate effectively by relying on the information provided by the pharmaceutical companies.

The World Health Organization (WHO) is concerned about improper pharmaceutical advertising. Although health information is considered a fundamental part of healthcare, the WHO has called for a clear distinction between information and advertising disguised as “information”. This study was conceptualized to address WHO (2007) concerns,

“to enact, new, or enforce existing, legislation to ban inaccurate, misleading or unethical promotion of medicines, to monitor promotion of medicines, and to develop and implement programmes that will provide independent, non-promotional information about medicines”.

In relation to WHO’s concern, this research investigated the unethical pharmaceutical promotions. It focused on the promotion of OTC pharmaceutical products which are related to cardiovascular related diseases. To achieve this, the study adopted Bhatia’s (2004, 2008, 2010, 2012) Critical Genre Analysis (CGA) and multidimensional and multi-perspective genre based analytical approach. It attempted to uncover the strategies used by advertisers to bend pharmaceutical advertising regulations in order to achieve commercial interests. This study focussed on unlabelled advertorials which are accompanied by advertisements on products related to cardiovascular diseases.

The researcher acknowledge the fact that genre analysis studies on mixed genres and genre sets in context is rare, especially from a conceptualized CGA and multidimensional and multi-perspective genre based analytical approach. However, this exploratory study has successfully exposed the exploitation of deceptive rhetorical strategies and creative manipulation of interdiscursivity and appropriation of generic resources at the genre-text level and across professional practice and domain level. The
findings showed that the generic integrity of the promotional genres is affected. In short, it can be concluded that the pharmaceutical advertising studied in this research is actually a type of prohibited advertising because it promotes products which are related to cardiovascular diseases and the promotional genres contain inaccurate and misleading information.

9.3 Main Findings and Conclusions

The chapter will address the four research questions which were formulated as a guide for the research. The main findings which are related to each research question will be summarized and discussed. Conclusions will be derived from the summary. They will be based on applied understanding and contextual interpretations in order to answer the research questions critically.

9.3.1 Research Question 1

The first research question is What are the communicative purposes, generic structure and genre type of the unlabelled advertorial? The objective is to establish the generic description of the unlabelled advertorial. In other words, it is formulated with the aim of determining whether the UAPRCD is a promotional genre or an informative genre. This is because the genre-text shows promotional features even though it is not identified as an advertorial.

The main aim of this analysis is not to concentrate solely on generic structure or move structure of the UAPRCD. This research focuses on distinguishing the types of
structures (promotional verses research) and identifying the genre type (actual verses projected). The main aim of this chapter is to prove that the UAPRCD, which is published to appear like and to function like an article is actually an unlabelled advertorial, a mixed genre with promotional intentions. Apart from using a descriptive approach, this chapter also focuses on analyzing the UAPRCD in a critical, applied and investigative (forensics) approach. This is carried out by “framing” (comparing and contrasting) the UAPRCD with various relevant generic structures and “proving” (justifying evidences) the occurrence and practice of appropriation of various generic resources. Although UAPRCD T1 is used in this exploratory study, most of the UAPRC have the same findings.

The main findings of the analysis are:

1. Some move structures from Nwogu’s (1997) Generic Structure on Medical Research Papers can be found.

2. Even though the UAPRCD is projected as a research article as it contains a section (references), it does not have most have most of the moves found in Nwogu, K. N. (1997).

3. The UAPRCD does not conform to an Introduction, Method, Result and Discussion (IMRD) generic structure.


5. The UAPRCD adopts most of Attention, Interest, Desire and Action (AIDA) construction model.

6. The UAPRCD has most of Moses’s (2000) Discourse Structure on Pharmaceutical Advertisements. The structure includes sections such as
The results from “framing” of the UAPRCD with relevant promotional generic structures (AIDA, Moses and Bhatia) prove that the UAPRCD is an unlabelled advertorial, not an article. Although the UAPRCD has some of Nwogu’s generic structures for research based articles, it cannot be considered an article. It has none of IMRD construction as it is thematic. This is because firstly, the UAPRCD has both educational/informative communicative purposes and promotional intent; secondly, the UAPRCD has both promotional moves and research based moves; and thirdly, the UAPRCD’s generic description shows that it is a mixed genre and it is not an article or a research article.

Although the UAPRCD is a promotional genre, appropriation of rhetorical strategy and appropriation of generic resources are carried out to make it resemble an article which is written by a medical professional:

1. Projecting and Claiming the UAPRCD as Articles
2. Omission of Labelling
3. Stating Educational Purpose for the Publication of the UAPRCD
4. Constructing the UAPRCD to Resemble Articles by typesetting, using references, endnotes

From the findings, it can be noted that the appropriation of generic resources in the UAPRCD is intentional. Rather than adopting a standard procedure (communicative
purpose, move structure, linguistic features) is analyzing the genre-text, a more critical approach is required. Bhatia’s (2004) approaches to analyzing hybrid and mixed genres could be used to analyze the UAPRCD:

1. intertextuality and interdiscursivity
2. variation, hybridity, dynamism in the accounting for genre
3. complexity in hybrid or mixed genre can be recognized as co-occurring with increasing hybridization of organizational life
4. analyse hybrid genre with view to their application potential

From the analyses, the UAPRCD functions like an advertorial. To deceive readers, appropriation of generic resources is carried out so that the readers will regard the UAPRCD as an article instead of an advertorial. The appropriation of generic resources in the UAPRCD involves exploiting the communicative purposes, the generic structure, moves and the genre type.

A more comprehensive genre analysis is required to study complex and mixed genre. Although the main aim of this research which is to prove that the UAPRCD is actually an unlabelled advertorial is achieved, it is not sufficient to investigate and identify the other promotional intent of the UAPRCD. This is because the analysis is limited to the analysis on textualization and organization of the UAPRCD. Although a certain amount of contextualization analysis is shown in this chapter, it is limited to the analysis within the text. More contextualization analysis is required at the intertext level. This is required because the occurrence and practice of appropriation of various generic resources are not limited at the text level. It can be extended at the intertext level. In short, Bhatia’s (2004: pp. 133-134) definition of the UAPRCD in the case of this study is relevant:
“…in the context of the present-day culture of advertising and media exploitation, advertisers are always on the lookout for novel strategies to promote their products and services. …One such popular mixed genre is known as the advertorial, or a hybrid of editorial and advertisement.”

9.3.2 Research Question 2

The second research question is What are the communicative purposes, generic structure and genre type of the advertisement? The objective is to establish the generic description of the advertisement. In other words, it is formulated with the aim of determining whether the APRCD is inclined towards a promotional genre or an informative genre. This is because the genre-text shows clearly identifiable informative (academic/research) features even though it is an advertisement.

The advertisement is an established genre and most readers will be able to identify the genre type of the APRCD and categorize it as a type of promotional genre. However, the genre type of the APRCD is further distinguished in order to provide a more detailed generic description. This finding will also show that there are other communicative purposes and generic structures. In other words, not all APRCDs are confined or limited to having only advertising and promotional features. The main aim of this chapter is to prove that not all APRCDs appear like and function like an advertisement.

The main findings are:

1. All APRCD need a Medical Advertising Board endorsement and reference number for publication.
2. The APRCD has all the moves in Bhatia’s (2004) Move Structure in Advertisements: Headlines, Targeting the market, justifying the product, detailing the product, establishing credentials, endorsement, offering incentives, using pressure tactics, soliciting response.

3. The APRCD has an extra move – scientific/research information.

4. The APRCD has most of the Lead, Purpose and Benefit identified in Moses’s (2000) Discourse Structure on Pharmaceutical Advertisements. These are advertising discourses.

5. The APRCD has little or none of the Contraindication-Side Effects-Imperative Doctor Talk (Informative Discourses) in Moses’s (2000) Discourse Structure on Pharmaceutical Advertisements

Although the APRCD is an advertisement, there is appropriation of generic (informative and research based) resources:

1. References and Referencing

2. Scientific discourses

These two identified resources could be exploited for interdiscursivity between the APRCD and UAPRCD. The appropriation of generic resources on the UAPRCD can be seen as an attempt to project the unlabelled advertorial as an article. Similarly, the appropriation of generic resources on the APRCD can also be seen as an attempt to project the advertisement as an educational and informative genre. In this case, Bhatia’s definition of appropriation of generic resources (2004: pp. 157-158) is applicable:

“…Although the freedom to exploit available resources for the expression of ‘private intentions’ seems to go against the concept of genre as social construction, it is only natural that experts and experienced writers always
look for innovations of this kind in order to achieve their individual or corporate objectives at the same time.”

This chapter provides a more different perspective on advertisements. This is required because the appropriation of various generic resources requires critical scrutiny of the context. With the generic description of the UAPRCD and APRCD established, a more challenging analysis await in the case of identifying and describing the promotional intent of a genre set which comprises the UAPRCD and APRCD.

9.3.3 Research Question 3

The third research question is *What are the communicative purposes (or private intentions) and genre colony of the UAPRCD-APRCD genre set?* The objective is to establish the context of the UAPRCD-APRCD genre set. In other words, it is formulated with the aim to prove that the UAPRCD and APRCD are associated. It is also aimed at identifying the intentions of genre set and its communicative purpose as a genre set. This is because the UAPRCD and APRCD are published in the same pullout (proximity) on health and medicine.

The UARPCD and ARPCD are analysed as independent genres. Since the two genres are published in the same proximity, contextualization approach should be adopted to determine the context of the genre set. A contextual analysis will analyze the surrounding/immediate context, the contributing context and the controlling context. The contextual analysis will provide a more comprehensive ‘background’ or context of the UARPCD and ARPCD. In other words, a contextual analysis is required because a
genre based contextualization analysis involves analyzing texts, genres, discourses and the relevant discourse community or communities in context. Bhatia’s (1993, 2004) 7 steps in analysing unfamiliar genres is adopted. The first 3 steps are used to describe the ‘background’ (determining the context) of the UARPCD and ARPCD and to demonstrate their association and function as a genre set. The main aim of this chapter is to prove that analyzing the textualization and organization of genres is not sufficient. Contextualization provides a real world understanding and description of genres or a genre set - the understanding and description of interdiscursivity.

The UAPRCD-APRCD genre set can be described as a promotional supergenre with advertising or promotional intention. It should be recognized as a genre from the promotional colony even though one of the genres (the UAPRCD) is projected as an informative and educational genre. In other words, a genre set is made up of a collection of genres that interact with one another to achieve communicative purposes and in the case of this research, it is to achieve promotional intentions.

The findings in this chapter show that the complexity of the UARPCD-ARPCD genre set may not be fully described and understood if only textualization and organization approaches towards analyzing genres are used. It points to the fact that it is necessary to contextualize a study in order to achieve a comprehensive contextualization of the study. Devitt (1991, p 340) analyzed genre sets and stated that a set of genres interacts to accomplish tasks. Devitt (1991, p 340) also stated that “text is best understood within the context of other texts.” Although there are studies on genre sets, most of them (Devitt 1991, Samraj 2005) involve genre sets from the same domain or disciplinary cultures. The study of genre set across domain such as the UAPRCD-ARPCD genre set is more complex but necessary.
9.3.4 Research Question 4

The fourth research question is *How are interdiscursivity and appropriation of generic resources exploited to achieve promotional intentions?* The objective is to establish the generic integrity of the UAPRCD-APRCD genre set through contextualization. In other words, it is formulated with the aim to prove that generic integrity the UAPRCD, APRCD and UAPRCD-APRCD genre set is affected by the interdiscursivity and appropriation of generic resources.

At this point, it should be noted contextualization analysis has been established and carried out in many discourse studies. Genre based studies based on contextualization is still at an early stage. The study has thus far involved contextualization at text and genre set level. The researcher believes that there is a need to involve an investigative and evaluative approach on interdiscursivity through the socio-cognitive space/perspective at the social and across domain level. It will analyze the professional space (involving ethnographic perspective) and tactical space (involving institutional context). This will provide a better understanding of the generic integrity of the genre set. Even though there are regulations set by the gatekeepers (medicine domain) to maintain disciplinary boundaries, disciplinary culture and disciplinary genres, they may not be sufficient to stop the invasion and colonization by other disciplinary genres.

A comprehensive contextualization is required to analyze and understand the interdiscursivity at the social and across domain level. This approach will enable the researcher to identify the generic integrity of disciplinary genres which are shared across domains, and also to identify the vulnerability in the regulatory procedures.
From the study, it is noted that contextualization analysis requires a analytical approach which is applied and critical in nature. At this point of the research, the researcher could identify the complexities of the professional genres, especially when they have associations across domains. This study supports the notion that:

“It has become necessary for genre theory to go beyond a textual analysis of linguistic data in order to incorporate a multidimensional and multi-perspective framework for the analysis of academic, professional, institutional and other workplace genres.”

(Bhatia, 2008: p. 166)

In short, the findings in this study provide more insights into the real world of promotional and advertising genres and discourses. It also highlights the importance of contextualization in addressing/analyzing complex genre or genre set, as well as in preparing regulatory measures because the following factors:

- Interactions across and between genres, resulting primarily from text-external factors.
- Creation of hybrid forms by exploiting established conventions of other genres.
- Appropriation of generic resources.
- Appropriation of semiotic resources across genre, professional practice and professional culture.
- ‘mixing’, ‘embedding’, and ‘bending’ of generic norms in professional contexts.

(Bhatia, 2010: pp.32-35)
9.4 Implications of the Study

The UAPRCD-APRCD genre set is one of the deceptive promotional strategies carried out by the pharmaceutical product companies. There are many concerns which are linked with it apart from textualization, organization and contextualization; deception, regulation, generic integrity. There are also health and financial implications. More critical and applied researches are needed for such advertising genres.

From the perspective of genre based studies, most genre based researchers do not use new notions on genre and genre studies. Many of them focus on studying the textualization and organization of genres using Swales’ (1990) genre theory and three level genre analysis. This research on the UAPRCD-APRCD genre set will strengthen new notions on genre and genre study which were established by Bhatia (2004, 2008, 2010, 2012). The current study confirms the need for:

1. A more comprehensive description of genres, especially unfamiliar and mixed genres in terms of genre embedding, genre mixing, genre bending and hybridization of genres.

2. A more complete perspective on genre theory, especially on genres across domains, colonization by professional/discursive practices, interdiscursivity and appropriation of generic resources, generic integrity.

3. A more applied approach to genre analysis, especially in investigating genres which has complex forms and functions through the usage of Critical Genre Analysis and a multidimensional and multi-perspective genre based analysis.

4. A functional need for contextualization, especially in establishing the situation/background of the genre in order to investigate it in the real world context.
For social awareness and contribution to the community, the researcher hopes this research could be the catalyst for more researches to help strengthen the following policies and perspectives which are endorsed by WHO (2003):

1. Create mechanisms for government oversight to assess implementation of medicines regulation.
2. Improve the knowledge and skills of National Regulatory Authority.
3. Involve experts from academia, research institutions, etc. to help with specific regulatory activities.

9.5 Recommendations for Future Studies

From genre based studies, it is recommended that more research should concentrate on:

1. The socio-cognitive perspective and procedure in the multidimensional and multi-perspective genre based analysis.
2. The patterns of audience reception.
3. Interdiscursivity and appropriation of generic resources across domains.
4. Contextualization procedures for professional discourse

The research could be established further to assist the WHO (2004) in addressing the following issues which are related to unethical drug promotion:

1. WHO’s call for promotion of prescription and over-the-counter drugs to contain reliable claims without misleading or unverifiable statements. The Criteria also state that promotion should not contain omissions that could
lead to health risks. They emphasize that promotion should not be
disguised as educational or scientific activities.

2. Unethical promotion is an issue that journalists tend to pick up. Media
attention can have a positive effect on consumer drug use, but can also
sensationalize the discovery and potential efficacy of new untried and
often unregistered drugs. The media are frequently used by the
pharmaceutical industry to covertly promote products in the guise of what
has come to be known as “advertorials”.

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Ministry to monitor sales of over-the-counter drugs. (2003, January 14). *The Sun*.


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TV, radio told to be wary of these ads. (2003, October 16). *The New Straits Times.*


Untested traditional remedies can be fatal. (2004, August 28). *The New Straits Times.*


Vitamin check: Ensuring health supplements are what they are claim to be. (2007, July 14). *The Star*.


LIST OF APPENDICES

APPENDIX A: Unlabelled Advertorials on Products Related to Cardiovascular Diseases (UAPRCD)

APPENDIX B: Advertisements on Products Related to Cardiovascular Diseases (APRCD)

APPENDIX C: Regulatory Documents
APPENDIX A

Unlabelled Advertorials on Products Related to Cardiovascular Diseases

(UAPRCD)

Text 1 - Himalaya Herbal Healthcare – Herbs for high lipids - *Fitforlife* (Sunday, 26 June 2005)

Text 2 - Bioline – The universal antioxidant - *Fitforlife* (Sunday, 16 October 2005)

Text 3 - Pahang Pharmacy – The female heart - *Fitforlife* (Sunday, 23 October 2005)

Text 4 - Pahang – Heart Health - *Fitforlife* (Sunday, 25 December 2005)

Text 5 - Pahang Pharmacy - The complete vitamin E family - *Fitforlife* (Sunday, 19 March 2006)

Text 6 - Pahang Pharmacy – Resveratrol, a heady vintage – *Fitforlife* (Sunday, 29 April 2007)

Text 7 - Yomeishu – Encouraging blood flow - *Fitforlife* (Sunday, 4 April 2010)

Text 8 - Blackmores – Discovering plant sterols - *Fitforlife* (Sunday, 5 June 2011)

Text 9 - Live-well Nutraceuticals – Energize your heart - *Fitforlife* (Sunday, 2 September 2011)

Text 10 - Live-well Nutraceuticals – D for the heart - *Fitforlife* (Sunday, 2 September 2012)

Text 11 - Nuvanta – Feeling tired and listless - *Fitforlife* (Sunday, 30 September 2012)

Text 12 - Live-well Nutraceuticals – Staying young at heart - *Fitforlife* (Sunday, 22 November 2015)
APPENDIX B

Advertisements on Products Related to Cardiovascular Diseases (APRCD)

Advertisement 1  - Himalaya Shallaki, Himalaya Shuddha Guggulu, Himalaya Nimba (Neem)
Advertisement 2  - Biolife Anti-FR + Selenium, Biolife Alpha Lipoic Acid 100mg
Advertisement 3  - Stay-well Q-Gel Vege, Stay-well Q-Gel, Stay-well Q-Gel Forte, Stay-well Q-Gel Carni
Advertisement 4  - (a) Stay-well Q-Gel Carni,
                   (b) Live-well D-Ribose,
                   (c) The Sinatra Solution (Book)
Advertisement 5  - Live-well TOCOspanE
Advertisement 6  - Live-well Juvine
Advertisement 7  - Yomeishu
Advertisement 8  - Blackmores Plant Sterols Plus
Advertisement 9  - Q-Gel Forte, Stay-well Q-Gel Carni
Advertisement 10 - Live-well Sunshine Vitamin-D3
Advertisement 11 - (a) Nuvaceuticals HydroQ10
                   (b) HydroQ10
Advertisement 12 - Stay-well Active Q100mg
APPENDIX C

Regulatory Documents in the Medical and Advertising Domains, and Legal Case

References on Products and Advertisements Containing Health Claims

1. World Health Organization (WHO) review on drug promotion.
2. The Malaysian National Medicines Policy (MNMP)
4. Malaysian Code of Advertising Practice (Advertising Standards Authority
   Malaysia)
5. Code of Conduct for Non Prescription (OTC) Products (Pharmaceutical
   Association of Malaysia)
6. World Self-Medication Industry (WSMI) Declaration