

**A GENRE AND MULTIMODAL ANALYSIS OF MILK
FORMULA ADVERTISEMENTS IN A LOCAL PARENTING
MAGAZINE**

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PARENTING MAGAZINE**

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ABSTRACT

There is a recent upsurge in the sales of milk formula today especially with the rise of women participation in the workforce. The global milk formula industry is said to be of worth US\$50 billion (£31 billion). As a result, advertisers and milk formula companies face stiff competitions to produce the most effective advertising campaigns. Milk formula companies and advertisers compete to set themselves apart by creating different strategies to promote and sell their products. It is hence interesting to examine how advertisers communicate to potential consumers to buy the milk formula products. This study examines the rhetorical structure of milk formula advertisements in a local parenting magazine, 'Parenthood'. The purpose of this study is to identify the rhetorical structure besides recognising the communicative purposes of the advertisements. The compositional meaning of advertisements in terms of salience, framing and information value are also looked into. This study adopts the nine-move framework by Kathpalia (1992) to analyse the moves in the data collected. Bhatia's (1993) framework on communicative purposes and Kress and van Leeuwen's (1996, 2006) model on multimodal analysis are also adopted to look at the multimodal features used in the advertisements. Thirty five milk formula advertisements have been collected and each move used by the advertisers has been analysed and recorded. Moves with a frequency occurrence of more than 60% are considered as obligatory. Out of nine moves from Kathpalia's framework, six moves are obligatory. These moves are *attracting attention (headlines)*, *targeting the market*, *justifying the product*, *appraising the product*, *establishing credentials* and *soliciting response*. The three remaining moves are considered optional. These moves are *providing celebrity and typical user endorsement*, *offering incentives* and *using pressure tactics*. One new move has been discovered from

the analysis of the milk formula advertisements. This move is *providing footnote or reference*. The main communicative purpose of milk formula advertisements has been found to be persuasive. This is achieved by persuading and offering appraisals of the products. As for the multimodal component, the findings revealed that the vertical layout is mostly used and salience is achieved through headlines displayed in the biggest font size along with images used in the most dominant size placed in the background. As for framing, milk formula advertisements apply strict colour contrast to differentiate the set of information. The layout used coincides with the salience and framing of the information made obvious through colour contrast, images and headlines emphasized in size. In order to gain more contextual understanding on milk formula advertisements, an online questionnaire was distributed to parents in Malaysia. Interviews conducted with a copywriter, paediatrician, parents and also a former manager of a milk formula company has also provided further contextual understanding. The different strategies adopted by the advertisers in milk formula advertisements have finally concluded that advertisers' main intention is to persuade consumers to buy milk formula products. This study enhances knowledge and understanding specifically in the area of genre analysis and multimodality.

ABSTRAK

Peningkatan jualan formula susu hari ini berkait rapat dengan peningkatan penyertaan wanita dalam tenaga kerja. Industri global bagi formula susu dikatakan bernilai US\$50 billion (£ 31 bilion). Hasil daripada ini, para pengiklan dan syarikat formula susu bersaing sengit untuk menghasilkan kempen pengiklanan yang paling berkesan. Syarikat formula susu dan pengiklan saling bersaing rapat untuk membedakan produk mereka di samping menggunakan strategi yang berbeza untuk mempromosi dan menjual produk formula susu. Kajian ini bertujuan untuk mengkaji struktur retorik iklan formula susu dalam majalah keibubapaan '*Parenthood*'. Langkah-langkah yang digunakan oleh pengiklan bagi struktur retorik ini serta tujuan komunikatif iklan formula susu dikenalpasti. Selain itu, aspek multimodal seperti nilai maklumat, penonjolan, dan rangka yang digunakan di dalam iklan juga dianalisa dan dikenalpasti. Kajian ini menggunakan rangka kerja Sembilan-langkah Kathpalia (1992) untuk mengenalpasti langkah-langkah yang digunakan oleh pengiklan. Rangka kerja Bhatia (1993) digunakan untuk mengenalpasti tujuan komunikatif iklan manakala rangka kerja Kress dan van Leeuwen (1996, 2006) digunakan untuk menganalisa aspek pelbagai-modal. Tiga puluh lima iklan formula susu telah dikumpul dan setiap langkah yang digunakan oleh pengiklan telah dianalisa dan direkodkan. Langkah yang mempunyai kekerapan melebihi 60% dianggap langkah wajib manakala yang selebihnya dianggap sebagai langkah pilihan. Daripada model Kathpalia yang mempunyai sembilan langkah, enam langkah telah dikenalpasti sebagai wajib di dalam iklan formula susu. Langkah-langkah ini adalah *tarikan perhatian (tajuk iklan)*, *sasaran pasaran*, *pemwajaran produk*, *penilaian produk*, *pencapaian produk*, dan *dapatan maklum balas*. Tiga langkah yang selebihnya dianggap sebagai langkah pilihan. Langkah-langkah pilihan ini

adalah *pengendorsan dari pengguna mahupun selebriti, tawaran insentif dan gesaan*. Selain itu, satu langkah baru juga telah ditemui. Langkah baru ini *adalah penyediaan nota kaki ataupun rujukan*. Tujuan komunikasi utama iklan formula susu yang telah dikenalpasti adalah untuk memujuk para pengguna untuk membeli formula susu. Bagi aspek pelbagai-modal, susun atur menegak telah kebanyakannya digunakan manakala aspek penonjolan iklan dicapai melalui tajuk iklan dan gambar. Bagi rangka iklan, iklan formula susu menggunakan kontras warna untuk membezakan kepelbagaian maklumat. Dalam usaha untuk memahami konteks pengiklanan formula susu, kajian ini telah ditambah dengan soal selidik yang diedarkan kepada para ibu di Malaysia melalui Internet. Temubual bersama seorang penulis iklan, doktor, ibubapa dan bekas pengurus syarikat formula susu juga telah dijalankan. Pada keseluruhannya, hasil daripada analisa menunjukkan bahawa strategi yang berbeza telah digunakan oleh pengiklan. Ini menjurus kepada kesimpulan bahawa tujuan utama pengiklan mengiklankan iklan formula susu adalah untuk memujuk pengguna supaya membeli produk susu tersebut. Kajian ini boleh meningkatkan pengetahuan dalam bidang analisis genre dan pelbagai-modal.

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CHAPTER 1: INTRODUCTION

“Good advertising does not just circulate information. It penetrates the public mind with desires and belief”. – William Bernbach

1.1 Introduction

Parents, especially mothers are faced with contending choices and difficult decisions almost every day. For mothers especially the new ones in particular, making the right feeding decisions such as choosing what and how to feed their newborns are never easy. Mothers may find the process of making this personal and most important decision less challenging with adequate support such as information, advice, or guidance provided. These support are obtainable through professional and medical experts, family members and friends or even from the advertisements.

With regards to bottle feeding, there has been a recent upsurge in the sales of milk formula today (Baker, et. al., 2016; Low, 2016; Siu & Dramond, 2015). As lives get more challenging especially with more women enrolled in the workforce, choosing milk formula seems to be a more convenient and suitable method. As a consequence, milk formula companies strive to compete to produce the best milk formula possible.

This chapter presents the landscape of the study by providing the background, followed by statement of the problem, purpose of the study, research objectives, research questions, significance of the study and definition of terms. The scope of study and the organization of thesis are also included at the end of this chapter.

1.2 Background of the Study

“Advertising plays the same role in your media diet that vegetables play in your regular diet; most of us would prefer to skip that course and go straight to dessert. But, just like veggies, advertising plays an important role in sustaining a body; in this case a diverse body of content” (Thierer, 2012).

Advertising plays an important role in our everyday lives. Nobody escapes the superior power of advertisements. We do not only engage in advertisements on a daily basis but our habits, exposures, and thoughts are deeply intertwined in what advertisements tell us, so much so that we allow brands to define our decisions and us. Advertisements tell us what is ‘good’ or what is ‘bad’ and what we should or should not buy. The topic of this study on milk formula advertisements is relevant and interesting by its complexity because everyone, including parents are influenced and affected by advertisements, even without realizing it. As we may not notice how advertisements affect us today especially with the growth and power of media technology, it is interesting to look at how advertisers compose the advertisements skillfully.

In line with that, according to a new study on media usage and advertisements exposure conducted by Media Dynamics in 2014, a typical adult spends an approximately 9.8 hours feeding on media (Johnson, 2014). In that amount of exposure, an adult is subjected to an average number of 362 advertisements per day. This shows the amount of pressure faced by advertisers to compete for consumers’ attention to persuade them of a particular product. Through ‘pester power’ (Macrury, 2009),

advertisers distribute information, sell products and ideas, raise and maintain brand awareness, and most importantly increase the consumption of their advertised products.

As the pressure of advertising intensifies, companies are willing to spend a significant amount of money on marketing, campaigns and advertisements in order to bring multi-billion dollar profit to the company. According to Business News Report in The Star, the total advertising expenditure for Malaysia in 2015 is RM13.63 billion. The figure entails a fall of 3% due to the implementation of goods and services tax (GST) from the total RM14.04 billion expenditure in 2014. However, experts anticipated that the expenditure will grow in the following year (The Star, 2016). The news also indicated that the total expenditure for magazines saw a growth of 5%. The following figure illustrates the overall expenditure of advertising across five mediums.

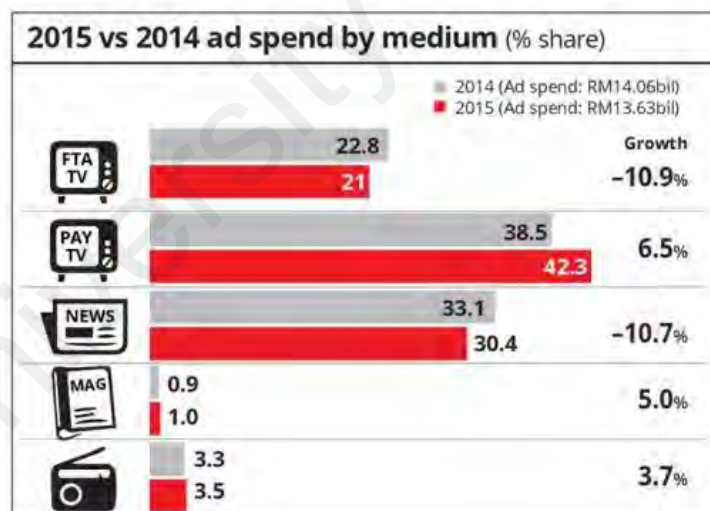


Figure 1.1: Advertising Expenditure in Malaysia by Medium in 2014 and 2015

(The Star, 2016).

Following that, the top product and service categories with the highest expenditure were also ranked. Growing up milk for children was ranked fifth among other products and services. The advertising expenditure for the top five product and service categories in Malaysia for 2015 is presented in the following table.

Table 1.1 Top Five Product/ Service Categories in Malaysia based on Advertising Expenditure in 2015 (The Star, 2016).

Ranking	Product and Service Categories
1	Local government institutions
2	Women's facial care
3	Mobile line services
4	Hair shampoo and conditioner
5	Growing-up milk for children

From the table, it can be seen that most businesses thrive because of advertisements. An average company in the United States of America spends six times more money to attract potential consumers besides sustaining the existing ones where a 5% increase in customer retention was reported to yield between 25% and 100% of profit increase (Zmuda, 2011). Because of that, advertising has been a highly focused industry for businesses. Over the years, marketers and advertisers have worked closely to produce powerful advertisements. An extensive research conducted by Acute Markets Report in 2015 reveals that baby milk products in Malaysia account for 90.1% of retail sales.

To date, milk formula advertisements have undergone drastic changes from the past until present. Advertisements from the past looked entirely different from the

advertisements seen today. Part of this can be contributed to the evolving changes in printing and also in graphic design technologies. Therefore, the appeal and appearance of more sophisticated advertisements – multi-colour printing, three and four dimensional images, photo quality, etc. which can be seen conjures up the visual qualities of advertisements, hence making multimodal a more important role to play in the field of advertising. An example of milk formula advertisement in the past and the present can be seen in the following figures.

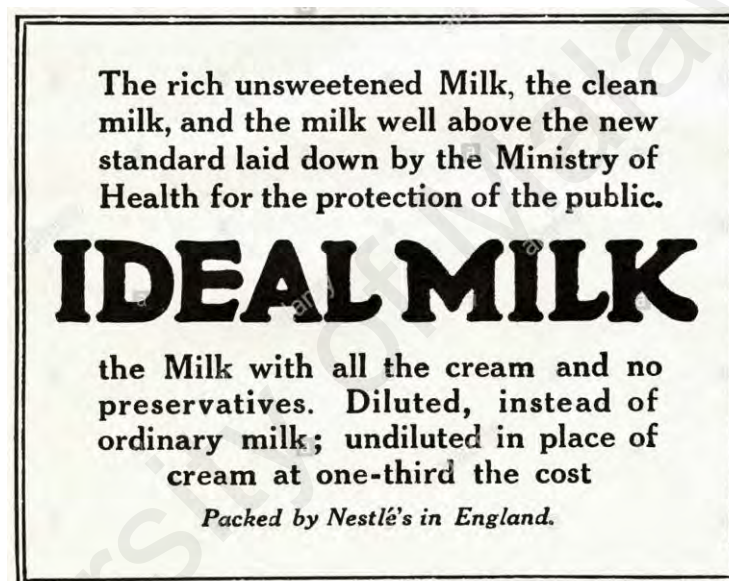


Figure 1.2: Original Milk Advertisement by Nestle in 1920s (Consumer Magazine Advertisement Circa, 1924).



Look Out For That First Little Tooth —

WHEN the baby begins to drool—when the saliva flows always from his little mouth—*then* the teeth are about to come, and *then*, above all—must you be careful of your baby's food. Give him the right food—and wash the little red gums and the new, tiny

teeth with boric acid solution—and there will be no teething troubles for the baby or for you.

Nurse your baby if you can; but if you cannot, remember that in the last forty years, millions of babies have come to their teeth easily and naturally with the help of

Nestlé's Food

Nestlé's Food brings health and strength because it is so nearly like mother's milk. Especially in the teething time—look out for cow's milk—cow's milk meant for calves with four stomachs—cow's milk that, for all you know, comes from sick cows and unsanitary dairies—cow's milk that may bring sickness and even consumption to your child.



Nestlé's Food is made from cow's milk with all the cow dangers banished. Nestlé's is made from milk of cows that are carefully inspected. The milk is kept covered every in-

stant, is purified just to make sure; all the heavy parts are modified and your baby's special needs are added. It is powdered and packed in an air-tight can. No germ can possibly touch it. You add only fresh water. But the four generations that have grown up on Nestlé's can testify better than we can.

Send coupon for a box of Nestlé's Food—enough for twelve feedings, Free, and a book about babies by specialists.

<p>NESTLÉ'S FOOD COMPANY, 241 Broadway, New York.</p> <p>Please send me, FREE, your Book and Trial Package.</p> <p>Name</p> <p>Address</p>

Figure 1.3: Milk formula advertisement advertised in 1915 (Schuman, 2015).

For an impressive performance.

Isomil® Plus.
When cow's milk isn't right for him.

Cow's Milk Protein Allergy (CMPA) is one of the most common food allergies amongst young children¹. That's why it is important to give them an alternative to cow's milk, as some of them may take longer to outgrow the allergy. Try Isomil® Plus:

- A trusted formula for over 40 years.
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Malaysia's
TopSelling*
 soy-based formula

No. 1¹ in Total Peninsular Malaysia in Soy Based Segment¹ within Children Milk Category. Based on Retail Index Service for the Children Milk Category for 12 months ending December 2014 in Total Peninsular Malaysia (Copyright © 2015, The Nielsen Company (M) Sdn Bhd). ¹Soy-based segment grouping is based on Abbott's definition.
 1. Guidelines for the management of CMPA 2012.
 2. Seppo et al 2005.

Abbott Nutrition
 Abbott Laboratories (M) Sdn. Bhd. (Co. No. 163560-X)
 MYISO15.03.006

Figure 1.4: Milk formula advertisement advertised in 2015. (Parenthood magazine, July, 2015)

From Figures 1.2, 1.3 and 1.4, it can be seen that the development of advertisements over the years illustrates the intimate co-dependence of language and

images in which are skillfully explored to achieve the goals of advertising. In order to produce powerful and impressive advertisements, the choice of language and visual content are carefully selected to convey the intended messages. Communicating through advertisements becomes effective only when messages are retained, hence the composition of visuals is seen as central to be included in the study. Due to the significance of growing-up milk as highlighted in the top five advertising expenditures in Malaysia in Table 1.1, it is therefore vital to look at milk formula advertisements.

1.3 History of Milk Formula

In the earlier days, breastfeeding was the norm. Milk formula and bottle feeding were never meant to be fed as everyday food, except during emergencies. Wet nursing was an earlier common alternative feeding option before the introduction of bottle feeding and milk formula. However, along with medical and technological advancements, the landscape slowly took a change. More women began to give birth in hospitals and also many started to join the workforce. Gradually, cow's milk products were introduced and began to replace breastmilk as they were perceived as convenient, scientific, and modern.

The use of milk formula for infant feeding can be dated as far back as 2000BC (Stevens, 2009). When condensed milk was developed in 1856, followed by "Farine Lactee"; a combination of cow's milk, wheat and sugar introduced by Nestle (Krasny, 2012), more mothers gradually began to adopt the bottle or formula feeding methods to feed their children. Unsweetened condensed milk, labelled as 'evaporated milk' developed by John. B. Myerling in the 19th century was also a popular choice for infant

feeding and was known to be highly recommended by pediatricians from the 1930s until the 1940s (Radbill, 1981 in Stevens, 2009). By the 1940s and 1950s, the use of milk formula has been regarded as a “well-known, popular, and safe” substitute to breastfeeding by physicians and consumers (Stevens, 2009).

The use of milk formula grew rapidly following a rampant campaign by Nestle in the 1970s. Aggressive marketing and strategic advertising by milk formula companies further encouraged mothers to adopt the bottle-feeding solution as milk formula is claimed as “clean, quick and convenient” (Gengler, 1999). The influence cast by advertising has affected mothers in both developed and developing countries to favour milk formula (Suleiman, 2001; Meyers, 2001; Netshandama, 2002; Foss and Southwell, 2006; Onyechi and Nwabuzor, 2010). The scenario is further impacted by more women joining the workforce hence altering their roles, decisions and commitments to motherhood. Milk formula has a profound effect on the numbers of mothers who breastfeed their children with a prominent decline in breastfeeding rates all over the world.

1.3.1 Milk Formula Sales

The milk formula industry is nearly a US\$50 billion (£31 billion) dollar industry in the world (Nielsen, 2015). European Research Council’s extensive market research (May 2015) states that the baby food market in Malaysia is dominated by baby milk products which account for 90.1% of retail sales (Acute Markets Report, 2015). As this sector is supported by “a very large number of brands, among which premium and super premium products have been performing particularly well”, the companies need to

compete to effectively promote their products to potential consumers. According to Nielsen's report in 2015, most baby food sales for today come from Asia Pacific (49%). This is followed by Europe (27%) and North America (19%). The remaining sales come from Latin America, Africa and Middle East (Nielsen, 2015).

With the enormity of milk formula advertisements in the 1950s, mothers around the world believed that milk formula was the best nutrition for their children. This is evident through the worldwide decline of breastfeeding rates where only 43% of babies globally were exclusively breastfed for six months (UNICEF, 2016). According to Canadean's Market Research report in 2015 around 29,375 tonnes of baby milk were consumed in 2014. It has also reported that birth rates have declined by 4% between 2011 and 2014 and this trend is set to continue to decline by a further 7.6% by 2020.

As a result, the number of infants will be lower, while the number of toddlers aged between 1 and 3 will increase. This change will have a significant effect on the market as a whole, with specialized and follow-on milks increasing their market share in the next few years. Milk suppliers are likely to focus on products for older children, and try to expand the 3+ and 6+ years markets (Canadean, 2017). This further amplifies the importance of looking at milk formula advertisements in the market to know the strategies employed by the advertisers in order to compete and sell their products. The following figure illustrates the top five companies in the global milk formula industry.

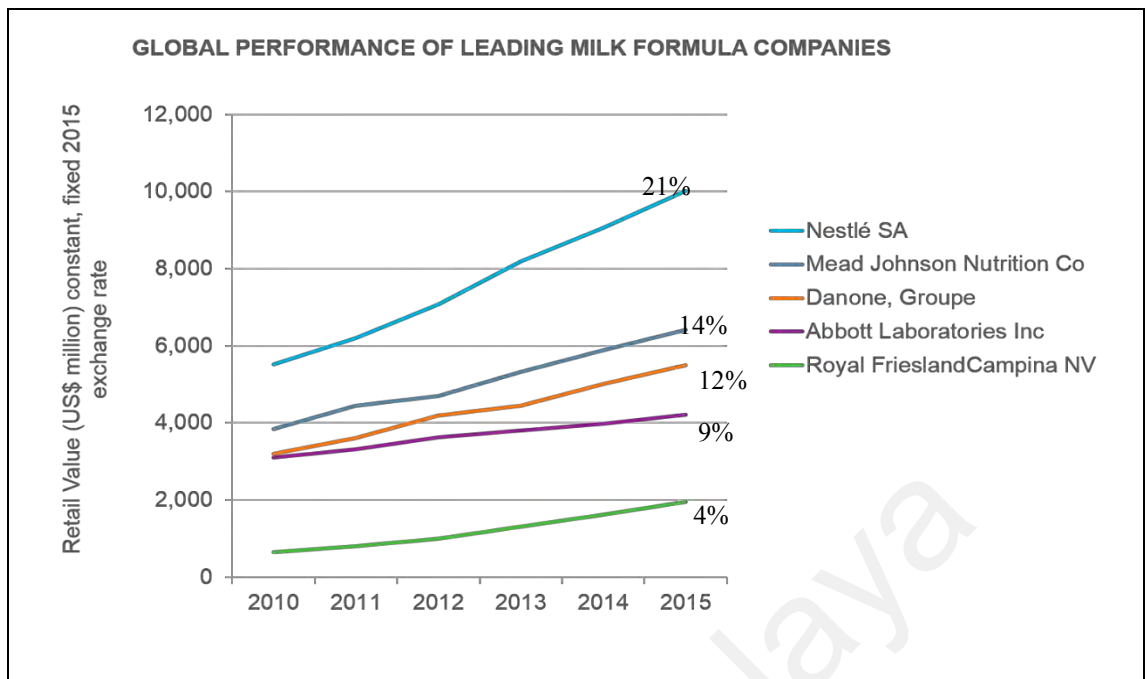


Figure 1.5: Global performance of leading milk formula companies (Euromonitor International in Mascaraque, 2016).

Based on the chart, Nestle dominates the milk formula market by being the top one milk formula company with a total retail value of an approximate US\$10,000 million in 2015. Nestle is accounted for 21% of the global milk formula market. This is followed by Mead Johnson Nutrition with a total retail value of an approximate US\$7000 million (14%), Danone with retail value over US\$5000 million (12%), Abbott Laboratories with retail value over US\$4000 million (9%) and finally, Royal FireslandCampina with a total retail value of US\$2000 million (4%). Due to this competitive landscape and also overwhelming global response in favour of milk formula, this further accentuates the importance of looking at the various milk formula advertising campaigns which in this study, the milk formula advertisements.

1.4 History of Print Advertising

“Print media represents a significant economic and cultural development in Asia, where developed and developing consumer markets have experienced rapid and sustained growth” (Azirah, 2010). Considered as one of the oldest forms of media communication, print advertising has marked its history through newspaper and magazine printing. Advertising on prints can be dated back to the ancient Egyptians and Greeks on the sales of a slave and also to the Romans where the early signs of advertising can be found in the ruins of Pompeii (Tungate, 2007). In 1440, a German goldsmith by the name of Johannes Gutenberg invented the printing press which enable merchants to duplicate advertisements for their goods (Tungate, 2007:10). A few centuries later in the 19th and 20th century, the imminent mass production has led print advertising to be the primary means of communication for companies via newspapers, magazines, flyers, posters and billboards (Walker, 2010). Print advertising has then evolved along with the changing times to meet the needs of the culture and society.

1.4.1 Magazine advertisements

Magazines influence, aspire and endure. According to the MPA Factbook 2013/2014 published by the Association of Magazine Media (2014), more than 150 print magazines have thrived for more than 50 years, which in comparison only nine television programmes can say the same. In spite of the raging success of the online world where e-marketing and social media are booming in recent years, advertising especially on print still remains as an effective marketing tool. There are thousands of magazines worldwide, and magazine advertisements still continue to survive in spite of the emergence of the Internet (Beane, 2013, Consterdine, 2005 & Consterdine, 2009).

Brands that advertise in print magazines usually achieve higher brand favourability, purchase intent and advertisement awareness than they do online or on television (The Association of Magazine Media, 2015).

In a research led by a leading magazine publisher in the United Kingdom in 2014, it was discovered that print advertisements had the most amount of influence on actual purchases done by both shop and even online consumers (Vanderwagen, 2014). 45% of the respondents from this study mentioned that their purchases were print-inspired as compared to 40% digital. Not only that, in the same article, a research conducted by UK's Professional Publishers Association in finding out the most fast-moving consumer advertisements represented by 220 publishers also revealed that the average sales value among consumers who were exposed to magazine advertisements doubled the sales value among consumers who were not exposed to magazine advertisements.

In the same way, this is also reflected in an Irish research conducted by Periodical Publisher's Association of Ireland (PPAI) published in 2009. The results gathered from the study affirmed the personal relationship established among readers with their magazines; stating that magazines had the strongest influential role in terms of personal beliefs and attitudes, relatable information and also tailored consumers' needs which consequently lead to "deliberate attention" given to advertising (Consterdine, 2009). According to Consterdine (2009) also, the results obtained are parallel with other studies conducted in Germany, United Kingdom, France and Australia. Given these figures, the relevance of magazine advertisements is still notable. In spite of the many successful transitions of web advertising, the presence and influence of magazine advertisements cannot be disregarded and overlooked as the impact on consumers is still eminent.

Issued at regular intervals, magazines are published either weekly, monthly, quarterly or sometimes annually. Popular magazines normally feature full-page colour advertisements which often depict the current trend and culture, events and also the 'mindset of the period' (Kanakubo, Leong and Yacoe, n.d.). Magazine advertisements normally do more than just sell products. Most of the time, ideas are promoted and the public's opinion of a particular brand name are boosted besides cultivating brand awareness. Magazine advertisements sometimes try to break away from the mainstream where advertisers strive to forward new ideas and challenge the current trends. Due to this, magazine advertisements may sometimes appear simple, but in actual fact they can be very complex. Words and images are constantly coalesced to capture the reader's attention besides getting the intended message across and convincing the reader to act.

According to Nielsen (2015), word-of-mouth and traditional advertising in the print media which includes parenting magazines, are the most impactful baby food sources in influencing purchases. The following table presents the percentages of sources used to promote or obtain information about baby food products and for influencing purchases across the four sources; word-of-mouth, traditional, in-store and online.

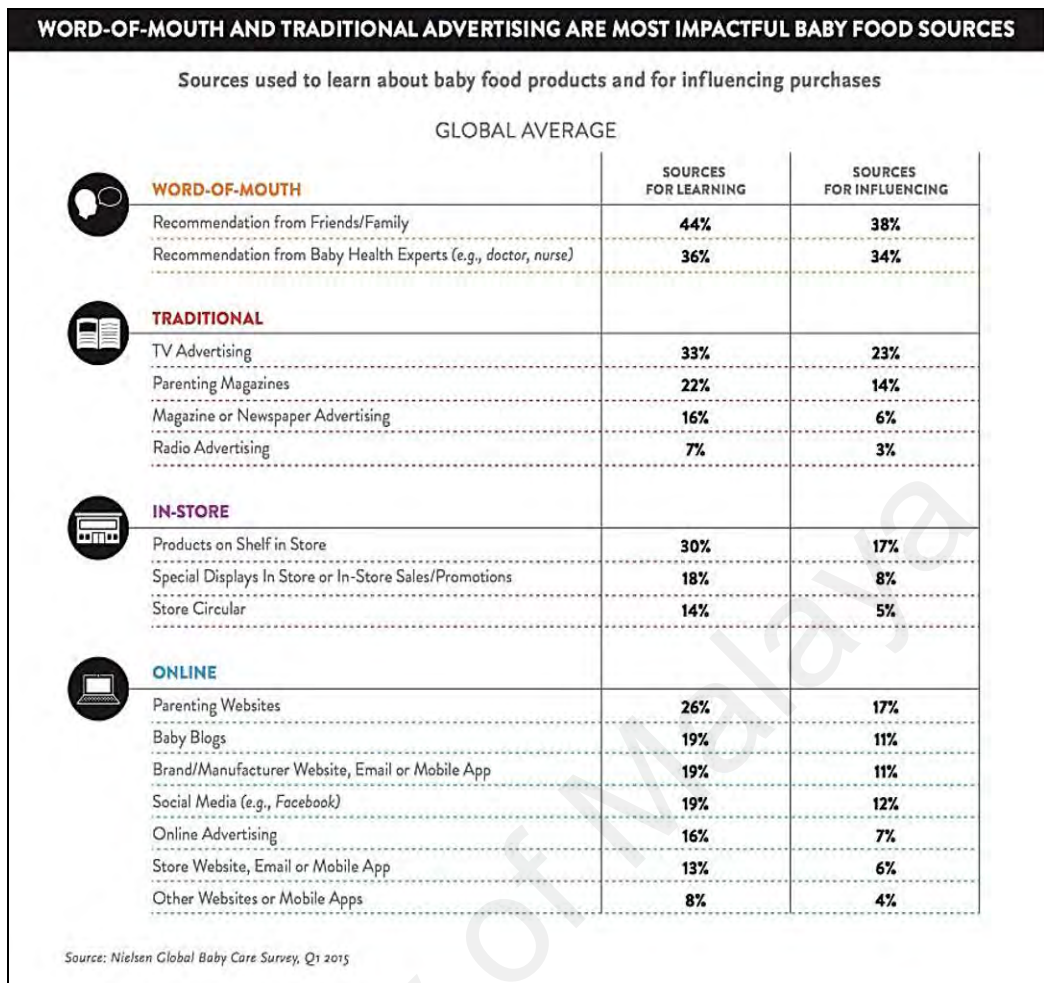


Figure 1.6: Sources used to learn about baby food products and for influencing purchases (Nielsen, 2015).

In Malaysia, six common commercial parenting magazines are available at newsstands in the country. These magazines are Parenthood, Baby Talk, Pa and Ma, Mami and Baby, MomBaby and Parenting. From all the parenting magazines, only two magazines are published in English. All the magazines, according to their medium of language, is as presented in the following table.

Table 1.2: Parenting Magazines in Malaysia

No.	Magazine	Language	Year of Inception
1.	Parenthood	English	2000
2.	Baby Talk	English	2010
3.	Pa & Ma	Malay	2000
4.	Mami & Baby	Malay	2004
5.	MomBaby	Chinese	1994
6.	Parenting	Chinese	2001

1.5 Statement of the Problem

For many years in the past, mothers depended on breast milk as the sole nutrition for their babies and young ones. Following a rampant campaign by Nestle in the 1970s, more mothers gradually began to adopt the bottle or formula feeding methods to feed their children (Krasny, 2012). The scenario is further impacted by women joining the workforce hence altering their roles, decisions and commitments to motherhood. The dire need for milk formula is also reflected among mothers who were unable to breastfeed due to medical reasons such as diabetes, hypertension, heart-related disease and so on. As a consequence, the influence cast by advertising have led mothers to choose formula or bottle feeding (Suleiman, 2001; Meyers, 2001; Netshandama, 2002; Foss and Southwell, 2006; Onyechi and Nwabuzor, 2010).

Parallel to that, businesses rely on advertising to build their brand and also company image. When advertising is not properly done, this may be damaging to the company's name and also success. Advertising that is offensive, provocative, controversial and alienating may cost the company millions of money and also time. In

the milk formula industry, all advertising campaigns and marketing must strive to abide by the World Health Organization (WHO) Code of Marketing of Breastmilk Substitutes.

This therefore goes hand in hand with the aim of this study in which the results may benefit the milk formula companies and advertisers in producing powerful and ethical advertisements. This study provides milk formula companies and advertisers with a 'format' or guideline which works best hence optimizing the production of the milk formula advertisements. No stance is taken in objecting the role of formula feeding or breastfeeding but this study strives to provide a deeper understanding in looking at the strategies adopted by advertisers in the presentation of the milk formula advertisements.

1.6 Purpose of Study

There is more to advertising message than what can only be seen with the naked eyes. Like any forms of communication, effective advertisements work when they tap the needs and desires of the consumers. The milk formula industry is believed to be a US\$50 billion dollar industry globally and is rapidly growing. This industry is built on milk formula products that play a key role in children's growth and development process. Seeing this importance, this study is carried out to examine the milk formula advertisements to find out how they are constructed to inform and persuade parents to purchase the products for the consumption of their children.

Specifically, this study adopts the genre-based and multimodal approach to look at milk formula advertisements found in a local parenting magazine. It is believed that the genre and multimodal analyses are necessary to gain a comprehensive and holistic understanding of the advertisements in relation to the choices and strategies adopted by the advertisers in the parenting and consumerism context, as the variability of these advertising forms and functions can be examined. The representation of the company and milk formula products in the media are also vital in explicating what works best (or not) for milk formula advertisements. As Macrury (2009) best said it, “a genre which must at once blend in and stand out, advertising provokes a good deal of interpretation and explanation by critical concerns about wider consequences of this kind of communication – suspicion that advertising might affect us (or others) more deeply than ordinarily could be expected” (p.10).

1.7 Research Objectives

Based on the research purpose, this study is conducted to look for the intention in milk formula advertisements, hence to examine their communicative purposes. Different advertisements perform a variety of different communicative tasks to convey their messages and intentions. An advertisement for financial investment has an entirely different communicative function from a perfume or a slimming advertisement for instance. Considering the different ways in how advertising is used and also comprehended by advertising experts and the target audiences, this study is conducted to analyse the purposes of advertising milk formula products in a local parenting magazine.

Besides that, this study is also carried out to look at how milk formula advertisements are composed. Successful advertisements are often attractive, specific, relevant, appealing and empowering. To create an effective and powerful advertisement is usually not the property and work of a single individual. It involves a concerted effort by various parties such as copywriters, graphic designers, advertising psychologists, etc. to ensure the goals of advertising are accomplished. Recognising that, it is therefore the aim of this study to uncover the rhetorical structure of milk formula advertisements which may consist of both obligatory and optional moves.

Lastly, this study aims to look at how images are used and organised in milk formula advertisements. “Advertisements, being multimodal, contain language accompanied by other semiotic modes” (Azirah, 2010). Magazine advertisements normally comprise a creative image, large headline, and a section of text with smaller font for details. In order to capture and sustain the reader’s attention, these elements must work together in order to bring the readers to act. This study therefore attempts to examine the use and placement of these elements in milk formula advertisements, and hopefully to discover a common pattern or format for it. Advertisements, being multimodal, contain language accompanied by other semiotic modes. The texts and visuals can either express the same meanings or complement and extend the messages of the other.

1.8 Research Questions

Based on the research objectives, this study proposes to answer the following research questions:

- a. What are the communicative purposes of milk formula advertisements?
- b. What is the rhetorical structure of milk formula advertisements?
- c. How are the multimodal features used in the construction of the overall meaning of composition in milk formula advertisements?

1.9 Significance of the Study

“Advertising is one of the most obvious examples of humans’ deliberate efforts at representation and communication; as such it has become an occasion to try to test and develop general theories of how things mean, what impacts and effects communications might have” (Macrury, 2009).

In efforts to ensure that mothers around the world are supported in their decisions to breastfeed, the International Code of Marketing for Breast-milk Substitutes has been developed by World Health Organization in 1981 (WHO, 1981). Likewise in Malaysia, the supremacy of breastmilk was further emphasized by ensuring that appropriate marketing and proper use of milk formula are achieved through the implementation of the newly revised marketing code of ethics published in 2008 (Koe, 2008). With this in mind, a study on milk formula advertisements through the lens of genre analysis and multimodality may pose a new exploration of this genre in Malaysia.

Most of the studies found on milk formula are clinical and marketing surveys, if not product evaluations. To name a few, Bachtiar et al. (2011 in WBTi, 2015) conducted interviews and questionnaires on infant feeding practices in Klang Valley; Tengku et al. (2013 in WBTi, 2015) used similar instruments to examine the factors of early discontinuation of exclusive breastfeeding among women in Kelantan; and Siah and Yadav (2002 in WBTi, 2015) also employed the same instruments to look at breastfeeding practices among women in urban polyclinics. Therefore, these genre-based and multimodal analyses on milk formula advertisements can significantly contribute to the field of linguistics besides elevating the advertising industry and its agencies on the important and most crucial elements.

In addition, this study may also contribute to the practice by providing helpful insights on the rhetorical structure of such genres and to offer a new perspective of knowledge to prospective business, marketing and advertising students and other stakeholders, as well as business and advertising employees in seeing more clearly how such advertisements are constructed to convey and communicate messages more convincingly and effectively. In that realisation, how advertisers employ the moves to achieve their communicative purposes can also shed light on the world of advertising and marketing. This may also deepen understanding and raise awareness on how images and layout can be explored skillfully to produce effective milk formula advertisements.

In addition, this study may also advance knowledge for genre analysts, linguists, academicians, scholars and students on how language, images and layout are integrated and explored (or exploited) to inform and persuade consumers into purchasing the product. By gaining this knowledge and understanding, a deeper sense of awareness and literacy can be developed and fostered in interpreting messages conveyed by the media. Not only that, potentially new discoveries on the strategies used by milk formula

advertisers may also bring clarity on the eccentricities of milk formula advertisements. With this realization, milk formula advertisements may be viewed and regarded more sensitively and effectively as things are brought to attention.

1.10 Definition of Terms

The definition of terms which will be used extensively in this study will be established in this section.

1.10.1 Milk formula

Commercially produced in the form of powder, milk formula is also known as 'breastmilk substitute'. Its label indicates that the product is intended for children older than one year of age and includes the following:

- Follow-up formula
- Growing up and toddler milk
- Any other milk powder marketed or otherwise represented as suitable for feeding children older than one year of age by using the words *child*, *kid*, *children*, and *little ones*.
- Recommending an age of introduction of more than one year old on the label
- Using an image of a child appearing to be about one year old or an image or text of formula feeding

Commercial milk for young children excludes the following: meal replacements, nutrient supplements, breastmilk fortifiers, milk or milk-like products for general consumption and products not available to customers through retail or wholesale outlets (Pereira et al., 2016).

1.10.2 Toddler/ Growing up milk

Growing up milk or toddler milk contains “specific nutrients (such as additional iron and protein)” for children above one year of age (Yockney, Comfort and Brunton, 2013). This milk may be based on “cow, goat or sheep milk, or originate from soy, rice, oats or almonds with or without modification of the protein composition or content and supplementation of fatty acids, micronutrients or other substances with a potential nutritional effect, such as probiotics, prebiotics, or symbiotics (EFSA, 2013).

1.10.3 Exclusive breastfeeding

Exclusive breastfeeding means the infant receives only breastmilk from the mother, or expressed milk or from a wet nurse, and no other liquids or solids except drops or syrups consisting vitamins, mineral supplements or medicines (WHO, 2002). In Malaysia, the National Breastfeeding Policy recommends exclusive breastfeeding for the first six months of an infant’s life (WBTi, 2015). It is understood that exclusive breastfeeding for the first six months of an infant’s life improves their future growth and

educational achievement besides helping to prevent chronic malnutrition (UNICEF, 2012).

1.10.4 Advertisement

The term ‘advertising’ and ‘advertisement’ come from the Latin word ‘advertere’ which means ‘turn towards’ (Goddard, 1998, 2002: 9). Advertising is a means of communication between the users and the product while advertisements are “paid messages” by those senders who intend to inform or influence people who receive these messages (Bennett, 2017). An advertisement typically includes the name of the product or service as well as how the particular product or service may benefit the consumer (Connor, 2010).

1.11 Scope of Study

This study looks at the milk formula advertisements published in *Parenthood* magazines in Malaysia. In order to cover a reasonable number of advertisements, all milk formula advertisements from June 2013 until December 2015 are selected. Due to time constraint and as well as the depth and comprehensiveness of this study, only milk formula for toddlers and growing up children are selected. Milk formula advertisements for infants and over the age of ten are not found. Milk in other forms such as milk formula liquid, condensed milk, pasteurized milk, bottled milk and also milk formula for mothers are not included in the study.

This study also focuses only on the analysis of communicative purposes as well as the analysis of moves in the identification of the generic structure. The study also attempts to look at the multimodal features that are employed in their compositional meaning that makes up the entire layout of the milk formula advertisements. However, it is not part of the study to look at the reasons or factors as to why milk formula could be more favoured or otherwise. The study also stretches to gain better understanding on the rhetorical moves used by advertisers and realised in the advertisement genre along with the images and layout used. To gain some contextual understanding, findings gathered from interviews and an online questionnaire to support the analysis of the data are also reported.

1.12 Organisation of the Thesis

This thesis comprises five chapters. Chapter One provides the introduction, background information and purpose of the study. Chapter Two reviews the literature of the study by discussing the theoretical frameworks and also establishing the conceptual framework of the study. The methodology used in this study is presented in Chapter Three. The analytical framework is also discussed in the chapter. Chapter Four presents the findings of the study. In gaining further insights on the relevance of the study in the context, results gathered from interviews and online questionnaires distributed are also reported in that chapter. Finally, Chapter Five summarizes the study by including the concluding remarks, recommendations, and directions for future research. All of the milk formula advertisements are included as appendices in this thesis.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter presents the literature review on discourse, genre and multimodal analysis. In these three main sections, advertising, media and magazine discourses are discussed. The theoretical approaches of genre and multimodal analyses are also presented along with the relevant analytical models for the rhetorical structure and compositional meanings of the genre. Previous related studies on milk formula advertising, genre and multimodal analysis are also explored at the end of the chapter.

2.2 Discourse

“Discourse arises among people, in interaction, and it is part of the means by which people accomplish social actions. Meanings arise within the pragmatic unfolding of events and mediate the alignment of participants to perceptions of immediate situations and relevant contexts (whether fictive or non-fictive) called to mind by language” (Bazerman, 2012, p.226).

Discourse refers to the way thoughts and speeches are generated based on things, people and social engagements. According to Gee (2011), “people build identities and activities not just through language, but by using language with other ‘stuff’ that isn’t language”(p.28). These identities and activities may come in the way that a person dresses, behaves, acts, thinks, interacts, values, and believes. In a particular discourse, various symbols, objects and tools are also included in order to

enact the social identity. For instance, the street-gang members are often associated with graffiti, weapons and street corners (Gee, 2011, p.28) while yogic community for example are linked to yoga mats and yoga studios, etc.

According to Cook (1992), discourse can be defined as the assembly between text and context in a meaningful way, unified by the participants involved (p.2). In this process, the human cognition is engaged apart from the specific features attached to the culture. Swales (2011) described six defining characteristics of discourse community as presented in the following table. These characteristics are significant as it describes how a discourse community repeats itself besides laying down expectations for the new discourse members. As Borg (2003) puts it, “We do not generally use language to communicate with the world at large, but with individuals, or groups of individuals” (p.398).

Table 2.1: Six characteristics of discourse community (Swales, 2011, pp.471-473)

A discourse community has a broadly agreed set of common public goals.
A discourse community has mechanisms of intercommunication among its members.
A discourse community uses its participatory mechanisms primarily to provide information and feedback.
A discourse community utilizes and hence possesses one or more genres in the communicative furtherance of its aims.
In addition to owning genres, a discourse community has acquired a specific lexis.
A discourse community has a threshold level of members with a suitable degree of relevant content and discorsal expertise.

Through these characteristics, the groups of individuals are bound by something more cohesive and shared as they exchange information and experiences, start conversations, and gain insights from interactions. Apart from that, understanding the discourse and discourse community can help strengthen knowledge on the audience besides appreciating the information possessed by the specific community members. Once this is achieved, more informed decisions can be made about every aspect of communication in terms of word choice, grammar, sentence, paragraph construction, tone, and level of formality as language means nothing outside of discourse (Hook, 2001, Bhatia, 2014).

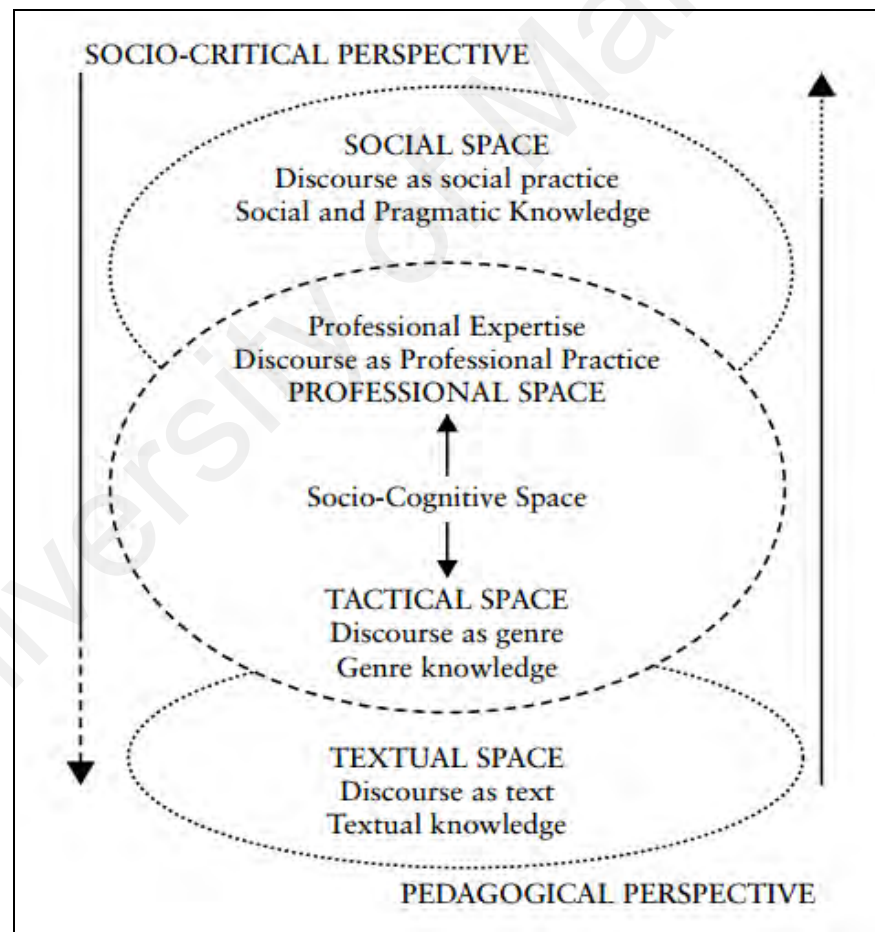


Figure 2.1: Multi-perspectives on discourse (Bhatia, 2014, p.22)

Figure 2.1 illustrates the four space multi-dimensional perspectives on discourse. According to Bhatia (2004, 2014), various frameworks can be used to define what discourse means and they can make up of discourse as text, discourse as genre, discourse as professional practice, and discourse as social practice. Discourse as text refers to the analysis of the use of language in terms of their linguistic properties, such as phonology, morphology, lexico-grammatical, etc. Other aspects of the text structure such as given, new, theme and rheme, besides the information structures such as problem-solution, general-particular, etc. are also included in this definition. Bhatia (2014) regarded this as the surface level analysis which excludes the interaction of context but take into account the “co-text” (p.23).

On the other hand, discourse as genre extends the definition by including the context. It is concerned with not only the way the text is constructed but also on the ways on how the text is “interpreted, used, and exploited in specific institutional or more narrowly professional contexts to achieve specific disciplinary goals” (p.23). Bhatia also further stated about the nature of questions asked in this framework to be more contextual which includes socio-cognitive and ethnography questions. As the space extends beyond the linguistic spectrum, understanding on the shared practices in their daily or common tasks are more of a concern. Bhatia (2014) further asserts that members of this discourse are seen to operate in the “tactical space” where the generic resources are used.

In addition to that, discourse as professional practice stretches from the notion of genre and apply it in the professional conventions. The difference of this discourse is that one requires professional knowledge and experience other than genre in order to function effectively in this space. Discourse as social practice applies to a broader context where their interaction with the context extends to social space in which social

and pragmatic knowledge are needed in order to operate desirably. Examples where generic resources are used in discourses for promotional purposes can be seen from the following figure proposed by Bhatia (2014).

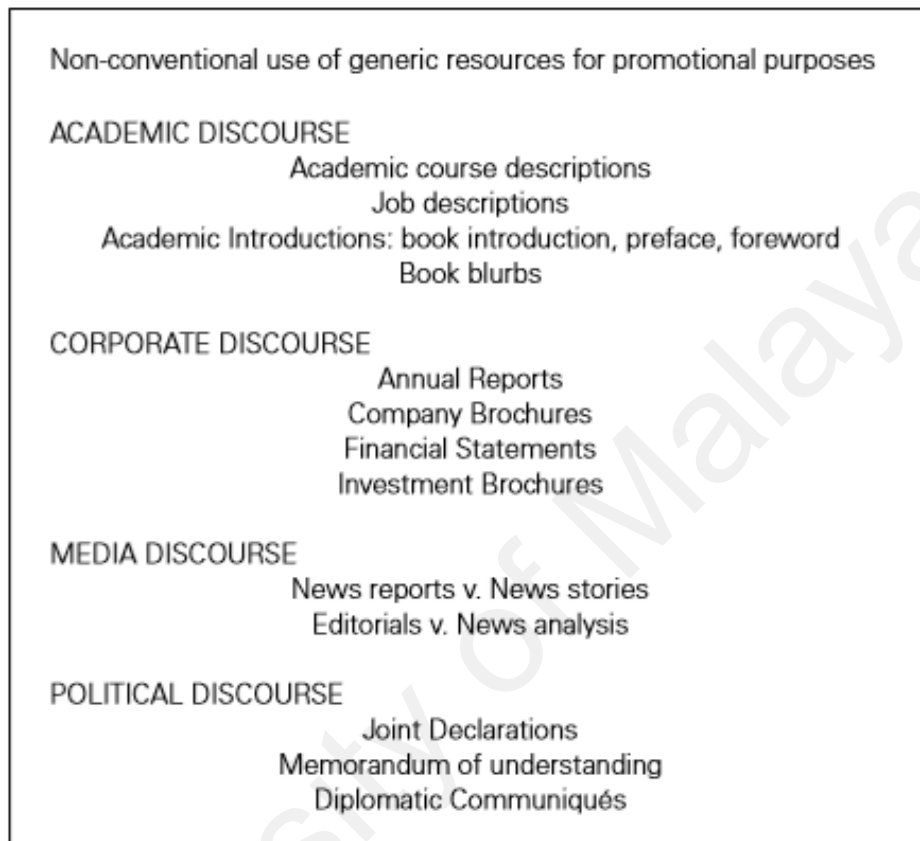


Figure 2.2: Non-conventional use of generic resources for promotional purposes
(Bhatia, 2014, p.101).

As advertisements are gathered from a local parenting magazine for this study, the genre falls under the media discourse. This study also strives to look at the advertising discourse as genre by examining the rhetorical structure of the advertisements. Besides that, the study also attempts to stretch further into the professional space by looking at the discourse from the socio-cognitive perspective.

2.3 Professional Discourse

The term ‘professional’ is often associated with professions like doctors, lawyers and engineers. According to Kong (2014), the call to be professionals extends beyond the boundaries of qualification and experience. It is driven by the “increasing need for specialization and the exercise of control through language” (p.1). Gee (2008) defines professional discourse as the “new work order” where the specific workers are encouraged by regulatory forces to increase their motivation and also productivity.

From a micro view, professional discourse simply means the use of language by certain professions such as doctors, engineers and lawyers. In a broader sense, these professionals can encompass individuals who have undergone specialized training at their workplace (Kong, 2014). Bargiela-Chiappini (2009) reasoned that professional discourse can be more accurately defined through the status of its members where professional roles are assumed. According to Kong (2014), discourse plays a paramount role in the professional socialization because the members acquire the knowledge, skills, attitudes, norms and interests from the discourse in order to function in their roles properly (p.6). He further highlighted the characteristics of professional discourse which are summarized in the following table.

Table 2.2: Characteristics of professional discourse (Kong, 2014, p.10-17).

1. It is based on the knowledge, beliefs, and assumptions that are acquired through some form of specialist training or socialization.
2. It usually involves the complex negotiation of social relationships.
3. It makes use of logical-semantic devices.
4. It is usually goal-oriented.
5. It is usually based on a predictable pattern.
6. It is usually produced based on a combination of words and visuals.

2.4 Media Discourse

“Mass media usually are thought of as sources of news and entertainment. They also carry messages of persuasion. Important, though often overlooked, is how mass messages bind people into communities, even into nations” (Vivian, 1998).

We live in the world of media communication which has become an inseparable part of life. Our daily lives are deeply rooted and tangled in a vast expanse of media such as music to sports, news to advertising, films to cinemas, digital media to video games which are all broadcasted through television, newspaper, magazine, radio, etc. Media discourse is a sub-genre of professional discourse where advertising has been viewed as a profession. In this discourse, media can be divided into three categories; the printed, the electronic and the chemical media (Vivian, 1998, p.8). The printed media consists of newspapers, books and magazines while the electronic media comprises the television, radio, movies, sound recordings, webs and computer networks. The chemical media encompass photographic chemistry where videos are shot on videotape. In short, media discourse refers to the interactions that occur through broadcasting platforms. Mass communication on the other hand, takes place in media discourse.

Mass communication is simply the process of “creating shared meaning between the mass media and their audiences” (Baran, 2007). The process of mass communication can be clearly depicted in the following figure by Schramm (1954). This model is no different than the basic communication model where message is interpreted by decoder, interpreter and encoder. However, the apparent difference can be observed in the model which includes “many identical messages” instead of “messages” in the basic communication model. In addition, as communication also takes place at a broader sense, the feedback is often delayed hence termed as “delayed

inferential feedback” in the model. In this sense, the feedback is rather indirect. Mass communicators are also subjected to criticisms as a form of feedback which could occur in the form of a column in a newspaper, etc. The model is presented in the Figure 2.3.

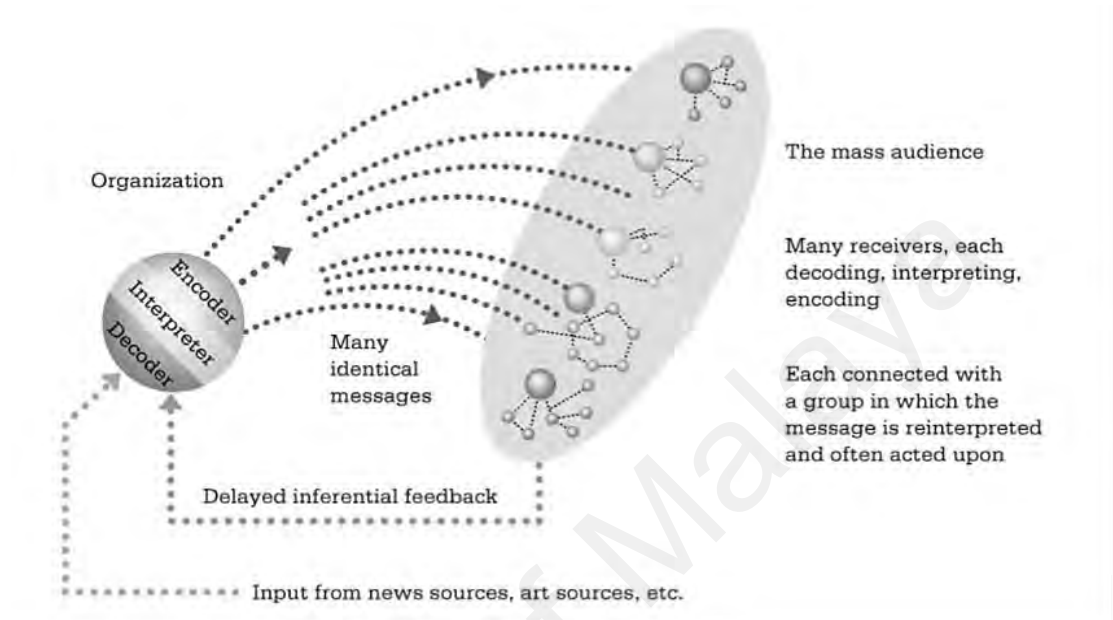


Figure 2.3: Schramm’s model of mass communication in the media discourse (Baran, 2007, p.7)

Grossberg, et. al. (1998) pointed that the relationships built around media involve active roles as the audience is “producing the world at the same time that the world is producing the media” (p.7). As a result, the media cannot be studied aloof from the context of their economic, political, cultural, and historical relationships. Fairclough (1995) provided an explanation on discourse practice which involves several processes of text production and consumption and they are illustrated in Figure 2.4.

According to Fairclough (p.59), the discourse practice of the members mediates between the text and the sociocultural practice. Here, media plays a significant role in corresponding to these attributes. Intertextual analysis was also mentioned (Bakhtin, 1986; Fairclough, 1992a; Kristeva, 1986, Fairclough, 1995). Intertextual analysis

concerns about looking at the text from the discourse practice viewpoint and in so, seeks to unravel the genres and discourses involved.

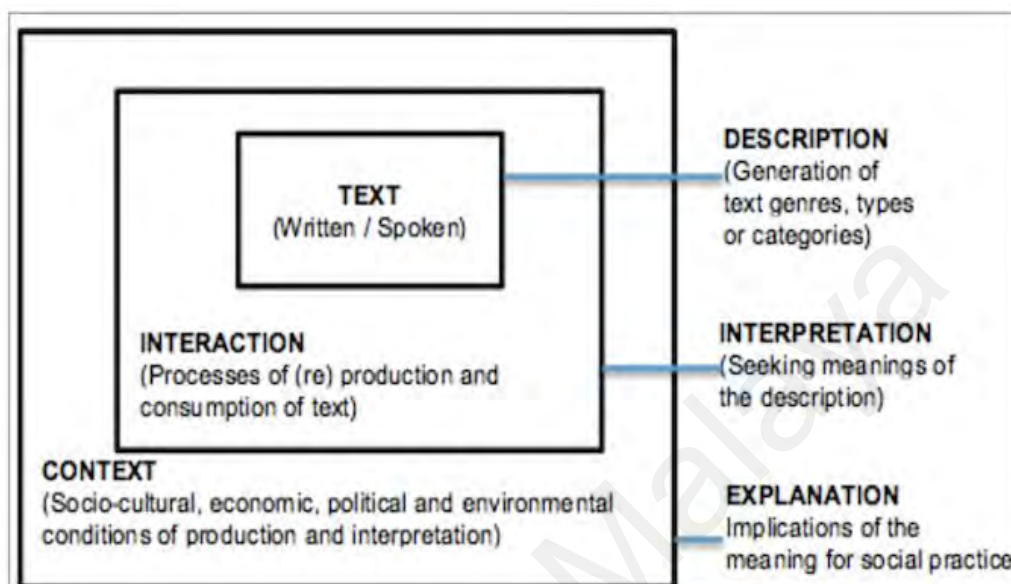


Figure 2.4: Three dimensions of discourse practice (Fairclough 1992 in Fairclough, 1995, p.59).

2.5 Advertising Discourse

“Ads now are at a point of transition, making the present confused, the future uncertain, and the past not always relevant” (Cook, 1994).

Understanding how advertising works rests primarily on how we understand it to function as a form of communication. By observing how we learn through advertising, we can slowly witness how it attempts to modify our perceptions, attitudes, beliefs and wants. According to Carey (1962), advertising itself can be regarded as an institution as

it symbolizes “a part of the world we live in” where information on economic goods and services is provided. Potter (1954) on the other hand once stated that advertising is not just an institution but also an instrument of social control which are “comparable to the school and the church in the extent of its influence upon society” (p.19). In its role, advertising does not merely provide information but also exert a subsequent amount of influence on society where the desires and wants of consumers become pivotal.

Apart from the role of advertising in communication, economy and society, Potter (2011) stated that what advertisements are trying to do is to present and sell ‘claims’ (p.204). He stated that advertisements normally present these claims and reinforce them repetitively either through physical or functional features, or through how it is designed to make the consumers “feel something” (p.204). With that, he further asserts that a certain type of skills and knowledge structures in dealing with advertising are needed and they are presented in Table 2.3.

Table 2.3: Types of skills and knowledge structures needed to deal with advertising

(Potter, 2011, p.206)

	Skills	Knowledge
Cognitive	Ability to analyse an advertisement to identify key elements of persuasion Ability to compare and contrast key elements of persuasion in the ad with facts in your real-world knowledge structure Ability to evaluate veracity of claims in the ad	Knowledge on topic from many sources (media and real world)
Emotional	Ability to analyse the feelings of people in the ad Ability to put one's self into the position of different people in the ad	Recall from personal experiences how it feels to have a need for the advertised product
Aesthetic	Ability to analyse the craft and artistic elements of the ad Ability to compare and contrast the artistry used to craft this ad with that used to craft other types of ads	Knowledge of writing, graphics, photography, and so on Knowledge of successful and unsuccessful ads and the elements that contributed to those qualities
Moral	Ability to analyse the moral elements of an ad Ability to evaluate the ethical responsibilities of advertisers	Knowledge of criticism of advertising and knowledge of how ads can manipulate our attitudes and behaviours Highly developed moral code

Du Plessis (2007) mentioned that emotion is one of the most critical elements in driving the discourse as it helps to steer the depth of the process in establishing memories and feelings to a brand. In this process, the discourse is determined by the creativity of the advertising and media planning team to play the key role in directing the attention of the audience besides evoking emotions (p.4). In so, Du Plessis (2007) asserted that emotion is a difficult concept which can generally be broken down into two; positive and negative. Consumers must 'like' the advertisement in order for them to be drawn to the products or services.

Cook (1992) mentioned about the impossibility of defining the advertising discourse due to its complexity, variety and intricacy (p.7). However, he mentioned that defining the advertising discourse can be closely linked to defining the categories of the advertisements. The six proposed categories are the medium in which the advertisement appears, the product or service advertised, the technique of the advertising, motives of purchase, frequency of advertisement release and lastly, the copy length of the advertisements (p.9-12).

The medium in which the advertisement appears serves as one of the most important parameters in identifying the difference as advertisements in magazines are very much unlike the advertisements on television. Television advertisements rely on music and animated images in which a magazine advertisement cannot albeit some parts of the advertisements such as headlines or slogans remain the same. Another way of categorizing advertisements is the product or service advertised. Luxuries such as jewellery, car, perfume or travels require different advertising techniques than household necessities like shampoo or soap. This also applies to luxuries like wine and necessities like milk for instance.

Apart from that, the third categorization method falls into the technique of advertising. This technique can be broken up into two distinct ways; hard sell and soft sell. The hard sell technique makes direct appeal while the soft sell approach relies heavily on mood and the “implication that life will be better with the product” (Cook, 1992, p.10). Another categorization of the advertisements would be the motives set for purchase. These motives can be divided into two; reason or tickle. Reason advertisements appeal to the sense while tickle advertisements appeal to our emotion, humour and mood. The following categorization suggests that advertisements can be

divided into their frequency of release; slow drip and sudden burst. The final categorization describes the copy length of the advertisements which can be divided into short copy and long copy. Cook (1992) suggested that more expensive items are likely to have a longer written copy as they are prone to reason selling as compared to a cheaper domestic item like baked beans, etc. (p.11).

2.6 Magazine Discourse

According to McLoughlin (2000), magazines can be simply defined as a storehouse of information with a fixed periodic publication containing photographs, fictions, articles, etc. (p.1). In this discourse, magazines can be noted from the three main features such as frequency, quality of paper and content of the magazine that differentiate this media from the other. Magazines are issued at regular intervals such as monthly, bi-monthly, fortnightly, quarterly, etc. The quality of the paper such as glossy or non-glossy portrays a certain perception to the readers. McLoughlin (2010) noted that glossy paper often connotes sophistication and glamour (p.2). The content of the magazines are often heterogeneous whereby they are made up of a mixture of articles, photographs, etc. which often reflect a centre interest projected through the language of the magazine.

The magazine discourse is used to refer to the coherent internal organization of the text in relation to its social dimension (Mills, 1997). The social dimensions of magazines are very much built around the three types of magazines; consumer magazines, trade magazines and public relations magazines. Other types of magazines include professional and academic journals, and comic books (Rodman, 2008). A magazine company is made up of three primary departments; the editorial, advertising

and circulation staff. Other departments often include production, promotion and new product development. The magazine staff and their functions are further explained in the following figure.

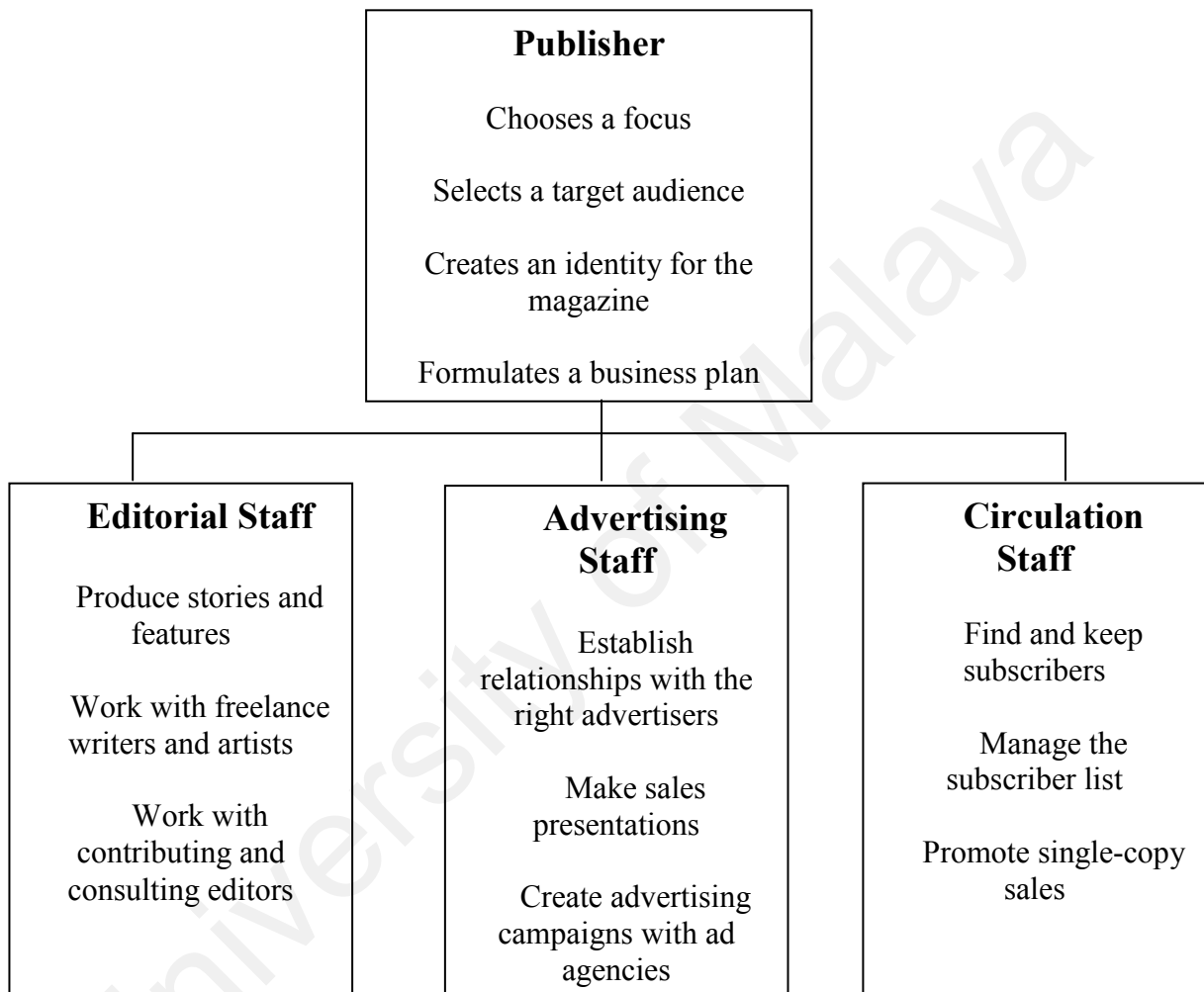


Figure 2.5: The departments in a magazine company which contribute to the success of the magazine (Rodman, 2008).

2.6.1 Composition of the Text in a Magazine

Caldas-Coulthard (1996) who analysed the women's magazine Marie Claire found eight prominent features. These eight features are *reportage*, *profile*, *emotional*, *society*, *first person*, *designer profile*, *life stories* and *review section*. The 'reportage' section reports on women's inspirational daily lives in other cultures while the 'profile' section presents a celebrity interview. In the 'emotional' section, people who have undergone a challenging emotional situation was interviewed and reported while the fourth section on 'society' provides an account on a snippet of social life. The magazine continues by presenting the raw first-hand incident which has happened to somebody and reported in the 'first person' section. Fashion stories are presented in the 'designer profile' section while mini-biography of a famous dead person is shared in the 'life stories' section. The magazine concludes by providing a review section on films, books, music, etc.

The aforementioned example of composition provides a glimpse into the composition of the magazine as a whole. As for the pages, magazine articles may vary in terms of length and sometimes a mixed array of genres are included (McLoughlin, 2000). The written texts are often wrapped around attractive images and photographs. According to McLoughlin, the composition of pages in magazine often applies the three principles of composition; information value, salience and framing. This composition is lifted from Kress and van Leeuwen (1996:183) model which has been usefully and extensively applied.

2.7 Genre Theory

“Genre analysis is the study of situated linguistic behaviour in institutionalized academic or professional settings, whether defines in terms of typification of rhetorical action, as in Miller (1984), Bazerman (1994) and Berkenkotter and Huckin (1995), regularities of staged, goal-oriented social processes, as in Martin, Christie and Rothery (1987) and Martin (1993) or consistency of communicative purposes, as in Swales (1990) and Bhatia (1993)” (Bhatia, 2004).

Over the years, many researchers and scholars have worked to come up with a way to classify texts according to their linguistic features (Biber, 1988), situational features (Halliday, 1978; Halliday and Hasan, 1989) and functional features or communicative purposes (Swales, 1990; Bhatia, 1993; Miller, 1984). According to Martin (1992), the relationship between language and context is best viewed in the following diagram.



Figure 2.6: Language and its semiotic environment (Martin, 1992, p.496)

Martin defined genre as a “staged, goal-oriented, purposeful activity in which speakers engage as members of our culture” (Martin, 1984, p.25). Martin’s definition of genre as a staged and goal-oriented activity suggests that the members of the specific culture or discourse accomplish activities in order to achieve the purpose of the interaction. Swales (1990) on the other hand defines genre as “a class of communicative events” where members “share some set of communicative purposes”. In Swales’ definition again, genre is not viewed as a form of text. Here, genre is seen as a set of social and communicative events” to be realised hence suggesting that the communicative purposes forms the genre.

Swales (1990) continued by asserting that in genre, the “purposes are recognized by the expert members 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 constrains choice of content and style” (p.15). Through this definition, it is clear that the communicative purposes that shape the genre contain a schematic structure as well. In proposing a theory for genre, Bhatia (2004) stated that genre theory is exercised based on the six common grounds as explained in the following table.

Table 2.4: Common grounds on genre theory based on Bhatia (2004).

Common Grounds on Genre Theory
1. Genres are recognizable communicative events, characterized by a set of communicative purposes identified and mutually understood.
2. Genres are highly structured and conventionalized constructs.
3. Established members of a particular professional community will have a much greater knowledge and understanding of the use and exploitation of genres.
4. Expert members of the communities often exploit the generic resources to express 'private' and also organizational intentions within the constructs of 'socially recognized communicative purposes'.
5. Genres are reflections of disciplinary and organizational cultures.
6. All genres have their own integrity and is often identified with reference to a combination of textual, discursive and contextual factors.

Going beyond this, Bhatia (2004) further explained that a number of other genres with prominent overlapping communicative purposes can exist and they are called the "Genre Colony". Figure 2.7 further illustrates the colony of promotional genres.



Figure 2.7: Colony of promotional genres (Bhatia, 2004, p. 62).

From Figure 2.7, it can be seen that advertisements share the same colony as sales promotion. All the genres in the figure belong to the same colony which is the promotional genre. Bhatia (2014) stated that genres can be essentially identified through their communicative purposes (p.67). As witnessed in Figure 2.7, some of the colonies have overlapping territorial claims while some may appear more distinct than other colonies. The versatility of the advertising genre as witnessed is a testament that the advertising is dynamic, innovative and robust. This concurs with Miller (1984) who stated that genre is a social action. In support of that, genre should not be defined as texts but rather by the social or communicative events participated.

Swales (1990) first introduced ‘moves’ and ‘steps’ in his research on article introductions, which then adopted by Bhatia (1993). According to Swales (1990), moves or steps are patterns which appear on a regular basis in a certain order or section. Moves often convey the purpose and intention of the author while steps are simply

embodied in moves, hence smaller units to provide more detailed information in the assistance of moves. These moves and steps make up the entire rhetorical structure of a proposed genre. According to Bhatia (2014), Kathpalia's (1992) framework makes up the rhetorical moves for a typical advertisement and they can be seen in Table 2.6.

2.7.1 Bhatia 1993 Model of Genre Analysis

“Communicative purpose is both a privileged criterion and one that operates to keep the scope of a 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 experience are realized, the exemplar will be viewed as prototypical by the parent discourse community” (Swales, 1990, p.58).

Bhatia (1993) bases his work on Swales' framework stated that promotion letters are unsolicited letters written to designated audience in order to persuade them to agree in buying a product or service. In this sense, the communicative purpose for the promotion letters is to persuade. In order for consumers to be fully persuaded, Bhatia mentioned that sale promotion letters serve four communicative purposes as shown in the table below.

Table 2.5: Communicative Purposes of Sales Promotion Letters by Bhatia (1993).

Communicative Purpose	Explanations
a. To persuade	Main function of sales promotion letters in order to draw upon the desired response.
b. To capture attention	Sustaining consumers' interest even when they may not display immediate need.
c. To offer appraisal	Further detailed information provided to address the interest, need or inhibitions of consumers.
d. To encourage further communication	Business communication initiated between seller and potential buyers.

2.7.2 Kathpalia 1992 Model of Genre Analysis

In Kathpalia's (1992) framework, it was stated that there are three main identifiable characteristics found in an advertisement. The first characteristic is that all advertisements will seek to inform. The second characteristic lies in the power of advertisements to persuade and the final characteristic is that every advertisement has a target or selected market for it (p.166). This agrees with Rodman (2008), Baran (2007), Vivian (1998), Du Plessis (2007) and Folkerts, et. al (2008) who mentioned the importance of tapping the needs of the target market in all advertisements.

All the moves applied in a typical advertisement can be realised via in Kathpalia's nine-move structure as elaborated in the following table. This is also supported by Bhatia (2014) who also pointed out the need for multimodality due to the increase of its creative use in today's advertising. Bhatia stated that the creative use of multimodality is often used to highlight the moves "which have traditionally been realised in terms of typical lexico-grammatical resources" (p.74). The moves that make up the rhetorical structure of a typical advertisement is highlighted in Table 2.5.

Table 2.6: Kathpalia's Nine Move Structure (Kathpalia, 1992; Bhatia, 2014).

Moves	Explanations
1. Headlines	To attract and capture reader's attention. A lead to read further the body of the advertisements.
2. Targeting the market	Targets the potential users of the product. Narrows down to a smaller and more focused market.
3. Justifying the product • Indicating the importance or need of the product or service and/or • Establishing a niche	Prepares the ground for advertisements. Persuades potential consumers that a particular product is important. Establishes a need in the readers.
4. Appraising the product • Identifying the product or service • Describing the product or service • Indicating the value of the product or service	Main purpose is to introduce the product to the audience. Identifies the product by telling the target customers what is being sold. Describes the features of the product Indicates the value of the product.
5. Establishing credentials	Raises the faith and confidence of customers in the product. Often manifested in the presentation of brand name, mentioning of company's reputations, and also highlighting achievement and awards related to the products advertised.
6. Celebrity / Typical user endorsement	Helps to raise customer's confidence by presenting comments and testimonials. Can be achieved in four ways: Presenting testimonials of acclaimed authorities, public or official citation of achievements, testimonies of average customers, and testimonies of fictional consumers.
7. Offering incentives	Makes purchase more appealing. Discounts, free gift samples, lucky draw, etc.
8. Using pressure tactics	Exert constraints on the advertised product simply to urge and hasten buying decision.
9. Soliciting response	Urge potential customers to take prompt and specific action in order to settle or seal the deal.

2.8 Multimodal Analysis

“Advertisements have always been and in recent years are becoming increasingly creative in the use of multi-modality, sometimes for reader attraction, but often to highlight moves which have traditionally been realized in terms of typical lexicogrammatical resources” (Bhatia, 2004).

Multimodality or Multimodal Analysis provides the tools and techniques to analyse texts with different semiotic resources such as images, colours, frames, etc. Van Leeuwen (2005) defined multimodality as “the combination of different semiotic modes- for example, language and music- in a communicative artefact or event” (p.28). Baldry and Thibault (2006) made the similar assertion by stating that in creating text-specific meaning, different semiotic resource systems are co-contextualized. Here, the semiotic modes are deployed simultaneously with text in order to bring about the meaning as meanings are never made with language alone.

Multimodal analysis requires the study of relationship of all various communication modes involved in the meaning-making of the entire text. These modes can either be images, text, design elements, layout, or perhaps other semiotic modes such as style, typeface, framing, etc. According to Halliday (1985, p.101) visual images can be studied as a form of non-verbal communication in which Kress and van Leeuwen (1996, 2006) further asserted that it can be studied in similar ways language can be analysed using grammatical texts.

In marketing and advertising, advertisements are created to serve their promotional purposes. According to Goddard (1998), “advertisements are ephemeral” where their long standing effects are often reflected in their body of messages (p.3). These effects are created through the interplay of verbal and visual languages often

displayed in pictures, images, layouts, colours, as combined with words, phrases or even sentences. It is believed that the combination of text with visuals in advertisements convey a more empowering message as they inform, educate or persuade the target audience. The key emphasis in the field of multimodality is the significance placed on both linguistic and non-linguistic semiotic resources used to achieve the intended communicative purposes.

2.8.1 Models of Multimodal Analysis

Halliday's (1978) framework has been widely adopted by many researchers in pursue of analysing the different discourse modes. One of the most significant multimodal framework can be traced back to Kress and van Leeuwen's work (1996, 2006) where they modified Halliday's model to analyse visual images. Van Leeuwen (1999) also adopted the similar framework in his analysis on music while Martinec (1998) applied the similar framework to analyse actions.

On the other hand, O' Toole (1994) adapted Halliday's framework in his studies on paintings, art, sculpture and architecture and Fairclough (1995) presented the multimodal perspective of analysing texts. All the aforementioned authors have made major contributions to the field of multimodality. In the following section, Halliday's (1978) model and Kress and van Leeuwen's (1996, 2006) model will be presented. As Halliday's theory provides the basis on the study of multimodality, his model will be elaborated to provide key understanding to social semiotics. Kress and van Leeuwen developed their model based on Halliday's framework and thus will be presented to illustrate the development of social semiotics to multimodal semiotics.

2.8.1.1 Halliday 1978 Model of Multimodal Analysis

Halliday's theory on social semiotics, called the Systemic Functional Linguistics (SFL) is the springboard to the field of multimodality. Within SFL, language is viewed from two different semantic perspectives as illustrated in the following table.

Table 2.7 Two Different Semantic Perspectives of Systemic Functional Language

Generically as semiotic system; representing the full meaning potential available to speakers (i.e. the full set of semantic options available to a speaker, what he or she can mean in contrast to what he or she can't mean)
Specifically as text; representing a socially constructed instance of the system (this simply means that 'text' is the result of the meanings that were actually selected, it is the output of the semiotic system).

Halliday contends that discourse is a multidimensional process and hence the semiotic properties must be viewed beyond the language itself (1978, p.96). The analysis must concern the lexico-grammatical in the situational context of social, physical, cognitive, interpersonal and culture. An example of this systemic function is conveyed through the semantic properties of the traffic light as illustrated in Figure 2.7.

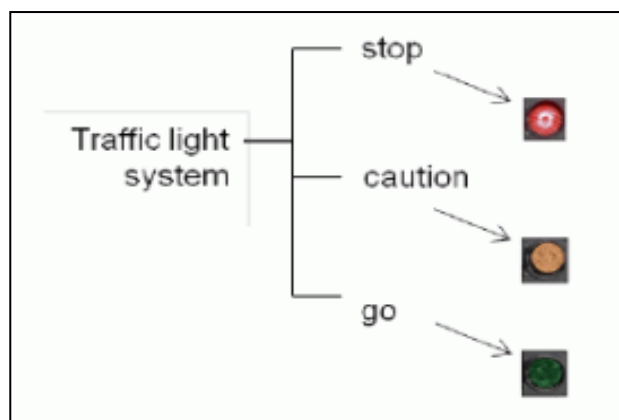


Figure 2.8: The semantic options (stop-caution-go) according to their forms (red, yellow, green) (Deely, n.d.)

Halliday's SFL describes the three main functions of language according to the metadiscourse. These three metafunctions act simultaneously in the process of meaning-making through the exploration of communicative events in a situated context.

1. Ideational metafunction- This metadiscourse describes the representation of experience which construe the internal and external world. This process brings up the semantic verbs such as doing, feeling, being, saying, behaving, etc. which can be sorted in the semantic system of the material, relational, mental, verbal, behavioural and existential processes (Halliday, 1976, p.128-33).

2. Interpersonal metafunction – This metadiscourse represents all the social interactions. In this metadiscourse, language is used to express social roles and relations.

3. Textual metafunction – This metadiscourse is concerned with the relevance of language in context such as the theme, and rheme, or old and new information structure, topic or comment. Text is created by speakers to indicate the topic and is reflected through their language organization. Cohesion is achieved through the use of referencing, substitution, ellipsis, conjunction and lexical cohesion (Halliday and Hasan, 1976, p.7).

2.8.1.2 Kress and van Leeuwen 1996, 2006 Model of Multimodal Analysis

Drawing from Halliday's work on social semiotics, Kress and van Leeuwen (1996, 2006) proposed a further detailed framework with their work on grammar of visual designs. The table below summarizes the different metafunctions proposed.

Table 2.8: The three metafunctions of two different frameworks.

Halliday's Framework	Kress and van Leeuwen's Framework
Ideational <ul style="list-style-type: none"> A range of ways by relating the represented participants semantically. 	Representational <ul style="list-style-type: none"> Description of participants based on syntactic patterns governed by the narrative and conceptual representations.
Interpersonal <ul style="list-style-type: none"> A range of ways by relating the interactive participants based on their roles semantically. 	Interactive <ul style="list-style-type: none"> The relationship between participants based on contact, social distance and attitude.
Textual <ul style="list-style-type: none"> A range of ways by relating the elements on a page such as lexis or cohesive devices semantically. 	Compositional meaning <ul style="list-style-type: none"> The relationship between representative and interactive based on information value, salience and framing.

In a study conducted by Kress and van Leeuwen (1996) on double-page spreads in Australian women's magazines, it was found that the right pages were dominated by photographs which are larger and more salient in which the game of women engages with the viewers (p.186). In so, Kress and van Leeuwen propose the three principles which make up the composition (1996, p.183). The principles are as presented in Table 2.9. The possible layout compositions based on the information value principle is also presented in Figure 2.8.

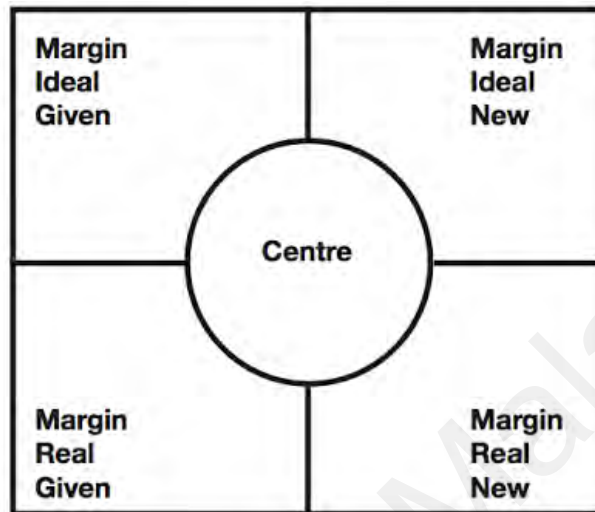
Table 2.9: The three interrelated systems of meaning of composition (Kress and van Leeuwen, 1996, 2006).

System	Characteristics
Information value	The placement of elements (participants and syntagms that relate them to each other and to the viewer) endows them with the specific informational values attached to the various 'zones' of the image: left and right, top and bottom, centre and margin.
Saliency	The elements (participants and representational and interactive syntagms) are made to attract the viewer's attention to different degrees, as realised by such factors as placement in the foreground or background, relative size, contrasts in tonal value (or colour), differences in sharpness, etc.
Framing	The presence or absence of framing devices (realised by elements which create dividing lines, or by actual frame lines) disconnects or connects elements of the image, signifying that they belong or do not belong together in some sense.

How information is positioned on the page can convey meanings. The information value describes the placement of the elements in which the position denotes specific meaning. The left side of an image is the 'given' side. On this side, the information is considered known. The possibility of information placed here could be the headlines. The right side is the 'new' side which often portrays photographs. According to Kress and van Leeuwen (1996, 2006), this side of the composition normally demands attention. The left to right reading also suggests sequential syntagms but may not necessarily apply to all cultures as some signs are read from top to bottom or from the right to left.

Apart from that, elements that are organized on the top section are considered to be 'ideal', good or whole. The elements on the bottom section are considered to be real or factual. The centre image is often viewed as the nucleus of information while other

corresponding elements around it are considered subservient, dependent or marginalized. Figure 2.8 illustrates the meaning of composition.



. Figure 2.9: The meaning of composition (Kress and van Leeuwen, 1996, 2006, p.223).

The possible layout of compositions according to the information value principles are also presented in Figure 2.9. Following that, the images which are in focus are considered salient. These elements are placed to attract the attention of the reader to different degrees and they can be reflected in the use of relative size, contrasts in colour, sharpness, foreground or background, etc. Finally, framing is achieved through the use of presence and absence of framing devices such as the dividing or framing lines. Framing suggests the connectivity of elements to signify whether the elements grouped belong or do not belong together.

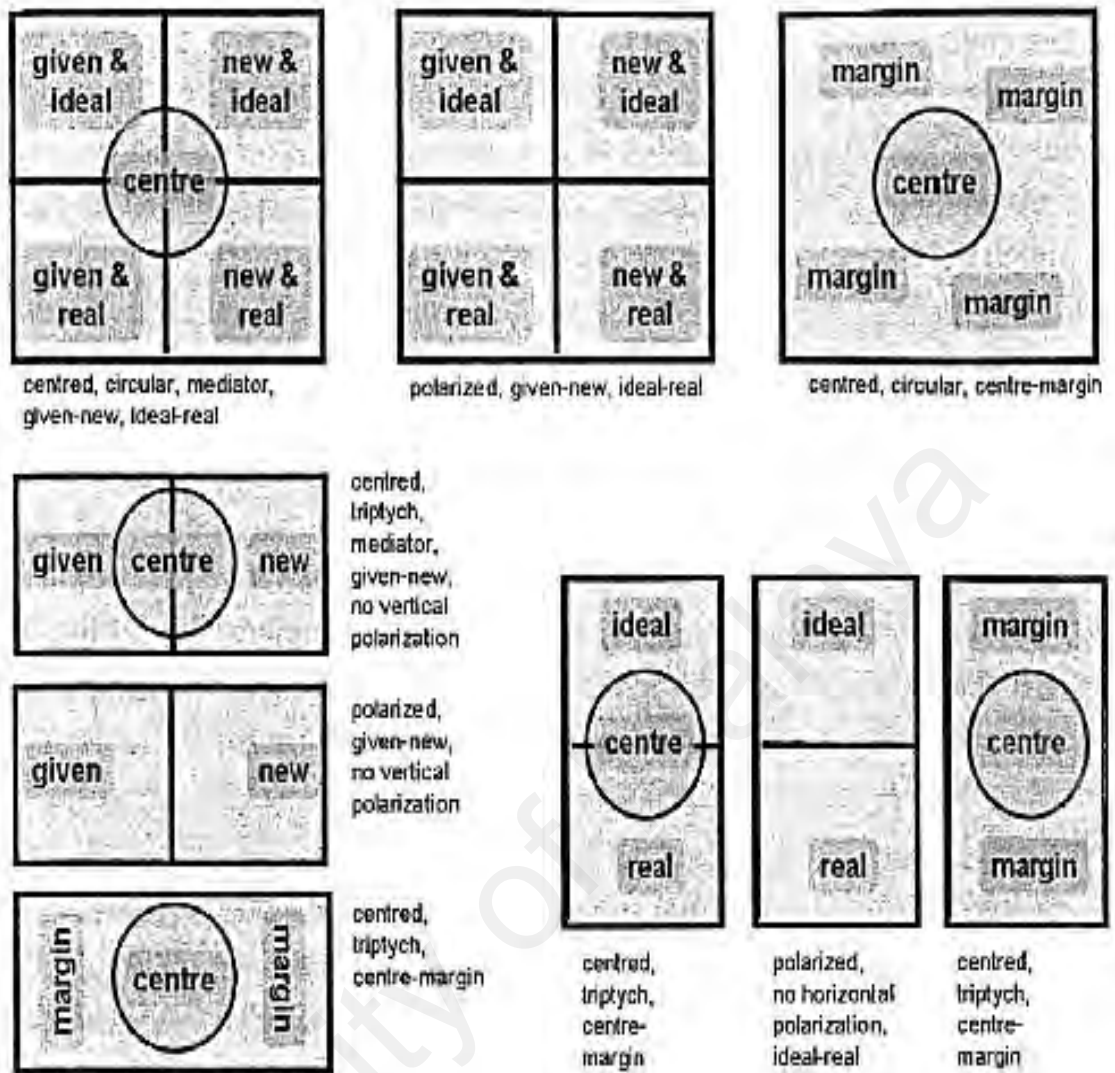


Figure 2.10: Possible layout compositions according to the information value principle (Kress and van Leeuwen, 1996, 2006, p.223-224).

2.9 Previous related studies

In the previous years, several studies have been conducted on milk formula advertising, genre analysis and multimodality. This section discusses the previous studies on milk formula advertising. Studies on genre analysis and multimodality are also presented in this section.

2.9.1 Milk formula advertising

A plethora of researches on milk formula advertising can be found albeit widely on the effects of milk formula advertisements. In 1994, Finkle conducted a research on Nestle and infant formulas by looking at the regulation of commercial advertising in developing nations. In her study, it was found that the marketing practices carried out by Nestle has deceptively convinced mothers in developing countries that infant formulas are safe and easy-to-use through free samples given out by women dressed as nurses. These marketing practices have resulted in hundreds of infant deaths (Finkle, 1994, p.603).

In an article by Greer and Apple (1991), it was mentioned that the advent of new marketing campaigns for infant formulas have gravely disrupted the “comfortable symbiotic relationship” between the infant food manufacturers and the medical practitioners (p.282). As a result, these advertising campaigns have had a negative impact on the incidence of breastfeeding. Onyechi and Nwabuzor (2010) also conducted a study on the effect of milk formula advertisements on breastfeeding and other infant feeding practice in Lagos, Nigeria and found that advertisements had a significant ($p < 0.05$) effect on mother’s choice of feeding where the increase of breastmilk

substitute was directly related to the high level of formula advertising (p.197). In their study, it was also found that the infant formula advertisements were extensive and persuasive.

In a study conducted by Berry, Jones and Iverson (2012) to examine whether Australian parents recalled having seen a formula advertisement, it was found that 66.8% of parents reported having seen one. In that process, they failed to distinguish between toddler and infant milk advertisements. The study concluded that the toddler milk advertisements functioned as de facto infant formula advertisements in Australia. Conversely, in a study conducted by Morgan, Waterston and Kerac in 2014 on the extent of breast milk substitute advertising in high impact medical journals in Britain, it was found that formula advertising varied according to publishers and journals. All the advertisements in the year 2012 had poor compliance of the International Code of Marketing of Breastmilk Substitutes which raised questions on the value of the information presented. This study concluded by urging more researches to be conducted to improve the quality of breastmilk substitute advertisements.

Netshandama (2002) on the other hand conducted a study on breastfeeding practices among working women and found that they are knowledgeable about the benefits, advantages and disadvantages of breastfeeding. Although so, they gave up breastfeeding due to challenges faced at work. In Foss and Southwell's study in 2006 on the relationship between Parents' magazine content and breastfeeding, it was noted that the breastfeeding rates were evidently threatened with the increase of formula advertisements. The study adopted the content analysis approach and recommended more qualitative and in-depth analysis on advertisements to be taken in the future.

In Malaysia, a study was conducted by Emma in 2011 on the examination of the relationship between media producers and news sources to improve health communications for breastfeeding. In her study, it was found that promoting breastfeeding conflicted the media's needs to generate income from milk formula advertisements. On the other hand, a study conducted by Suleiman (2001) on fifty mothers whose last child aged less than five years old examined the effects of marketing on infant feeding practices revealed that 72% of the mothers felt that milk advertisements on television were attractive, 38.4% were influenced by others to buy a particular brand of milk formula, 65.2% were influenced by free milk formula samples, and 32% were influenced by their doctors on the chosen method of feeding.

Apart from that, a study conducted by Chye and Chin (2007) on the perception of Malaysian parents and attitudes on infant feeding practices and baby milk formula in East Malaysia reveals that out of the 86.3% of mothers who initiated breastfeeding, only 8.3% mothers continued to breastfeed up to six months. Most parents resorted to formula feeding for personal convenience. Parents with higher educational level and income initiated formula feeding earlier where quality and brand became their deciding factor. A review conducted by Ministry of Health Malaysia in 2014 on the effects of promoting formula for toddler, pregnant and breastfeeding mothers reveals that toddler milk formula was functioning as de facto advertisement for infant formula and the advertisements proved to be a challenge to breastfeeding, rather than other milk formula brands.

From all the previous studies presented on milk formula advertising, it can be seen that the marketing business and effects of advertising are rather overwhelming. Since the implementation of the Code of Ethics for the Marketing of Infant Foods and Related Products was revised in 2008 in Malaysia, this legislation has worked to ensure

that proper claims and advertisements on the milk formula products are made. However, the extent to which milk formula companies ethically adhere to this legislation is still questionable. Based on the findings from all the studies presented, it is clear that milk formula advertising carries big implications to the society especially on the parents' perceptions and decisions.

According to Foss and Southwell (2006), most researches on milk formula advertising have tended to focus on the “specific interventions or on broad general commentary about the role of media”. It is therefore the attempt of this study to engage in milk formula advertisements themselves and examine the moves and strategies applied by companies and advertisers in order to appeal to the consumers. Through this study, it is hoped that better producers of the textual exemplars in the targeted milk formula genre can be made. The following section discusses the previous studies in the field of genre and multimodality.

2.9.2 Genre Analysis and Multimodality

In the past years, several studies have been conducted on advertisements using the genre analysis approach. Teo (2008) adopted Kathpalia's framework and studied on skin care advertisements. From her study, it was found that out of the nine moves proposed, only six were prominent in her advertisements. These moves are appraising the product, establishing credentials, justifying the products, targeting the market, urging action and also user endorsements.

Faridah (2006) also conducted a study on bank advertisements and found six prominent moves such as headlines, targeting the market, justifying the product, establishing credentials, offering incentives and urging action. On the other hand, Li (2013) conducted a study on hotel advertisements using Gu Xiangfen's (2008) five-move structure and found four obligatory moves. These moves are identifying service, establishing credentials, introducing service and facilities, and providing contact.

Delicia (2015) conducted a study on milk formula pamphlets and sample boxes using a similar framework by Kathpalia and found that the prominent moves are appraising the product, identifying the company, urging action, attracting action, justifying the product and giving related information. She also found that the communicative purposes for milk formula pamphlets and samples boxes are to inform and persuade potential customers to buy the product. Nguoi (2016) studied on travel brochures based on Kathpalia's model and found four prominent moves; appraising the products, establishing credentials, offering incentives and urging action.

On the other hand, Nurulain (2014) had integrated multimodality into her study on car print advertisements. She adopted Kathpalia's nine-move model and Kress and van Leeuwen's framework on multimodality to look at 48 car advertisements. She found eight prominent moves; headlines, urging action, justifying the product, establishing credentials, appraising the product, offering incentives, pressure tactics and targeting the market. Based on her multimodal analysis, she found that most car advertisements were made up of the vertical page layout with no specific preferences of elements for the 'given-new' and 'ideal-real' principles.

Vorvilas, et. al. (2010) also conducted a study using Kress and van Leeuwen's model to look at scientific learning object's user interface. In their study, they found that salience is achieved through animated objects with various framing such as segregation, separation, integration, overlap, rhyme and contrast used. The information value exercised are given-new and ideal-real structures where the given information consists of pictures, and new information consists of the processes involved in the scientific learning object. Animated pictures are placed in the ideal section whereas the descriptions of learning objects are normally situated in the real information section.

On the other hand, in a study conducted by Abousnnouga and Machin in 2011 using multimodal analysis to examine the war monuments in Britain, it was found that these monuments are not openly critical of war where participants, actions and settings have been excluded from the textual representations in the monuments (p.193). In a study by Macken-Horarik (2004) on the reflections on image and verbiage of the artwork in a Sydney art exhibition, *ArtExpress*, it was found that texts and images stood at a complementary relationship where the unity is realized through points of overlap, difference, and direct juxtapositions in each mode.

Extensive studies using multimodality have also been conducted in the academic field. A study by Fahimeh and Sheida (2014) on the multimodal analysis of gender representation in the national English Language Teaching textbooks in Iran was conducted using Halliday (1994) and Kress and van Leeuwen's (2006) analytical framework. From the study, it was found that male figures were the focus of attention besides being more visible and depicted as new information. They are also the active doers while females were invisible and underrepresented.

On the other hand, in a study by Duma and Sinar (2014) on the structure of selected print advertisements using Halliday's (1994) multimodal analysis framework combined with Kress and van Leeuwen's (2006) and Cheong's (2004), it was found that the ideational process consists of setting, accompaniment, call visit and information and conversion realized through actors and goals. The interpersonal process comprises offer, intimate, involvement and equality while the textual process of the advertisements is realised through circular and salience. In 2015, Li conducted a study on the multimodality and contextualisation of translated Billboards in Hong Kong and found that the multimodal elements in the billboards realised the Attention-Interest-Desire-Action (AIDA) and Keep-It-Short-and-Appealing (KISA) models of advertising. The non-verbal modes in the billboards were found to function as part of the cognitive context to infer the verbal elements while the visual elements contributed to the contextualization of the headlines.

A study by Yusnita (2013) on the Indonesian print advertisements using multimodal discourse analysis by Cheong (2004) found that the verbal text in print advertisements strengthen the visual images. Not only that, the synergic collaboration between print advertisements and visual images were also manifested by the culture. The print advertisements highly suggested the condition of people, trends, beliefs, lifestyles, and financial conditions of where the particular advertisement produced and published. Similarly, a study on the generic structure of print advertisement of Elizabeth Arden's 'Intervene' was carried out by Aylanda (2009) using multimodal discourse analysis. It was found that the advertisement employed the intersemiotic juxtaposition, prominence and parallelism mechanism elements to enhance the multimodal features of the advertisement. The generic structure of the advertisement contains the 'lead' move followed by 'emblem'. The 'lead' move is realised through

displays and the 'emblem' move is realised through announcements, enhancer, tag and call-and-visit information. The study adopted Cheong's (2004) framework for the analysis of structure and O'Toole's (1994) for multimodality. In a different study, the multi-dimensional approach was also adopted by Cheong (2013) to look at tourism homepages and web-mediated advertorials to examine how they are composed to attract potential tourists to visit Malaysia and also the places of interest by adopting Marco's (2002) analytical framework based on the combination of Kathpalia's (1992) and Bhatia's (1993 & 2004). Kress and van Leeuwen's (1996 & 2006) framework was also used to examine the multimodal features of the composition.

All in all, it can be seen that there has been a burgeoning interest in the analysis of multimodality. From all the studies conducted and discussed in this section, it can be seen that different advertisements contain different prominent moves used to achieve the intended communicative purposes. This is likewise for the multimodal elements employed. Although the results attained varied for all the studies, the significant similarity can be observed in the adoption of Kathpalia's (1992) and Kress and van Leeuwen's (1996, 2006) models which were extensively used across the promotional genre.

2.10 Summary

In summary, this chapter has reviewed the discourses of professional, media, advertising and magazine in general. Genre analysis is also presented along with the frameworks of Bhatia (1993) and Kathpalia (1992). Multimodal analysis is also reviewed where Halliday's (1978) and Kress and van Leeuwen's (1996, 2006) models are presented. The chapter finally closes with a review on previous related studies on the milk formula advertising, genre analysis and multimodality.

University of Malaya

CHAPTER 3: METHODOLOGY

3.1 Introduction

This chapter describes the methodology used to achieve the purpose and objectives of this study by explaining the processes involved in carrying out the research. The research design and description of the data are presented in the first section. Here, instruments used in the collection of the data are also explained. Next, the procedures involved in selecting the textual data (advertisements) and conducting the interviews and questionnaire are also presented. The chapter concludes with the methods of data analysis and summary.

3.2 Description of the Data

The present study is of a descriptive nature, aiming to identify the communicative purposes, generic structure and the multimodal components of the milk formula advertisements. Taking this into account, each advertisement is subjected to genre analysis where the rhetorical moves within them are identified to determine the generic structure. The frequencies and percentage of the occurrence of these moves are analysed in each advertisement and then calculated in order to detect which moves are present to determine their obligatory and optional.

The presentation of the analysis for the communicative purpose, generic structure and the multimodal components are qualitative in nature and are also presented quantitatively where frequency and percentages are included. Following that, the communicative purposes of advertisements are determined based on the moves found. As for the multimodal analysis, the layout for all the advertisements is analysed and

then, calculated. The meaning of the composition in terms of their information value, salience and framing are then tabulated to elicit the most commonly used layout and features in milk formula advertisements. These data make up the primary source of this study.

This study also attempts to stretch the analysis beyond the textual output where the context in the way that the text is interpreted and used in the social domains are also incorporated. The interviews and questionnaire conducted will be able to provide further insights on the socio-cognitive and ethnographic aspects in support of the primary data which would be the advertisements. The findings from these two research tools used are not the basis of this study but merely to supplement the primary data. The advertisements collected for this study will be able to provide information on the textual aspect of this study. As for contextual data, the study employed interviews and questionnaire to gather relevant information in relation to the genre.

3.2.1 Textual Data

Following Bhatia's (1993, 2004) considerations in the selection of the right kind and size of corpus, all milk formula advertisements have been chosen using purposeful sampling from a local parenting magazine, *Parenthood* published in English for parents. Through purposeful sampling, all milk formula catered for children between age one and ten, made from cow, soy and goat milk have been selected. These milk formula advertisements were chosen because they account for the highest frequency in all the monthly publications of the magazine. Advertisements on milk formula for pregnant mothers was not selected as it targets the different type of consumers. Advertisements on milk liquid in bottles for children were also not selected as it appeared only once

throughout the period where the advertisements have been selected. In the process, advertorials were not considered as part of the corpus and repeated advertisements were discarded during the selection.

Apart from that, the *Parenthood* magazine has been chosen for this study is mainly for these following reasons. According to AdQRate report, *Parenthood* boasts a large circulation of 1,006,000 readers in 2011 and 1,839,000 readers in 2012 (AdQRate, 2017). The big numbers suggest that this magazine is highly favourable and is also well known in the market. Moreover, their tagline “Your no.1 baby magazine” as stated on the cover of each magazine also implies that the magazine is sort of an ‘industry standard’. *Parenthood* magazine is published by Today Publishing company which organizes the annual nationwide Today’s Baby Exposition. The exposition annually houses a total number of 150 local and international exhibitors with 300 brands featured. This exposition also draws an approximate number of 100,000 visitors every year (The Star, 2016). In comparison with other English parenting magazines, *Parenthood* is the only local English magazine that caters to a big crowd.

The *Parenthood* magazine was also chosen because it is the ‘oldest’ English parenting magazine as compared to other parenting magazines in the country. Its first publication can be dated back to January 2000. Sixteen years of inception in the market potentially suggests the variety of advertisements the magazine can offer for this study.



Figure 3.1 Front cover of the Parenthood magazine published in December 2014.

All in all, a total number of 35 advertisements have been collected. These advertisements selected are from the *Parenthood* magazines published from June 2013 until December 2015. There is no particular reason as to why advertisements from this period were chosen but mainly to cater to the issue of reliability via this desirable sampling size that is sufficient for exploration and analysis in this study. The following table presents the number of milk formula advertisements collected according to the brands.

Table 3.1: Milk formula advertisements according to brands

No.	Brand	No. of milk formula advertisements
1.	Snow Neo-Kid Plus	8
2.	Isomil Plus	4
3.	Enfagrow	3
4.	Karihome	4
5.	Anmum Essential	4
6.	Pedia Sure	3
7.	Dumex Mamil	2
8.	Friso Gold	4
9.	Nestle Nanha Grow	1
10.	Similac	1
11.	S-26	1
Total		35

3.2.2 Interviews with Specialist Informants

In obtaining relevant contextual information from the socio-cognitive and ethnographic point of views, this study has conducted semi-structured interviews. The interviews were conducted with five specialist informants. These informants are directly related to the parenting and advertising discourses where they carry the role of specific discourse member to play in the field. Due to the complexities and dynamism of the real world, a mere investigation of the textualisation process may be futile without integrating them to the discursive practices of the community members and individual concerns (Bhatia, 2002, p.7).

Motivated by this, the interviews have been employed as a research tool in order to gain a better understanding and further insights of the specialist informants as they bring their experience, familiarity of the context and expertise to this study. The

interview questions were based on Bhatia's explanation of the genre analysis model as shown in Figure 3.2. The interview questions focused on the production and interpretation of the texts as well as the socio cultural practices of the discourse. The semi-structured interview questions for the five specialist informants can be referred to in Appendix B.

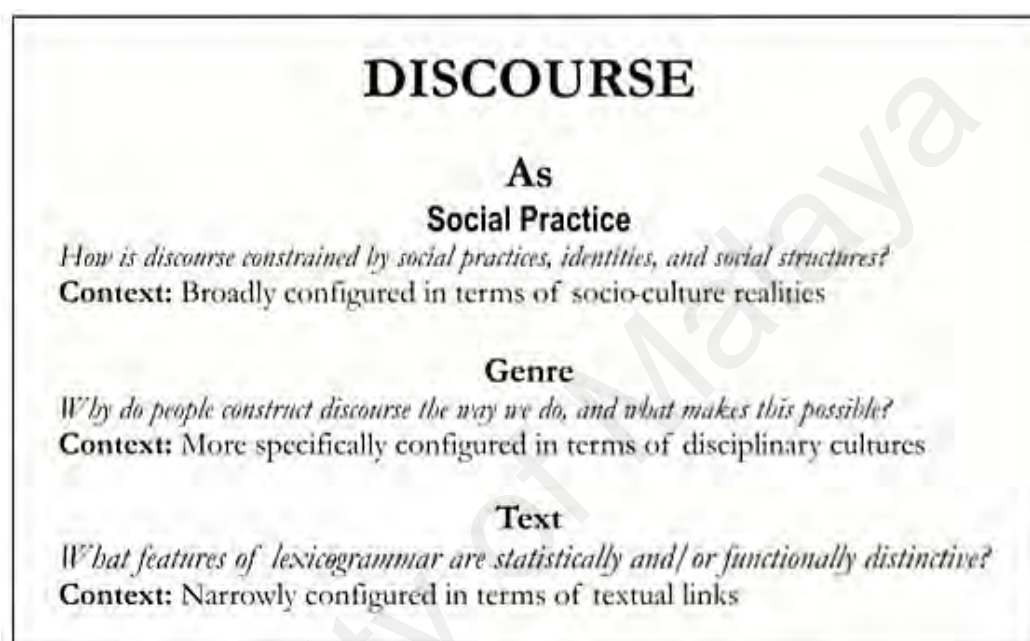


Figure 3.2 The grounded analysis of textual output (Bhatia, 2002, p. 17)

3.2.2.1 Former manager of a milk formula company

In order to obtain information from the ethnographic perspective, a former manager of a reputable milk formula company was interviewed. Locally, the milk formula company has been in the industry for more than a hundred years and now manufactures products at seven factories in Malaysia. In the worldwide scenario, this company is today's world's leading nutrition, health and wellness company which has 280,000 employees in more than 80 countries around the world. The company was founded in 1866 and is based in Vevey, Switzerland. As the pioneer in the milk formula

industry, the company is one of the biggest global milk formula providers in the world. The interview conducted provides important information on how the company goes about advertising the milk formula products. As the trend setter in the market, the information obtained will be able to cast a better understanding on how milk formula advertisements are created and produced.

3.2.2.2 Former copywriter of an advertising firm

A former copywriter of an advertising firm was interviewed to gather the socio-cultural information on advertisements. This copywriter has been working in the industry for more than 10 years, catering to car, food, banking, slimming and hotel advertisements. The information obtained from the interview provided further insights on the process of advertising which is valuable and beneficial in understanding what goes on behind the published product. As some milk formula companies outsource their advertising campaigns to advertising firms, this interview has cast a new understanding on advertisements produced by advertising firms.

3.2.2.3 Father of three children with the youngest child at two years old

The interview conducted with this parent from Shah Alam has shed light on how milk formula advertisements are perceived. In the interview, the details of the advertisement were further expounded to elicit the subject's thoughts, perceptions and views, hence providing better understanding of the promotional text. Besides that, the interview conducted has also managed to gather information on parents' preferences and values about milk formula advertisements

3.2.2.4 Mother of a four year old boy

This interview is conducted with a mother from Penang. As her four year old boy was born premature, she was more particular of choosing the right milk formula for her son. Her experience of engaging meticulously with the promotional texts has provided useful information on the elements of the milk formula advertisement.

3.2.2.5 Paediatrician of a private hospital

An interview was conducted with a paediatrician of more than 20 years of experience in a private hospital in Kuala Lumpur. This hospital is one of Malaysia's leading private healthcare service providers and has been established in Malaysia for more than 33 years. The information gathered from the interview is useful in providing better clarity on how mothers come to their feeding decisions for their children.

3.2.3 Questionnaire with Parent Respondents

In the production of effective and powerful advertisements that resonate with the audience, advertisers must possess sufficient knowledge of the discourse recipients. In this study, parents' views and perceptions on the milk formula advertisements are taken into account in the process of deeper probe into the socio-cognitive and ethnographic context. The questionnaire is used to investigate the features of the milk formula advertisements that may effectively influence the audience's perceptions and acceptance of the milk formula products. The questionnaire can be referred to in Appendix D.

There are ten questions altogether which have been designed online to cater to a wider group of parents with young children in the local context, distributed through the Whatsapp and Facebook channels. The questionnaire comprise Yes/No questions and also questions with a list of options for the respondents to select. Only ten questions have been formulated to encourage more participation by the parents to respond besides avoiding strenuous efforts in completing the questionnaire. All the questions have been piloted with a group of parents before they were finalized. All the questions are further elaborated in the following figures.

Question 1

* 1. What is the age of your child?

- 0-1 year old
- 2-3 years old
- 4-5 years old
- 6 years and above

The first question is asked to gauge the age of their child. The age of their child will determine what type of milk formula he or she is being fed and automatically bring relevance to the advertisements of milk formula found in the magazine.

Question 2

* 2. Which milk formula brand are you using to feed your child now?

For this question, parents are required to state the name of the milk formula used to feed their child. This is important in order to identify the specific milk formula brand which helps in the identification of the milk formula advertisement.

Question 3

* 3. What is the reason for your choice of the milk formula brand? (You may select more than one answer)

- Price range
- Recommended by doctor
- Recommended by family/ friends
- Popular brand
- Easily available
- Endorsed by nutritionists/ experts
- Contain free gifts and samples
- Others (please specify)

Many mothers switch milk formula now and then with various contributing factors and reasons. This question mainly taps the reasons behind parents' selection of a particular milk formula brand. The reasons chosen may suggest the particular 'move' to be included in the genre.

Question 4

* 4. Do you read milk formula advertisements?

- Yes
 No

This close-ended question asked is mainly to know how many of the respondents read milk formula advertisements. The respondents' answers will prompt a better understanding on the answers chosen for the following questions.

Question 5

* 5. What do you like most about milk formula advertisements? (You may select more than one answer)

- Headline attracted me
 Picture of the product
 Picture of the child/ children
 Colour of the advertisement
 Detailed product information
 Design of the product
 Testimonials given by users or celebrities
 Statistics related to products given
 Awards and recognition received by the brand/ company
 Product is backed up by research
 Recommendations by experts stated
 References provided
 Free gifts/ samples and other benefits
 Contact and additional information of the company
 Others (please specify)

Question five is asked to collate the most favoured features in a milk formula advertisement. The result of this question will be used to justify the moves tabulated in the analysis.

Question 6

* 6. Do advertisements help in your decision to choose the milk formula for your child?

- Yes
 No

This question probes into knowing further whether the genre of milk formula advertisements contribute to parents' decision making.

Question 7

* 7. What information do you need in a milk formula advertisement in order to make an informed decision for your child? (You may select more than one answer)

- Ingredients to make the product
 Where the milk is produced
 Which company produced the milk
 Awards and recognition won
 Testimonials by other users or/and celebrities
 Milk formula meets the needs of my child
 What research says about the product
 Where product is available
 Price of the product
 What makes the product special
 Others (please specify)

Question seven is asked to find out the specific information (moves) needed in order for parents to make an informed decision on their selections for the particular milk formula.

Question 8

* 8. What is important when making a decision on the milk formula product for your child? (You may choose more than one)

- Product is easily available
- Price of the product
- Advertisements on the product
- Recommendation by doctors
- Own child likes the taste
- Samples given by the company
- Feedback received from family or/and friends
- Other (please specify)

Question 8 is asked to know the importance of specific reasons especially in driving the parents' to buy a certain milk formula product.

Question 9

* 9. How much value can milk formula advertisements offer to you as a mother/ father?

- Significant
- Some
- Slightly
- None
- Others (please specify)

Question nine summarizes the significance of milk formula advertisements for mothers and fathers.

Question 10

* 10. Overall, how would you rate our local milk formula advertisements?

	Strongly unfavourable	Slightly unfavourable	Undecided	Somewhat favourable	Strongly favourable
Pictures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Layout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness and appeal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others (please specify)	<input type="text"/>				

This question is for the parents to rate the local milk formula advertisements in terms of their attractiveness and appeal, pictures, layout, product information and company information. The five point Likert scale from ‘strongly unfavourable’ to ‘strongly favourable’ is used in order to gauge the parents’ opinion. It is hope that the socio-cognitive perspective of milk formula advertisements can be obtained.

3.3 Data Collection Procedures

This section describes the procedures involved in collecting the textual data and in conducting the interviews and questionnaire. In this study, the textual data were first gathered before the information on discourse members’ practices were obtained. The rationale to why the textual data was first collected was merely because of the time factor as the magazines were published only once a month. In that process, interviews with specialist informants were conducted and at the same time the questionnaire was carried out with parent respondents.

3.3.1 Selection of Textual Data

In collecting the textual data, all English parenting magazines which were available in the local newsstands and bookstores were initially bought. In the process, the magazine with the most milk formula advertisements was identified. As such, the *Parenthood* magazine was selected after a few considerations as what have been mentioned earlier. As the magazines were published monthly, the copies were bought according to the time it was published from June 2013 until December 2015 so that newly published advertisements can be obtained. The collection period for the textual data took 31 months. During this time, all milk formula advertisements from that duration were gathered.

Using purposeful sampling, milk formula advertisements for children aged one until ten were selected. Milk formula advertisements for pregnant mothers and bottled milk liquid were discarded during the process as they do not fulfill the purpose of this study. In the process, repeated advertisements and advertorials were also discarded. All the milk formula advertisements can be found in Appendix A.

3.3.2 Interviews with Specialist Informants

Before the interviews with the specialist informants were conducted, an official letter to verify the student's identity as the researcher was obtained from the Postgraduate Studies Office. This letter can be found in Appendix E. Electronic mails and telephone calls were then made to the targeted milk formula companies in order to obtain permission for the interviews to be conducted. Being rejected, the specialist

informants were found through the researcher's own circle of influence and friends. Following that, the former manager of a milk formula company was first identified, followed by a former senior copywriter of an advertising firm and a pediatrician. Both the parents who were interviewed were also identified from the same circle of influence where they have also participated in the questionnaire as respondents. In retrospect, these informants provided a more genuine input and feedback on the processes and practices of creating and understanding the genre from the relevant industry's point of view.

3.3.3 Questionnaire for Parent Respondents

The questionnaire was first designed and piloted before being administered to parents with young children. This questionnaire is important in order to obtain relevant socio-cognitive perspective information. As parents are the target audience of the advertisements, the information provided are beneficial in understanding the textual data. Once the questionnaire has been finalized, it was formulated using the surveymonkey.com website tool so that the online version can be obtained. The questionnaire was administered online in order to reach out to the target respondents through the *Parenthood* magazine facebook page and also relevant whatsapp groups. Not only that, an online survey form is found to be more promising in acquiring quicker feedback and cooperation by the respondents. A total number of 59 respondents answered the questionnaire throughout the period of this study.

3.4 Methods of Data Analysis

This study employed the qualitative and quantitative research methods in analysing the textual data, interviews and questionnaire. Although the study is of a descriptive nature, percentages and frequency counts were included to report on the textual data. The interviews were transcribed for analysis while the findings of the questionnaire were presented in percentages using graphs and charts.

3.4.1 Textual Data Analysis

For all the milk formula advertisements, three levels of analysis were conducted. The first level of analysis was done to identify the generic structure. The second level of analysis was conducted to identify the communicative purposes of the advertisements. The final level of analysis was carried out to analyse the multimodal features of the milk formula advertisements. Further explanations are presented in the following sections.

3.4.1.1 Generic structure of milk formula advertisements

For this purpose, an analysis was conducted on the moves which are present in all the milk formula advertisements in order to identify the generic structure. Kathpalia's (1992) nine-move structure in analysing the advertising genre was adopted as the analytical framework. Her extensive research on straight-sell advertisements has formed this nine-move structure which has been widely cited in Bhatia's work (1997) and also studies by Howe (1995), Choo (1999), Teo (2008), just to name a few. Hence, it is directly related and relevant to this study. The analytical framework adapted from

Kathpalia's (1992) model to analyse the milk formula advertisements is presented in the following table. The findings from this analysis answers the second research question.

Table 3.2: Analytical framework for the analysis of generic structure (Kathpalia, 1992)

Move structure in advertisements
<i>Move 1.</i> Attracting attention
<i>Move 2.</i> Targeting the market
<i>Move 3.</i> Justifying the product or service
<i>Step 1.</i> By indicating the importance or need of the product or service and/or
<i>Step 2.</i> By establishing a niche
<i>Step 3.</i> By presenting statistical data
<i>Move 4.</i> Detailing the product or service
<i>Step 1.</i> By identifying the product or service
<i>Step 2.</i> By describing the product or service
<i>Step 3.</i> By indicating the value of the product or service
<i>Move 5.</i> Establishing credentials
<i>Move 6.</i> Providing celebrity or typical user endorsement
<i>Move 7.</i> Offering incentives
<i>Move 8.</i> Using pressure tactics
<i>Move 9.</i> Soliciting response
<i>Move 10.</i> Providing footnote/ reference
<i>Step 1.</i> By offering additional content and information
<i>Step 2.</i> By providing citation and research findings
<i>Step 3.</i> By disclaiming
<i>Step 4.</i> By stating terms and condition

Based on this analytical framework, Move 10 and Move 3 (Step 3) has been added to Kathpalia's original framework. Move 3 (Step 3) on presenting statistical data as provided in the move structure was used to reason and rationalize to consumers why the particular product is important based on backed up research findings. This academic approach included can strengthen the advertiser's persuasion on the importance of the milk formula products. On the other hand, Move 10 was also added into the analytical framework. The four new steps found and used in the advertisements did not detail about the product but rather detail around the product. Because of this, the move has been included as a new move in the framework. As for analysis, each element found in

the advertisements will be regarded as a move. The unit of analysis involves phrases, sentences, and images which make up the semantic whole. An example of this is shown in Figure 3.3.

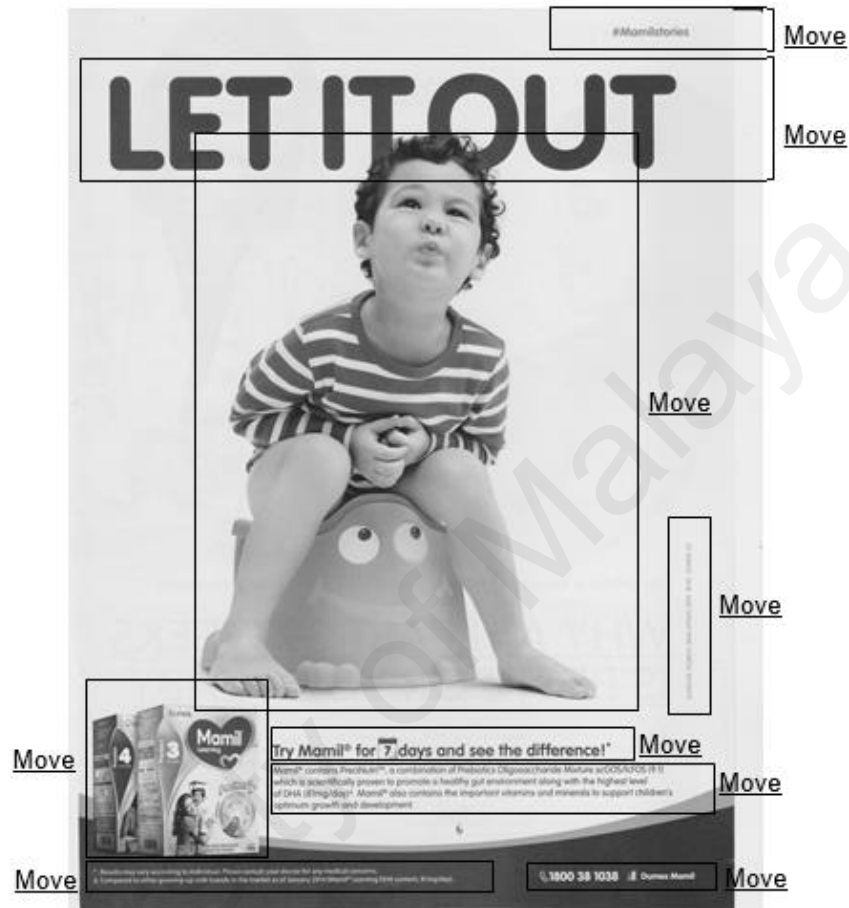


Figure 3.3: Sample of moves accounted for in an advertisement

With the analysis, the frequency of moves will be calculated using the following formula.

$$\text{Frequency of moves} = \frac{\text{Number of advertisements with a particular move}}{\text{Total number of advertisements}} \times 100\%$$

Based on the existing literature, there has not been a unanimous agreement on the frequencies of moves to differentiate between obligatory and optional. For the

purpose of this study, the cut-off frequency of 60% is established to differentiate between the two. This cut-off point has also been adopted by Teo (2008), Yongqing (2013) and Mahmood Reza Atai (2016) in their studies on the promotional genre.

In summary, the analytical frameworks from Kathpalia's (1992) work and this present study are shown in the following table.

Table 3.3: Analytical frameworks for promotional genre

No.	Description of Moves	Kathpalia (1992)	Present study
1.	Attracting attention (Headlines)	Move 1	Move 1
2.	Targeting the market	Move 2	Move 2
3.	Justifying the product or service (Step 1) By indicating the importance or need of the product or service and/ or (Step 2) By establishing a niche (Step 3) By presenting statistical data	Move 3 Sub-move 3 (a) Sub-move 3 (b) Sub-move 3 (c)	Move 3 Move 3 Step 1 Move 3 Step 2 Move 3 Step 3
4.	Detailing the product or service (Step 1) By identifying the product or service (Step 2) By describing the product or service (Step 3) By indicating the value of the product or service	Move 4 Sub-move 4(a) Sub-move 4 (b) Sub-move 4 (c)	Move 4 Move 4 Step 1 Move 4 Step 2 Move 4 Step 3
5.	Establishing credentials	Move 5	Move 5
6.	Providing celebrity or typical user endorsement	Move 6	Move 6
7.	Offering incentives (Step 1) Free samples (Step 2) Free starter kits (Step 3) Free event (Step 4) Free redemption (Step 5) Free nutritional advice	Move 7	Move 7 Move 7 Step 1 Move 7 Step 2 Move 7 Step 3 Move 7 Step 4 Move 7 Step 5
8.	Using pressure tactics	Move 8	Move 8
9.	Soliciting response	Move 9	Move 9
10.	Providing footnote/ reference (Step 1) By offering additional content and information (Step 2) By providing citation and research findings (Step 3) By disclaiming (Step 4) By stating terms and condition		Move 10 Move 10 Step 1 Move 10 Step 2 Move 10 Step 3 Move 10 Step 4

3.4.1.2 Communicative purposes of milk formula advertisements

The communicative purposes of milk formula advertisements were also identified based on the moves found in all the advertisements. These identified moves which correspond to the communicative purposes based on Bhatia's framework were first established before they were calculated. This framework has been commonly used for sale promotion letters. Bhatia (1993) stated that sales promotion letters are written to designated customers in order to persuade them to buy a particular product or service. This also goes in line with the aim of milk formula advertisements which provides a strong basis as to why his framework has been adopted. According to Bhatia (1993), a sales promotional letter serves four communicative purposes as follows:

1. To persuade
2. To capture attention
3. To offer appraisal on product or services
4. To encourage further communication

The communicative purposes established based on the moves are shown in the following table. This analysis answers the first research question.

Table 3.4 Analytical framework for the analysis of communicative purposes adapted from Bhatia (1993).

Communicative Purpose	Moves
a. To persuade	Move 3 (Justifying the Product), Move 4 (Appraising the Product), Move 5 (Establishing Credentials), Move 10 (Providing footnote/ reference)
b. To capture attention	Move 1 (Attracting attention), Move 2 (Targeting the Market), Move 6 (Providing celebrity/ typical user endorsement)
c. To offer appraisal	Move 3 (Justifying the Product), Move 4 (Appraising the Product), Move 5 (Establishing Credentials), Move 10 (Providing footnote/ reference)
d. To encourage further communication	Move 7 (Offering incentives), Move 8 (Using pressure tactics), Move 9 (Soliciting response)

Based on the analytical framework for communicative purposes, similar moves have been identified for both the communicative purposes of ‘persuading’ and ‘offering appraisal’. It has been found that the appraisals offered in milk formula advertisements were also intended to persuade hence contributed by the same moves. To avoid overlapping, both of these communicative purposes are merged. The moves which fall under the respective communicative purposes were then calculated and tabulated to find out the most significant communicative purpose. An example of the analysis is shown in the following table.

Table 3.5 An example of analysis for the communicative purposes of milk formula advertisements

Brand	Ad	Communicative Purpose									
		To persuade/ Offer appraisal				To capture attention			To encourage further communication		
		M3	M4	M5	M10	M1	M2	M6	M7	M8	M9
Snow	1	/	/	/	/	/	/	-	-	-	/
	2	/	-	/	-	/	/	/	-	-	/
Total		2	1	2	1	2	2	1	-	-	2
Percentage (%)		100	50	100	50	100	100	50	0	0	100
Overall Percentage (%)		300/4= 75%				250/3= 83.3%			100/3 = 33.3%		

3.4.1.3 Multimodality of milk formula advertisements

Meaning is not restricted only to linguistic code or texts but resides strongly in a system of meaning which is often made up of the interaction of written texts, and visuals, layout, etc. For the final level of analysis for the textual data, the multimodal features found in the milk formula advertisements were analysed using Kress and van Leeuwen's (1996, 2006) framework of compositional meaning. The layout of the advertisements were analysed based on these three properties; information value, salience and framing. This analysis answers the third research question.

Kress and van Leeuwen's (1996, 2006) framework on compositional meaning metafunction was adopted as this framework combines the other two metafunctions; representational and interactive together. Based on this, as the composition of the entire

advertisements can be realised through the analysis of information value, salience and how each element in the advertisement is connected through framing, the metafunction is chosen to explore how these entities make up the meaningful whole of advertisements through images and layout. The analytical framework for this multimodal analysis is presented in the following figure.

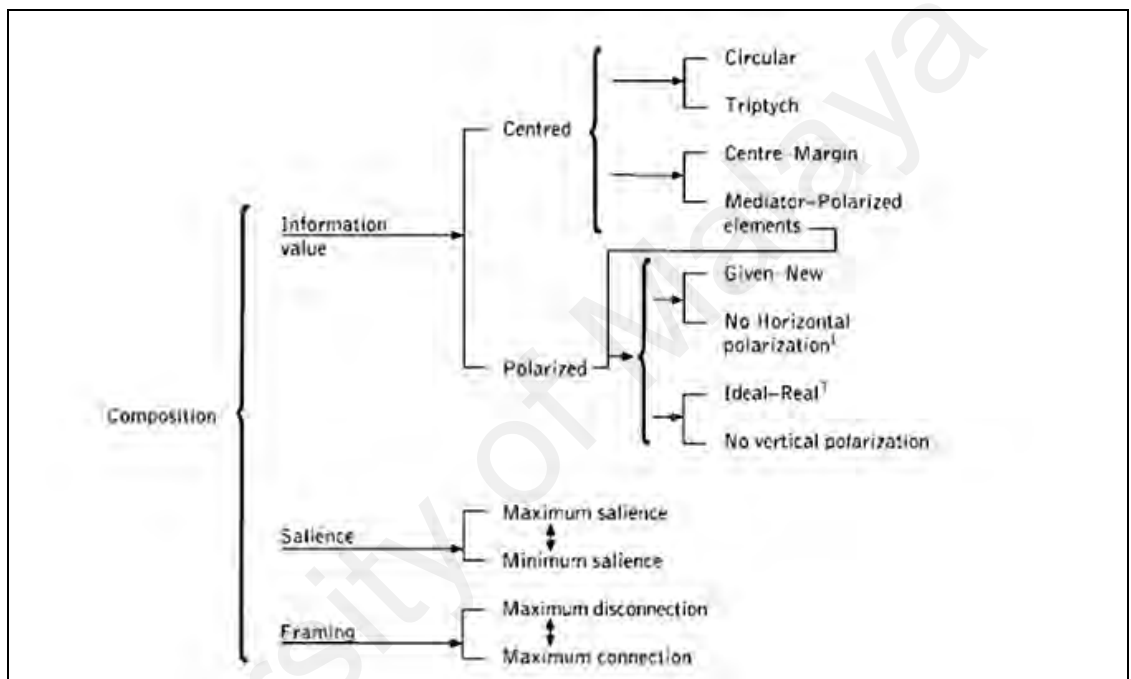


Figure 3.4: Meaning of composition (Kress and van Leeuwen, 1996, 2006, p.223)

An example of multimodal analysis is as shown in Figure 3.5.

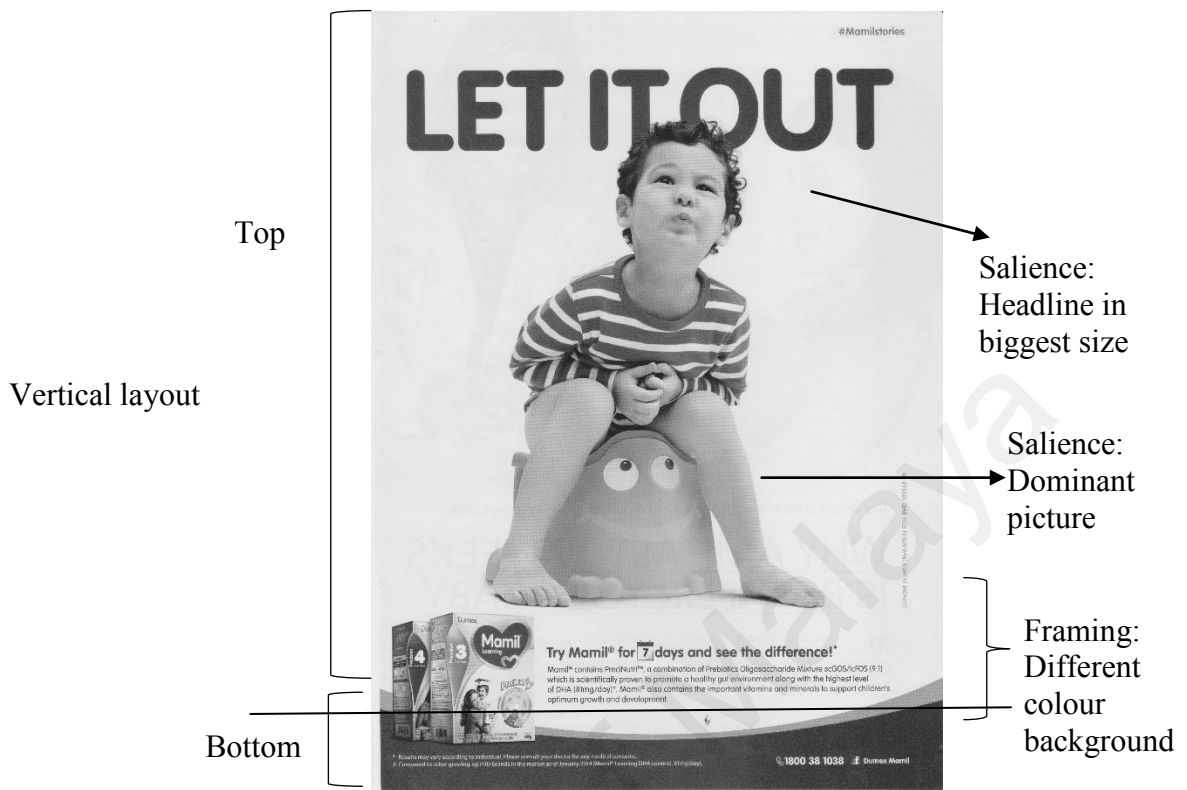


Figure 3.5 An example of a simple multimodal analysis based on Kress and van Leeuwen's framework

3.4.2 Interviews with Specialist Informants – Ethnographic Perspective Analysis

The interviews conducted with the specialist informants were transcribed for analysis. The findings from the interviews were interpreted and analysed qualitatively.

3.4.3 Questionnaire for Parent Respondents – Socio- Cognitive Perspective Analysis

The questionnaire for parent respondents were gathered and generated using the SurveyMonkey analysis tool. All the respondents' answers are presented in graphs. The significant scores were taken into account and discussed in relation to the textual data analysed in this study.

3.5 Summary

Based on all the advertisements collected, 30% of the data have been randomly selected for analysis by a second coder as validity and reliability of this study are of concern. This second coder is a TESL graduate who is knowledgeable in the area and possess experience in Genre Analysis. The identification of moves were discussed and agreed upon at 100%.

In summary, this chapter has provided a detailed explanation on how the textual data are analysed besides expounding on the contextual data collected through interviews and questionnaire. The primary data gathered are directed towards answering all the research questions while the contextual data gathered are merely to include some ethnographic and socio-cognitive information in support of the textual data. The overall analytical frameworks used to analyse the data in order to answer the research questions are presented as follows.

Table 3.6 A summary of the analytical frameworks used to answer the research questions

Research Question	Research Objective	Analytical Framework
1	Communicative purposes of milk formula advertisements	Bhatia's (2003) framework on communicative purposes for sales promotion letters
2	Rhetorical structure	Kathpalia's (1992) nine-move structure model
3	Multimodal features	Kress and van Leeuwen's (1996, 2006) theory on meaning of composition

University of Malaysia

CHAPTER 4: RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter presents the findings obtained from the analysis of milk formula advertisements. The communicative purposes for the advertisements as realised from the rhetorical structure will be first presented. This is followed by the rhetorical structure of the milk formula advertisements where the moves found and analysed are shown and discussed. The frequency of occurrence for each move is also calculated and tabulated. The multimodal analysis on the compositional meaning of the milk formula advertisements is presented after that. In the attempt to gather information on the socio-cognitive and ethnography perspective, the findings from the questionnaire and interviews are shown and discussed at the end of the chapter.

4.2 Communicative Purposes of Milk Formula Advertisements

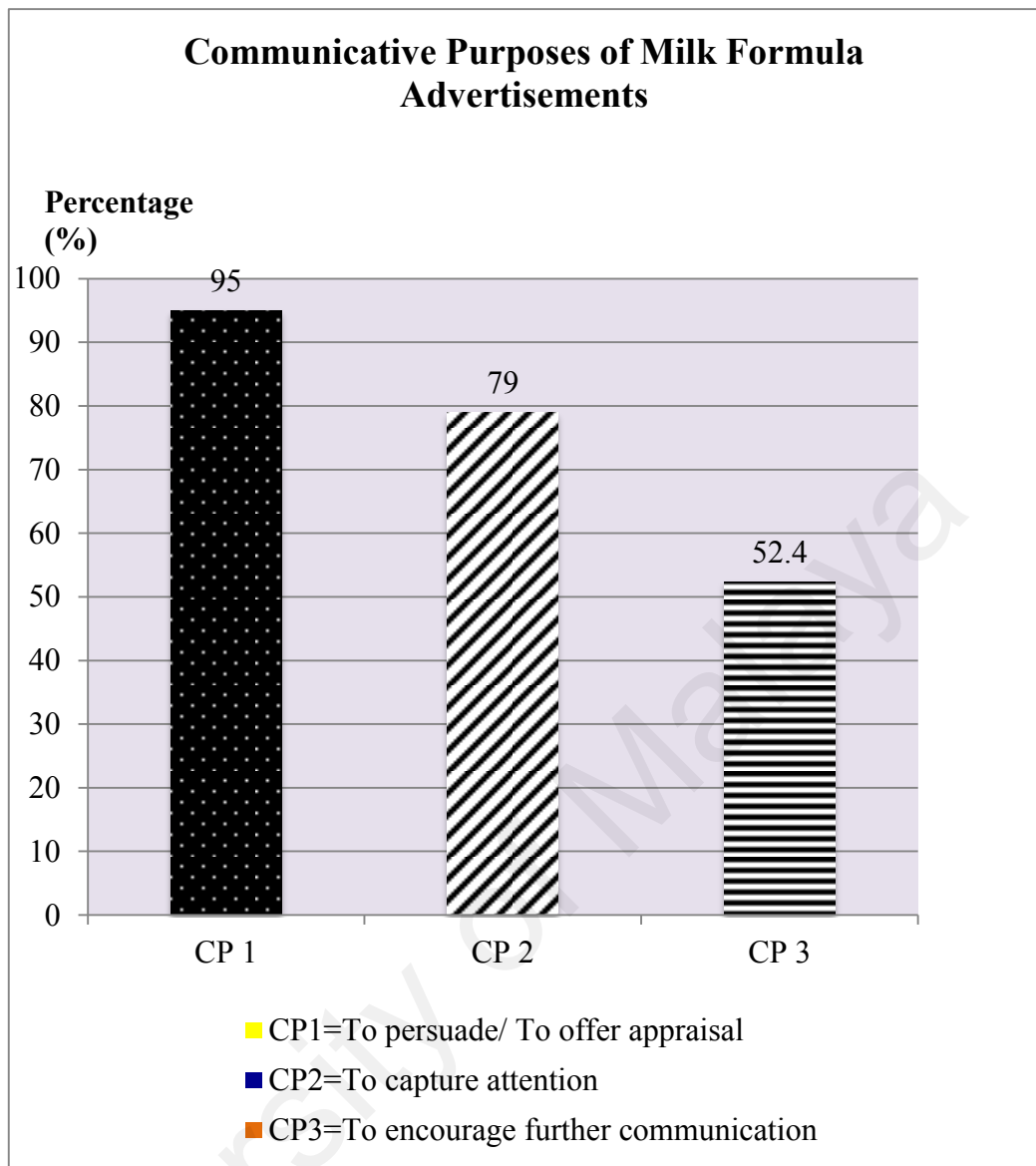
“Genres constitute all communicative actions” (Bawarshi, 2000). Based on Bhatia’s (1993) analytical framework, the findings show that milk formula advertisements cover all the four communicative purposes proposed. The following table displays the percentages of the moves which realised the communicative purposes.

Table 4.1: Percentage of moves based on communicative purposes

Advertisement / Communicative Purpose	To persuade/ To offer appraisal				To capture attention			To encourage further communication		
	M3	M4	M5	M10	M1	M2	M6	M7	M8	M9
1	/	/	/	/	/	/	/	-	-	-
2	/	/	/	/	/	/	/	-	-	-
3	/	/	/	/	/	/	/	-	-	-
4	/	/	/	/	/	/	/	-	-	-
5	/	/	/	/	/	/	/	-	-	-
6	/	/	/	/	/	/	-	-	-	-
7	/	/	/	/	/	/	-	-	-	-
8	/	/	/	/	/	/	/	-	-	-
9	/	/	/	/	/	/	-	-	-	-
10	/	/	/	/	/	/	-	-	-	-
11	/	/	/	/	/	/	-	-	-	-
12	/	/	/	/	/	/	-	-	-	-
13	/	/	/	/	/	/	-	/	-	-
14	/	/	/	/	/	/	-	-	-	-
15	/	/	/	/	/	/	-	-	-	-
16	/	/	/	-	/	/	-	-	/	-
17	/	/	/	/	/	/	-	/	/	-
18	/	/	/	-	/	/	-	/	/	-
19	/	/	/	-	/	/	-	/	/	-
20	/	/	/	-	/	/	-	/	-	-
21	/	/	/	-	/	/	-	-	-	-
22	/	/	/	-	/	/	-	/	-	-
23	/	/	/	-	/	/	/	/	-	-

Table 4.1: continued

Advertisement / Communicative Purpose	CP1 To persuade/ To offer appraisal				CP2 To capture attention			CP3 To encourage further communication		
	M3	M4	M5	M10	M1	M2	M6	M7	M8	M9
24	/	/	/	/	/	/	-	-	-	/
25	/	/	/	/	/	/	/	-	-	/
26	/	/	/	/	/	/	/	-	-	/
27	/	/	/	/	/	/	-	/	-	/
28	/	/	/	/	/	/	-	/	/	/
29	/	/	/	/	/	/	-	/	-	/
30	/	/	/	/	/	/	/	/	-	/
31	/	/	/	/	/	/	/	/	-	/
32	/	/	/	/	/	/	-	/	-	/
33	/	/	/	/	/	/	/	-	/	/
34	/	/	/	/	/	/	/	-	-	/
35	/	/	/	/	/	/	-	/	-	/
Total	35	35	35	28	35	35	13	14	6	35
%	100	100	100	80	100	100	37.1	40.0	17.1	100
Overall Total	380				237.1			157.1		
Overall	380/4 = 95%				237.1/3= 79%			157.1/3= 52.4%		



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Figure 4.1: Communicative Purposes of Milk Formula Advertisements

Based on Figure 4.1, it can be seen that the main communicative purpose of milk formula advertisements is to persuade or to offer appraisal (95%) to the consumers. This is followed by its purpose to capture the reader's attention (79%) and lastly, to encourage further communication (50.5%) between potential consumers and the milk formula companies. Advertisers used various strategies such as justifying the products, providing product details and information, incorporating footnote for additional information and references, and citing research findings to persuade or to offer appraisal about their milk formula products. In persuading the consumers, the credentials of the

milk formula companies are also established by providing company information and achievements. The examples are shown in the following.

Every day, you can also boost your picky eater's nutritional status with PediaSure, the only 100% nutritionally complete formula that is scientifically shown to improve the growth of picky eaters.

(Advertisement 26)

In the above example, the advertisers clearly indicated the advantages of the milk formula product by assuring that the formula is scientifically proven and is 100% nutritionally complete (Move 10). The advertisers try to persuade the consumers by reasoning with them. In this process, the scientific information and nutrition assurance are given and provided which consumers may not have known otherwise. In that line, advertisers also appraised their milk formula product by telling the consumers what their child needs on a daily basis (Move 3). These moves are examples used by advertisers in order to achieve the communicative purpose of persuading and offering appraisal. Another example is shown in the following.

Experiences create unforgettable memories, foster togetherness and most importantly, help your child learn. (Move 3, Step 1)

But only when your child is strong from the inside, can he readily and wholeheartedly embrace these new experiences together with you. (Move 3, Step 1)

Friso Gold, (Move 4, Step 1) through our unique Single Manufacturing Process,(Move 10, Step 1) takes the natural goodness of fresh milk from our farm in Holland (Move 4, Step 2) and seals it into every glass, to make your child stronger from the inside (Move 4, Step 3). This is so that you and your child can say Yes to experiencing everything the outside world has to offer together.(Move 3, Step 1)

(Advertisement 29)

In this example, the milk formula company projects their product by appealing to the emotions of the consumers through the concept of ‘experience’. Consumers are made to engage in the idea of ‘doing things together with their child in the outside world’, injecting the sense of adventure into the readers. The persuasion is further intensified through the introduction of the product by stating where the fresh milk is imported, hence implying superiority and added advantage. The product is appraised by detailing how the milk is produced. This whole new level of experience takes consumers to a different level of visualization and experience in order for them to be fully persuaded by the advertisers. This agrees with Cook’s (1992) notion of ‘tickle’ where advertisements appeal to the emotions and mood of the consumers.

For the second communicative purpose of capturing attention, this intention is realised through three different moves; providing headlines, targeting the market and offering testimonials. To achieve this purpose, advertisers employed eye-catching and appealing taglines such as in the following examples.

Her Smile Says It All. (Advertisement 1)

For An Outstanding Performance in Every Way. (Advertisement 9)

When Your Child Can't Drink Cow's Milk.(Move 2) (Advertisement 12)

360° Development. Happy Tummies. (Move 3, Step 1)

Formulated for delicate tummies. (Move 2) (Advertisement 13)

Now you can give your child a TOTAL FORMULA for his all-round growth.

(Advertisement 27)

Enjoy the incredible journey. (Move 3, Step 1) (Advertisement 30)

Smart Kids Ask Why (Move 2)

Why don't I float when I Jump?(Move 3, Step 2)

Why don't things float away into outer space?

Why do they always come back down? (Advertisement 22)

These attention-grabbing headlines address the needs of the targeted market in the graceful fostering of solutions to problems like cow's milk allergy, delicate tummies, and so on to the readers. The images of 'ideal' and healthy children were also projected to draw the reader's attention. Advertisers engaged in the usage of pronoun "You" in order to capture the consumer's interest. The use of second person reference is powerful enough to electrify the readers as connection is formed. The following is an example to illustrate this.

*Planning to re-introduce cow's milk to **your** allergic child? (Move 2)*

***You**'re ready. (Move 2)*

He's not. (Move 2) (Advertisement 11)

Not only that, rhetorical questions are also used to strengthen the persuasive effect once the consumer's attention is captured. This may strengthen the processing of the message content in the advertisement. Some headlines may also contain the element of surprise, such as the following example.

GRAND PRIZE

Win a Trip of Your Choice for 2 Tickets! (Choose either one of these places)

(Move 7)

(Advertisement 17)

Besides drawing the consumer's attention to read further, the advertisers sometimes include testimonials by mothers and celebrities. These testimonials are often told in a story-like manner. Through this form of communication, trust is built as stories provide context and meaning besides deepening understanding. Consumer's attention can be further held and sustained in this way. The following are examples to illustrate this.

The incredible journey of growing up together (Move 3, Step 2)

To a mother, (Move 2) there is nothing more rewarding than to experience the growing up journey with her child. (Move 3, Step 2) It elevates the joys of motherhood as she can see her child develop to his or her full potential. (Move

3, Step 1) Two celebrity mothers share their precious experience with their little ones.(Move 6) (Advertisement 30)

The third communicative purpose of encouraging further communication is realised by offering incentives, urging action and also soliciting response through company contact information and achievements provided. All these moves are intended to develop more connection with the consumers besides building positive image about the brand and also the company. By disclosing more information about the company, trust can also be built. Not only that, these moves used can also facilitate the consumers to commit to the product as they can contact the company for more information. Examples of these moves used to realise the communicative purpose can be seen in the following examples.

Contact us for more information or free samples at 1800 883 122 or visit www.facebook/AnmumClub. (Advertisement 21)

Mom & Baby Expo 2015.

Date : 15 – 17th May 2015

Venue : Mid Valley Convention Centre

Time : 10:00 – 8:00 pm (Advertisement 16)

For more information, please call

1-800-88-6233

(Mon to Fri, 9.00am to 6.00pm)

Or log on to www.isomilplus.com.my (Advertisement 10)

In summary, there are three communicative purposes of milk formula advertisements. The communicative purposes are:

- a) To persuade and also to offer appraisal of the product
- b) To capture attention
- c) To encourage further communication

4.3 Rhetorical Structure of Milk Formula Advertisements

The rhetorical structure of milk formula advertisements contains all the nine moves as stated by Kathpalia (1992). Kathpalia's (1992) framework forms the basis of analysis for this study. After analysing all the textual data, it was realised that the move "Providing footnote or reference" was present in most of the data. The steps used to fulfill this move were also identified from the advertisements. The new move 'Presenting statistical data' was also added into the framework as it was also used to realise the rhetorical move of "Justifying the product or service". Based on the analytical frameworks as presented in Chapter 3, the findings for the analysis of the moves in all the milk formula advertisements are tabulated and presented in Figure 4.2 after the table.

Table 4.2: Obligatory and optional moves which make up the rhetorical structure of milk formula advertisements

Moves	Steps	Total number of advertisements (/35)	Percentage (%)	Significance
1: Attracting Attention		35	100	Obligatory
2: Targeting the Market		35	100	Obligatory
3: Justifying the Product		35	100	Obligatory
	i) By indicating the importance or need of the product	35	100	Obligatory
	ii) By establishing a niche	33	94.3	Obligatory
	iii) By presenting statistical data	3	8.6	Optional
4: Detailing the Product		35	100	Obligatory
	i) By identifying the product	34	97.1	Obligatory
	ii) By describing the product	35	100	Obligatory
	iii) By indicating the value of the product	34	97.1	Obligatory
5: Establishing Credentials		35	100	Obligatory
6: Providing Celebrity or Typical User Endorsement		13	37.1	Optional
7: Offering Incentives		14	40.0	Optional
	i) Free sample	8	22.9	Optional
	ii) Free starter kit	1	2.9	Optional
	iii) Free event	4	11.4	Optional
	iv) Free redemption	2	5.7	Optional
	v) Free nutritional advice	1	2.9	Optional
8: Using Pressure Tactics		6	17.1	Optional
9: Soliciting Response		35	100	Obligatory
10: Providing Footnote/ Reference		28	90	Obligatory
	i) By offering content and information	25	71.4	Obligatory
	ii) By providing citation and research findings	14	40	Optional
	iii) By disclaiming	8	22.9	Optional
	iv) By stating terms and condition	6	17.1	Optional

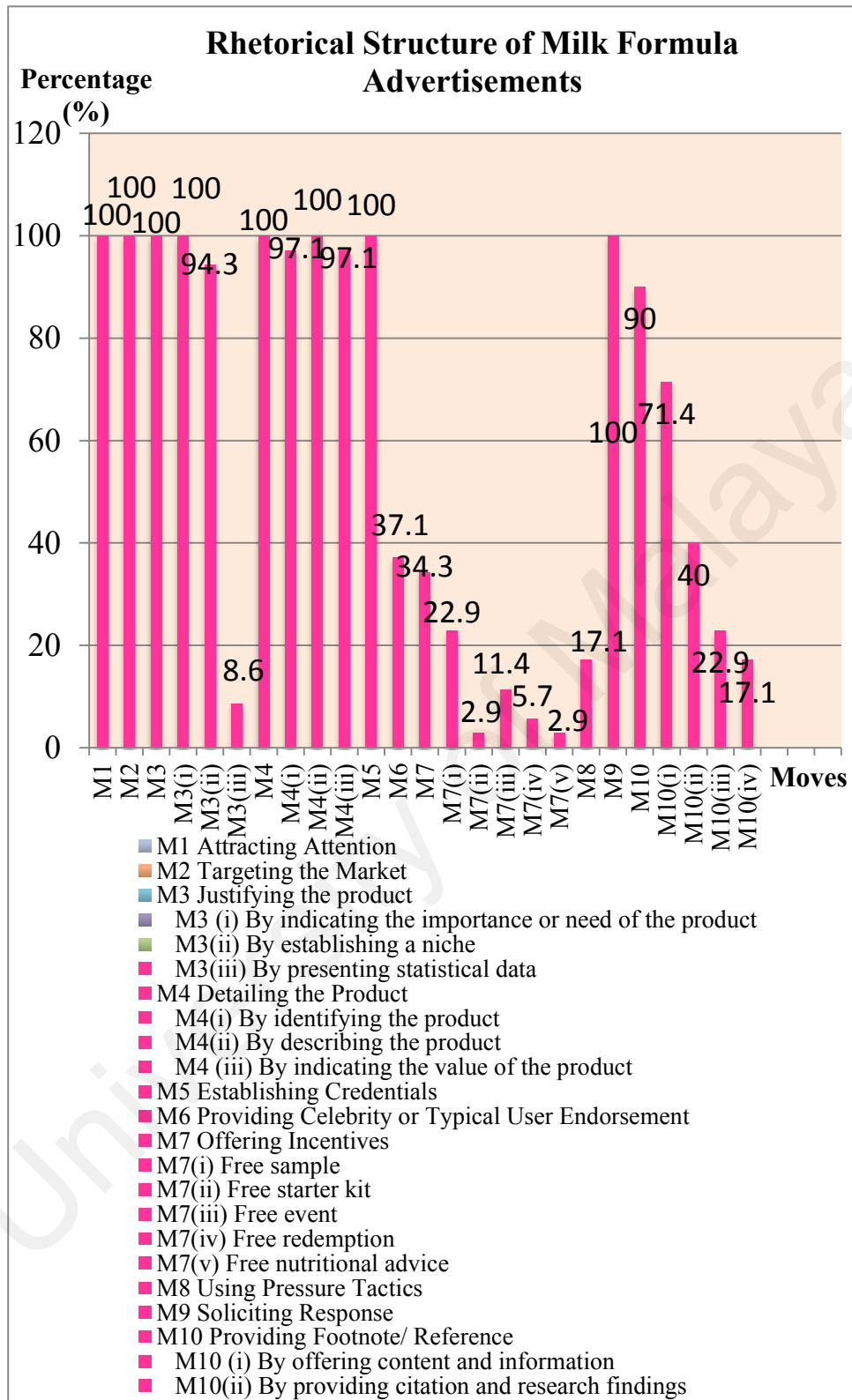


Figure 4.2: Obligatory and optional moves of milk formula advertisements

4.3.1 Moves of Milk Formula Advertisements

The textual and visual elements of all the 35 milk formula advertisements have been analysed to determine their move structure. This section presents and discusses the moves in detail. The description of the move will first be presented, followed by an example of the move in the milk formula advertisement. Tables to further present the examples and explanations of the move are provided at the end of each section.

4.3.1.1 Move 1: Attracting attention

Typically seen in larger typography, headlines grab the readers' attention by appealing to their interest and also to provide them with 'news' that encourage them to read further the body of the advertisement. This move is normally short, catchy and memorable as they also appear in noticeable places in the advertisements, usually on top or in the middle. This move is found in most of the milk formula advertisements and the examples are as illustrated below.



Figure 4.3: Example of Move 1 in the Advertisement 34.

Table 4.3: Example and explanation for Move 1

Move	Advertisement	Example	Explanation
Attracting attention	2	Her Smile Says It All. She's bright, charming and above all, enjoying the advantages of Sphingolipids found in every glass of Snow Brand Neo Kid Plus.	Attention is captured by using the headline which offers endorsement and testimonial.
	11	Planning to re-introduce cow's milk to your allergic child? You're ready. He's not.	This headline is used to attract consumer's attention by targeting the market (children with cow's milk allergy). Not only that, the need for this product is also established in this move.

Table 4.3, continued

Move	Advertisement	Example	Explanation
Attracting attention	14	Now in a Smart Lock Tub	Attention is captured through the use of introducing the new feature (smart lock tub) of the milk formula product.
	16	Is Your Child Always Sick? Win A Trip of Your Choice for 2 Tickets! Up to RM11,000.	Consumer's attention is captured by targeting the market for the product. Attention is also grabbed by offering lucrative incentives to the readers of the advertisement.
	21	He's one now. Time to further develop his brain, not his sweet tooth.	Consumer's attention is captured by targeting the market. Not only that, the need for the product is also established in the headlines.
	27	Now, you can give your child a TOTAL FORMULA for his all-round growth.	This advertisement targets the market by introducing the feature of the milk formula product (Total Formula). The need for the product is also established by justifying the importance of the product (for all-round growth).
	33	Give your child the Partially Hydrolysed Protein advantage.	Consumer's attention is obtained by targeting the market through the appraisal of the product (partially hydrolysed protein).
	34	Mummy feeds me the right milk.	This attention grabbing headline targets the market while asserting to the readers that the milk formula is the right milk. The need for this milk is established right at the beginning.

According to Kathpalia (1996), headlines can be fulfilled in eight different functional types such as:

1. Appraising the product/ service
2. Establishing credentials
3. Justifying the product/ service
4. Targeting the market
5. Offering incentives
6. Urging action
7. Endorsement/ testimonial
8. Soliciting response

Based on the examples given by Kathpalia (1996), it can be seen that titles or headlines of the advertisements are the main attention grabbing factor. Other moves such as targeting the market (Move 2), justifying the product (Move 3), detailing the product (Move 4), providing endorsements and testimonials (Move 6), are used and embedded in this move to fulfill the communicative purpose. The consumer's attention is captured by projecting the titles in bigger fonts and size. The multimodal aspect of the headline will be further elaborated in the section on multimodal analysis in this chapter. Based on the analysis of the data, this move is considered obligatory (100%) in milk formula advertisements. The frequency occurrence of Move 1 is tabulated in the following table.

Table 4.4: Frequency of occurrence for Move 1

Move	Frequency	Percentage	Significance
Attracting attention	35/35	100%	Obligatory

All 35 advertisers applied this move in their milk formula advertisements. Move 1 is obligatory, hence a prominent move to be included in milk formula advertisements. Headlines or titles which were included in the advertisements attract the readers' attention besides providing them with an idea on what they will most likely find in the rest of the advertisements. This can be termed as one of the strongest elements in milk formula advertisements as first impression is first built this way. Therefore, headers should tap the consumers' interest, needs and desires properly. In the milk formula advertisements, the headers used can be generally categorized into these three main categories.

1. Key benefit of the product.
2. Problem identification and the proposal of a solution
3. Well-being of the children

The examples of Move 1 in all the advertisements according to these categories are shown in the following table.

Table 4.5: Move 1 according to categories of headers

Category	Ad	Examples	Number of words
Key benefit of the product	14	Now in a Smart Lock Tub™ 360° Mental Development for Your Child's Exceptional Learning	Main header: 6 Supporting header: 8
	2 – 5	Her Smile Says It All. She's bright, charming and above all, enjoying the advantages of Sphingolipids found in every glass of Snow Brand New Kid-Plus.	Main header: 5 Supporting header: 20
	6-7	Big on Taste, Big on Nutrition. Good nutrition plays a big part in growth and development.	Main header: 6 Supporting header: 10
	8	What's in your milk? Mine's bursting with the goodness of Sphingolipids!	11
Problem identification and proposal of solution	11	Planning to re-introduce cow's milk to your allergic child? You're ready, He's not.	Main header: 9 Supporting header: 4
	12	WHEN YOUR CHILD CAN'T DRINK COW'S MILK	7
	13	360° Development. Happy Tummies. Formulated for delicate tummies.	Main header: 4 Supporting header: 4
	16-17	Is Your Child Always Sick?	5
Well-being of the children	9	FOR AN OUTSTANDING PERFORMANCE IN EVERY WAY.	7
	10	For an impressive performance.	4
	1	Her Smile Says It All.	5
	15	360° Mental Development for Your Child's Exceptional Learning	8
	18	Your nutrition, naturally.	3
	19	Your Nutrition, Naturally. The Foundation of Making Your Child A Better Explorer	12
20	Together, great things can happen.	5	

Table 4.5, continued

Category	Ad	Examples	Number of words
Key benefit of the product	27	Now, you can give your child a TOTAL FORMULA for his all-round growth.	13
	33	Give your child the Partially Hydrolysed Protein advantage	8
Problem identification and proposal of solution	24	Worried About Your Picky Eater's Well-Being?	6
	25	Don't ignore the signs of picky eating.	7
	26	Concerned that your picky eater might lose out on nutrition?	10
	28	Let It Out	3
Well-being of the children	21	He's one now. Time to further develop his brain, not his sweet tooth.	Main header: 3 Supporting header: 10
	22	Smart Kids Ask WHY Why don't I float when I jump? Why don't things float away into outer space? Why do they always come back down?	Main header: 4 Supporting header: 7 – 8 words per line
	23	Why is daddy so noisy when he sleeps? Smart kids ask why, smart parents know why	Main header: 8 Supporting header: 8
	29	Say YES to experiences	4
	30-31	Enjoy the incredible journey.	4
	34	Mummy feeds me the right milk	6
	35	Observant kids learn more	4
	TOTAL	35	

The number of preferences for the categories of headlines is further illustrated in the following table and graph.

Table 4.6: Preferences of Headline Categories

Categories	Number of advertisements	Percentage (%)
Key benefit of the product	11	31.4
Problem identification and proposal of solution	9	25.7
Well-being of children	15	42.9
Total	35	100

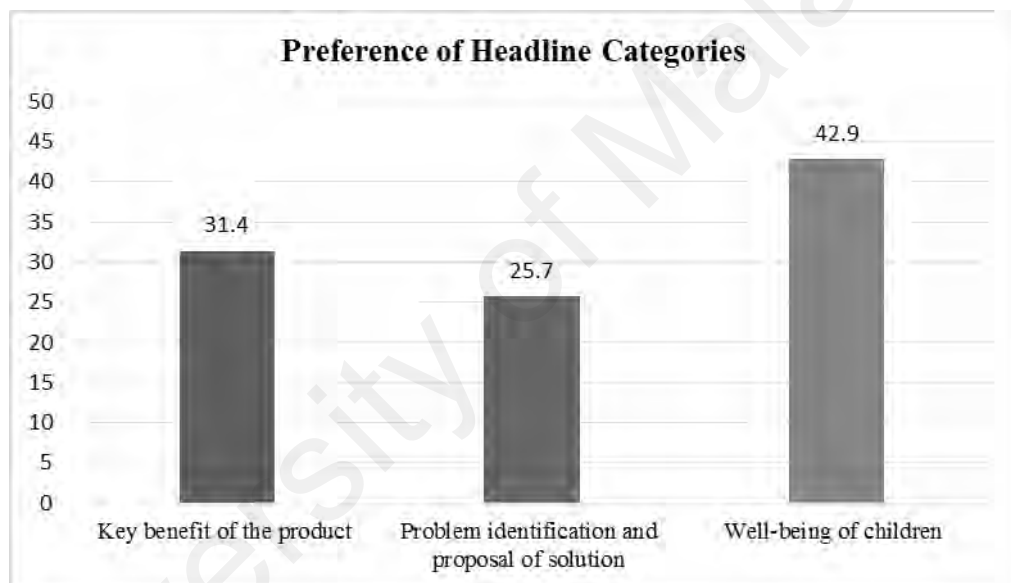


Figure 4.4: Preference of Headline Categories among Milk Formula Advertisers

Based on the figure, it can be seen that most advertisers favour using the well-being of children (42.9%) as the theme for their headlines to attract attention. The well-being of children in terms of social, emotional and mental development are staged to draw the consumer's attention. Besides that, from the analysis, it was also seen that advertisers use an average of five words to create their headlines. Headlines which are short yet catchy attract better attention hence encourage memory retention. The

prominence of these headlines is reflected in the brevity of words hence fulfilling the function of the move.

4.3.1.2 Move 2: Targeting the market

Targeting the Market move mainly serves to identify suitable customers for the product advertised. This is to gauge the potential buyer that may be directly interested and attracted to the product. An example of this move can be seen in the following advertisement.

Targeting the Market

Don't ignore the signs of picky eating.

Very active but eats little Has a fear of feeding Eats a small portion only Highly selective in food intake Refuses to try new foods Poor appetite Cries and doesn't feel like eating

Learn about the solution as shown in a 90-day study.

Worried about your picky eater's nutritional intake? Talk to your paediatrician today about Identification and Management of Feeding Difficulties (IMFeD). Sponsored by Abbott Nutrition International, this innovative tool is used by over 25,000 paediatricians across 11 countries.

Every day, you can also boost your picky eater's nutritional status with PediaSure®, the only 100%* nutritionally complete formula that is scientifically shown to improve the growth of picky eaters. Find out more at www.pediasure.com.my

SHOWN IN 20 STUDIES

Improvement in growth

Time Point	Nutritional Counseling Only	PediaSure + Nutritional Counseling
Baseline	0.0	0.0
60 Days	~1.0	~1.5
90 Days	~1.5	~2.5

55% improvement in growth at 90 days.

Up to 30% less sick days to worry about

Group	No. of Sick Days
Nutritional Supplement without PDS + Live Culture	21 Days
PediaSure Complete with PDS + Live Culture	14 Days

30% reduction in sick days.

Consult your healthcare professional for more information.
For more information, please call **1-800-88-6233** (Mon to Fri, 9.00am to 6.00pm)

PediaSure Complete
Complete and balanced nutrition for picky eaters 1-10 years old

Abbott Nutrition

Figure 4.5: Example of Move 2 in Advertisement 25

From the example above, it can be seen that pictures are also used to target the market where potential consumers of the milk formula product are identified. The following is a table of examples on the move found in the advertisements.

Table 4.7: Examples of Move 2


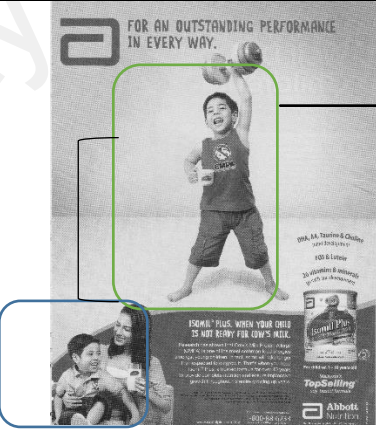
Move	Advertisement	Example	Explanation
Targeting the Market	3		The target group for the product is identified through the image of this little child.
	9	 <p data-bbox="770 1682 1166 1756">Isomil Plus. When your child is not ready for cow's milk.</p>	<p>The target market is also identified through this image of the boy with a cow allergy symbol.</p> <p>The target market is also reinforced in the content where “when your child is not ready for cow’s milk” is highlighted explicitly.</p>

Table 4.7, continued





Move	Advertisement	Example	Explanation
<p>Targeting the market</p>	<p>19</p>		<p>The target group is identified in this advertisement through the image of the two children. The two children in this advertisement show that they are in the age group of 3 and above. Playing is important for children of this age group as they learn to explore feelings and also learn. This is tapped in the advertisement when the phrase “better explorer” is used.</p>
	<p>20</p>		<p>In this advertisement, the target group is identified through the two children who are engaged in some blocks building activity. This taps the children’s mental capability hence bringing out the essence of the key nutrient in the product, DHA.</p>

Table 4.7, continued

Move	Advertisement	Example	Explanation
Targeting the market	30		<p>This advertisement targets the children in the age group of three to four, together with their parent (mother). In this advertisement, the child is seen to be engaged in an outdoor activity (playing balloons) with the mother cheering the child. The advertisement aims at parents who long for this relationship, hence facilitating them to choose the product.</p>
	34		<p>The target group of this advertisement is children which require milk to help them with digestion, along with a happy mother pig carrying her child. This implies the support needed for parents to choose the right milk for their children.</p>

The frequency of occurrence for this move is as follows. From Table 4.9, it can be seen that Move 2 is obligatory in milk formula advertisements with a frequency occurrence of 100%. This means that all milk formula advertisers have included the Targeting the Market move in their advertisements.

Table 4.8: Frequency of occurrence for Move 2

Move	Quantity	Percentage	Significance
Targeting the Market (TM)	35/35	100%	Obligatory

As observed in this study, Move 2 accounts for 100% of the milk formula advertisements hence the move is considered obligatory. This move is important in targeting the group of people meant for the products as not everyone is suitable for every product (Kathpalia, 1992). As for milk formula advertisements, this move is realised through the wide use of images and reinforced through the use of phrases as presented in the following examples.

Example 1:

Worried about your picky eater's nutritional intake? Talk to your paediatrician today about Identification and Management of Feeding Difficulties (IMFeD).

(Advertisement 25)

In this example, the target market is identified through the pictures of picky eaters and reinforced through this rhetorical question “*Worried about your picky eater's nutritional intake?*” The direct mention of the selective market is aimed to address the nature of the potential consumers and at the same time to persuade them more effectively. According to Park (2015), “rare is the child who will eat pretty much everything”, hence this advertisement is actually targeted at all children.

4.3.1.3 Move 3: Justifying the product or service

This move aims to provide potential consumers a reason to why they would or should need the product. According to Kathpalia (1996), this move is achievable through two steps. The first is through indicating the importance or need of the product to the potential consumers. Here, the ground for the advertisement is established as consumers are persuaded that the particular product is important. The second step is establishing a niche. Here, a need is established in the readers so that they are convinced that the particular product is a necessity. An example of this move can be seen in the following advertisement.



The advertisement is titled "WHY IS DADDY SO NOISY WHEN HE SLEEPS?". It features a black and white photograph of a smiling woman holding a young child. The text is arranged in several sections:

- Headline:** "WHY IS DADDY SO NOISY WHEN HE SLEEPS?"
- Quote:** "Children today are curious. It's quite a challenge for parents like us to answer everything right, but I try my best because I know my son's brain cells are connecting when he understands. In order to not misguide him, I often visit Annum's 'WhyKids' tab on Annum's website to find the best answer for tricky questions." - Mdm Chow Wai Mun, Annum Essential user
- Text:** "Smart kids ask why, smart parents know why from www.annum.com.my/whykids"
- Text:** "I did my search online to look for the right growing up milk for my son. I chose Annum Essential because it meets my list of criteria like having no added sugars, contain important nutrients for the brain like GA® (Gangliosides) and DHA – and still being affordable."
- Text:** "Maximize your child's curiosity and potential to learn. Join me, celebrity mums and child experts at the Annum GENWHY? Workshop. Register now at www.annum.com.my"
- Image:** A small image of an Annum Essential milk tin.
- Text:** "Empower your kids' curiosity! @ GEN WHY? WORKSHOP"
- Text:** "Annum GEN WHY? WORKSHOP"
- Text:** "LG Oval, 1 Utama Shopping Centre. 26th May - 1st June 2014, 10am - 10pm."

Two arrows point from the text "Justifying the Product" to the quote and the text "I did my search online..."

Figure 4.6: Example of Move 3 in Advertisement 23

Table 4.9: Examples of Move 3

Move	Advertisement	Example	Explanation
Justifying the Product	2	<p>With a balanced formulation that also include DHA, ARA and Sialic Acid, Snow Brand Neo Kid-Plus provides all the goodness of pure natural milk, so give your kids the very best today!</p> 	<p>Step 1: The product is justified by indicating the importance and benefits. This is done by explaining the importance and benefits of the product, which is ‘a balanced formulation’ in this advertisement.</p> <p>Step 2: The need for the product is also established through the promotion of the goodness of pure and natural milk and a plea for parents to start their kids today.</p>
	10	<p>Cow’s Milk Protein Allergy (CMPA) is one of the most common food allergies amongst young children¹. That’s why it is important to give them an alternative to cow’s milk, as some of them may take longer to outgrow the allergy. Try Isomil Plus.</p>	<p>Step 1: The importance of this product indicated through the identification of allergy justified the need to own the product. The problem-solution approach is applied here.</p>
	26		<p>This is a new sub-move or step discovered in the milk formula advertisements; Step 3: Providing Statistical Data. The statistics provided are meant to justify the reasons to why the milk formula product is important.</p>

The frequency of occurrence for this move is tabulated in Table 4.10.

Table 4.10 Frequency of occurrence for Move 3

Move	Frequency	Percentage	Significance
Justifying the Product (JP)	35/35	100%	Obligatory
Steps			
By indicating the importance or need of the product	35/35	100%	Obligatory
By establishing a niche	33/35	94.3%	Obligatory
By providing statistical data	3	8.6%	Optional

With 100% of frequency occurrence, this move is an important feature to be included in milk formula advertisements, hence deemed as obligatory. This move provides potential consumers with the information and reasons in choosing the product and is fulfilled in three steps.

- 1) By indicating the importance or need of the product
- 2) By establishing a niche
- 3) By providing statistical data

These three steps are shown in the following examples.

For example:

With Isomil Plus, the nutritionally complete soy-based formula made from 100% soy protein isolate and essential nutrients, you can be assured that your child will enjoy equal growth performance as those fed on cow's milk-based formula. (Move 3 Step 1)

(Advertisement 11)

In the advertisements, the product justification move is fulfilled through the use of language of optimism such as *growth, outgrow, performance* (Advertisement 11), *smart, helps, excel, best, well-rounded* (Advertisement 15), *incredible, enjoy, stronger* (Advertisement 32), to name a few. Statistical data were also included in a few of the advertisements to enhance the importance of the product. Overall, move 3 can be fulfilled using new concept launch (for example, “*Now in a Smart Lock Tub*”: Advertisement 14), key benefits (for example in Advertisement 2 and 10) and also justified using statistical data (for example Advertisement 24-26).

The use of unique selling point is also applied in the justification of the product in *Move 3, Step 2: Establishing a niche*. Examples of this are shown in the following.

Now, you can give your child a TOTAL FORMULA for his all-round growth.

(Advertisement 27)

Give your child the Partially Hydrolysed Protein advantage.

(Advertisement 33)

What's in your milk?

Mine's bursting with the goodness of Sphingolipids!

(Advertisement 8)

In all the three examples, the key benefit of the product is highlighted as the unique selling point in targeting the market. By using this strategy, the advertisers target

the unique qualities of the product hence singling out the product from other available products in the market.

4.3.1.4 Move 4: Detailing the product or service

For this move, the product advertised is to be reviewed in three different steps. The first step is to identify the product where the main purpose of this sub-move is to introduce the product to the audience. Here, advertisers identify the product by telling the consumers what are being sold. The second move is to describe the product to the audience. Here, the features of the product are described. The last step is to indicate the value of the product. Here, the value of the product is also indicated. The following is an example of this move from the data and the findings from the data.

snowbrand.com.my

SNOW Nutrafect 50 YEARS OF MILK INNOVATION

Big on Taste, Big on Nutrition.

Good nutrition plays a big part in growth and development.

Great-tasting Snow Brand Neo Kid-Plus is the only premium growing-up milk with Sphingolipids* that help improve the delivery and absorption of nutrients in the body.

With a balanced formulation that also includes DHA, ARA and Sialic Acid, Snow Brand Neo Kid-Plus is packed with all the goodness of pure natural milk, so give your child a BIG headstart today!

Enriched with **SPHINGOLIPIDS** to help promote

- BRAIN DEVELOPMENT
- IMMUNITY
- GUT HEALTH

SNOW
NEO KID-PLUS
FORMULA SUSU

SNOW
SUPER NEO KID-PLUS
FORMULA SUSU

NO ADDED SUGAR

PRODUCT OF AUSTRALIA

STEP 3 Neo Kid-Plus 1 to 3 years | STEP 4 Super Neo Kid-Plus 3 years & above

PATENTED BREAKTHROUGH
*Use of Sphingolipids in Milk is patented by Snow Brand Milk Products Co. Ltd. (US Patent Pending 2010-0048928)


SNOW BRAND
Milk Innovation From Japan Since 1951

Detailing the Product

Detailing the Product

Figure 4.7: Example of Move 4 in Advertisement 6

Table 4.11: Examples for Move 4

Move	Advertisement	Example	Explanation
Detailing the Product	6		<p>Step 2: Describing the product</p> <p>Step 3: Indicating the value of the product</p> <p>Step 1: Identifying the product</p>
	13	<p>Enfagrow A+ Gentlese with 360° MIND PLUS provides 75mg DHA** to help meet expert recommendations* for daily DHA intake.</p> <p>It also contains partially hydrolyzed protein derived from PHP (Protein Hydrolysis Process) technology.</p> <p>Partially hydrolyzed protein helps in easy digestion and easy absorption for delicate tummies.</p>	<p>Step 1: Identifying the product</p> <p>Step 2: Describing the product</p> <p>Step 3: Indicating the value of the product</p>

The frequency of occurrence for this move is tabulated in the following table.

Table 4.12: Frequency of occurrence for Move 4

Move	Frequency	Percentage	Significance
Detailing the Product	35/35	100%	Obligatory
Steps			
By identifying the product	34/35	97%	Obligatory
By describing the product	35/35	100%	Obligatory
By indicating the value of the product	34/35	97%	Obligatory

In fulfilling this move, many scientific terms have been found. These terms vary from one brand to another and they are further illustrated in the table below.

Table 4.13 Scientific terms found in Move 4

Advertisement	Brand	Examples
1	SNOW Brand Neo Kid Plus	Sphingolipids With a balanced formulation that also includes DHA, ARA and Sialic Acid, ...
	Isomil Plus	DHA, AA, Taurine & Choline (mind development) FOS & Lutein 26 vitamins & minerals (growth and development)
13	Enfagrow A+	Enfagrow A+ Gentlease with 360°MIND PLUS provides 75mg DHA.. Partially hydrolysed protein derived from PHP (Protein Hydrolysatation Process) technology
14	Enfagrow A+	DHA together with key nutrients such as Choline, Zinc, Iodine, Iron and Vitamin B help support your child's well-rounded development.

Table 4.13, continued

Advertisement	Brand	Examples
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16	Karihome	<p>Natural Bioactive Compounds</p> <p>Nucleotides Structural elements for RNA & DNA Sialic Acid</p>
18	Karihome	<p>Mic;eptodes</p> <p>Casein Phosphopeptides (CPP)</p> <p>Polyamines</p> <p>Taurine</p>
20	Annum Essential	DHA and Gangliosides
24	Pediasure	Pediasure Complete contains FOS* and live cultures.
28	Dumex Mamil	Mamil contains PreciNutri™ , a combination of Prebiotics Oligosaccharide Mixture scGOS/IcFOS(P:1) which is scientifically proven to promote a healthy gut environment along with the highest level of DHA (81mg/day)^
31	Friso Gold	Improved Friso Gold with Frisoshield™ contains essential nutrients such as Vitamins B6 & C, Selenium, GOS, Zinc and DHA , which are important for your child's natural body resistance so that he can continue to grow and develop from the inside.
33	Nestle Nanha Grow	<p>A conventional milk formula contains cow's milk protein that takes longer to digest. NAN HA Grow 3 with OPTIPRO contains Partially Hydrolysed Protein which is cow's milk protein that has been broken down into smaller particles.</p> <p>A Partially Hydrolysed Protein is less allergenic than cow's milk protein. The smaller particles of protein are easier to digest and absorb. Good absorption of protein helps support your child's overall growth and development.</p>
34	Similac Total Comfort Plus	New Similac Total Comfort Plus is a growing-up milk which combines the enhanced comfy-tummy nutrition with benefits of DHA and AA. DHA and AA are important components of the brain cells.

In all the milk formula advertisements, it is observed that the advertisers employ scientific terms to detail and appraise the product. This is also complemented with

adjectives to make the product more appealing to the consumers. Examples of adjectives used can be observed in the following examples.

Advertisement 9

...complete nutrition

...impressive growth

Advertisement 12

...safe and effective and trusted source of nutrition.

...essential amino acids, calcium, vitamins and minerals.

Advertisement 34

*New Similac Total Comfort Plus is a **growing-up** milk which combines the **enhanced comfy-tummy** nutrition with benefits of DHA and AA.*

*DHA and AA are **important** components of...*

Move 4 is one of the most important moves with a total frequency of 100%. This obligatory move must be fully considered by milk formula advertisers as well as taking into account the relevant steps used to fulfill the moves. Products must not only be indicated but must also be described. In the description, advertisers used many scientific terms to portray their products. Consumers may not even know the meaning to these scientific buzzwords but because they are included in the milk formula advertisements, the advertisements appear smarter as they sound more intelligent. This step taken is able to persuade consumers better as they are deployed to promote the benefits and effectiveness of the products. The value of the product was also found in the

advertisements. This Step 3 accounts for 97% of the overall advertisements hence vital to be included and considered in the design of milk formula advertisements.

4.3.1.5 Move 5: Establishing credentials

This move aims to establish credentials by raising consumer's faith, confidence and trust particularly in the quality and safety of the product. In doing so, brand loyalty is promoted by identifying the company's name, brand name, company's tagline or slogan, award winning achievements and company history. An example of this move is shown in the following advertisement, followed by the findings of the data.

The advertisement for Isomil Plus features a young boy in a t-shirt with a cow's milk protein allergy (CMPA) logo, lifting a dumbbell. Next to him is a character shaped like a dumbbell, also holding a dumbbell. The background is a chalkboard with a lightbulb, musical notes, and numbers. The headline reads "For an impressive performance." Below the image, the text says "Isomil Plus. When cow's milk isn't right for him." and provides information about CMPA. A can of Isomil Plus is shown on the right, with callouts for "FOS & Lutein", "26 Vitamins & Minerals", and "DHA, AA, Taurine & Choline". The bottom of the ad includes the Abbott Nutrition logo and contact information. Two arrows labeled "Establishing Credentials" point to the Abbott logo in the top left and bottom right corners of the advertisement.

Figure 4.8: Example of Move 5 in Advertisement 9

Table 4.14: Examples of Move 5




Move	Advertisement	Example	Explanation
Establishing Credentials	4		<p>Logo (company name + company history + patent)</p> <p>Company name Company history</p>
	9		<p>Company logo</p> <p>Halal certification</p> <p>Company name</p> <p>ISO Certification</p> <p>Company achievement</p> <p>Company registration number</p>
	14		<p>Brand name</p> <p>Company achievement</p> <p>Company name</p> <p>Company registration number</p>

Table 4.14, continued

			<p>Company slogan</p> <p>Halal certification</p> <p>Logo of import</p> <p>Company logo</p> <p>Company name</p>
--	--	--	--

The frequency occurrence for this move is as tabulated in Table 4.15.

Table 4.15 Frequency of occurrence for Move 5

Move	Frequency	Percentage	Significance
Establishing credentials	35/35	100%	Obligatory

The frequency of occurrence for Move 5: Establishing credentials is 100%, making this move obligatory. To achieve the communicative purpose of this move, advertisers used many ways to establish credentials. In this study, advertisers used the company name, history, logo, registration number and achievement to promote brand loyalty. Company achievement and International Standards Organization (ISO) certification are also included in this attempt. To ensure the product is permissible among Muslims, the halal certification is also included to raise the confidence of potential consumers. Move 5 is paramount to milk formula advertisements as the company's reputation and status depend on this move.

4.3.1.6 Move 6: Providing celebrity or typical user endorsement

This move aims to highlight the benefits of the product through testimonials and endorsements given by typical users or celebrities. Official citations, comments and testimonials by acclaimed authorities and users are given to increase the confidence and faith of the consumers in the products. An example of this move is shown in the advertisement below, followed by a table of examples for this move.

Enjoy the incredible journey.

The journey of growing up together is the most unique experience for you and your child. But in order to fully enjoy it, your child needs to be strong from the inside. And there are three key aspects that help build your child's natural body resistance:

- Support the digestion system^{1,2}
- Promote the functioning of immune cells^{3,4}
- Support antibody production⁵

Improved Friso® Gold with FrisoBak[®]™ contains essential nutrients such as Vitamin B6 & C, Selenium, GOS, DHA and OHA, which are important for your child's natural body resistance so that he has everything to grow and develop from the inside. When your child is stronger from the inside, you and your child can enjoy the incredible journey of growing up together.

Friso Gold is fully imported from Holland, chosen by mothers in 23 countries worldwide.

The Incredible journey of growing up together

To a mother, there is nothing more rewarding than to experience the growing up journey with her child. It elevates the joys of motherhood as she can see her child develop to his or her full potential. Two celebrity mothers share their precious experience with their little ones.

Actress & TV host, Serry Falak with twin daughters Iman Lily and Tiana Ross, 2+

It was daunting when I first discovered I was going to have a pair of twins – being a first time mum. I was worried if I could handle motherhood, much less playing mum to two little ones at the same time! But having Iman and Tiana in my life now means the world to me. They made me want to be a better person with the hope that they will grow up to be wonderful, giving and kind human beings. I try not to fuss over my girls, and instead of complaining what they do, I let them explore and learn from mistakes. They're very independent at their age, they're already feeling themselves, and they just love going to day school. As a mother, my biggest concern is their health. When I comes to nutrition, I need to ensure they are strong from the inside so they don't fall sick easily and get to enjoy the wonderful experiences of growing up. And for that, I am grateful for Friso Gold milk!

Our most memorable 'Growing Up Together Moment':

My girls love being outdoors. I always encourage them to go outside and play in our garden. This is a picture of their first outdoor dip in a baby pool that my husband and I set up in the garden one afternoon. They loved it so much we had a hard time getting them out of the water. It was funny to watch over her all three at the same time, but it's comforting to know that Iman and Tiana will always have each other.

Actress & TV host, Belinda Chee with daughter Danielle, 1+

Belinda Chee came out of her shell, my plans usually revolved around my husband and myself. Now, even when I work, I plan my schedule around her. Motherhood has completely changed my life, but I am loving it. Having Dani has taught me to be more patient and changed my life, but I am loving it. Having Dani has taught me to be more patient and changed my life, but I am loving it. Having Dani has taught me to be more patient and changed my life, but I am loving it.

Our first holiday together

This was taken on our very first holiday at British Island, Ireland. I was so nervous that she wouldn't be able to adapt to the new environment, but she proved me wrong. We had a fun time exploring the beaches, and surprisingly Dani that my bond with Dani has come a long way. Time flies so quickly, I can't wait until she reaches what they call the 'terrible twos'!

Providing Celebrity endorsements and testimonials

Figure 4.9: Example of Move 6 in Advertisement 31

Table 4.16: Examples of Move 6

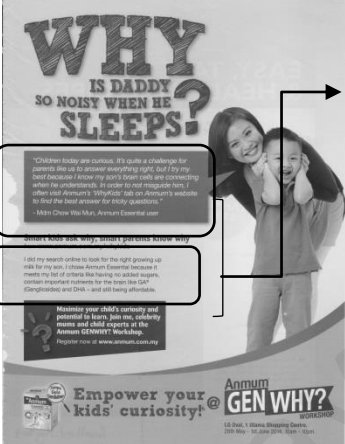
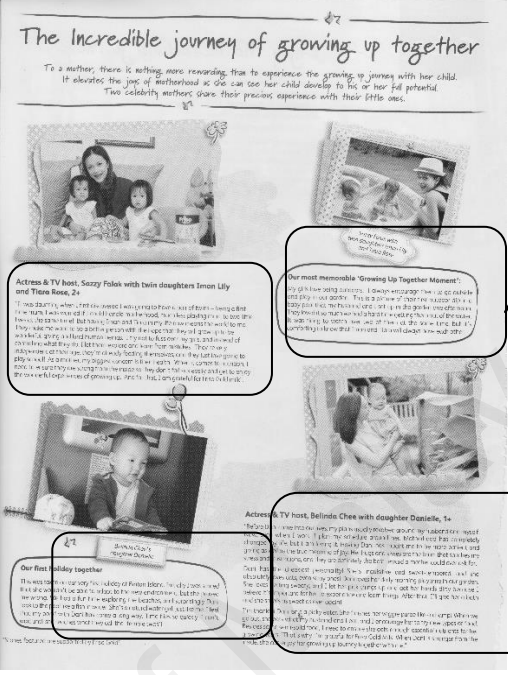
Move	Advertisement	Example	Explanation
<p>Providing Celebrity or Typical User Endorsement/ Testimonials</p>	<p>23</p>	 <p>“Children today are curious. It’s quite a challenge for parents like us to answer everything right, but I try my best because I know my son’s brain cells are connecting when he understands. In order to not misguide him, I often visit Annum’s ‘Whykids’ tab on Annum’s website to find the best answer for tricky questions.” -Mdm Chow Wai Mun, Annum Essential User.</p>	<p>Typical user endorsement</p> <p>Move 3 Step 2: Establishing a niche is embedded in the user endorsement here.</p> <p>Move 3 Step 1 on the importance of the product is also embedded here.</p> <p>Move 9: Soliciting response is also embedded here where potential consumers are guided to visit the website through the endorsement given by this user.</p>

Table 4.16, continued

Move	Advertisement	Example	Explanation
	<p>30</p>	 <p>Actress & TV host, Sazzy Falak with twin daughters Iman Lily and Tiara Rose, 2+</p> <p>Our most memorable 'Growing Up Together Moment':</p> <p>Actress & TV host, Belinda Chee with daughter Danielle, 1+</p> <p>Our first holiday together</p> <p>Actress & TV host, Sazzy Falak with twin daughters Iman Lily and Tiara Rose, 2+</p> <p>Our most memorable 'Growing Up Together Moment':</p> <p>Actress & TV host, Belinda Chee with daughter Danielle, 1+</p> <p>Our first holiday together</p> <p>Actress & TV host, Sazzy Falak with twin daughters Iman Lily and Tiara Rose, 2+</p> <p>Our most memorable 'Growing Up Together Moment':</p> <p>Actress & TV host, Belinda Chee with daughter Danielle, 1+</p> <p>Our first holiday together</p>	<p>Celebrity endorsement</p> <p>Move 3 Step 2: Establishing credentials by justifying the product is embedded in this celebrity endorsement.</p> <p>Move 3 Step 1: Indicating the importance of the product is embedded in this celebrity endorsement.</p> <p>Move 4 Step 1: Indicating the product is also found in this move.</p>

The frequency of occurrence for this move is as tabulated below.

Table 4.17: Frequency of occurrence for Move 6

Move	Frequency	Percentage	Significance
Providing Celebrity or Typical User Endorsements/ Testimonials	13/35	37.1%	Optional

In this study, only 13 out of 35 milk formula advertisements contain celebrity or typical user endorsements. This contributes to 37.1% of significance hence making the move optional. One of the possible reasons as to why the significance of this move is rather low could probably be due to the additional expenses required to engage in a celebrity's endorsement. Apart from that, celebrities may also not want to share their personal lives with the public or fans. In addition to that, the effectiveness of milk formula products also do not rely on endorsements as the quality of the products determine the value of the milk formula, hence making this move the least favourite one.

4.3.1.7 Move 7: Offering incentives

This move aims to capture the attention of the readers by offering them incentives or goods that may come in various forms such as free samples, free gifts, free trips, discounts, rebates, etc. By using this move, customers may have extra reasons to buy the products. A sample of this move is shown in the following figure followed by findings of this move.

360° Development. Happy Tummies.
Formulated for delicate tummies.




It is important that your child receives optimum nutrition to help support well-rounded development. What's equally important for a child with delicate tummy is to have better digestion and better absorption of key nutrients to support overall growth and development.

Entagrow A+ Gentlease with **360° MIND PLUS** provides **75mg DHA**** to help meet expert recommendations* for daily DHA intake. It also contains **partially hydrolyzed protein** derived from PHP (Protein Hydrolysis Process) technology. Partially hydrolyzed protein helps in easy digestion and easy absorption for delicate tummies.



Entagrow A+ Gentlease

*ACQ (Amino Acid Quality) Daily DHA Intake of 10-12mg/kg (660) weight for children 12-24 months to 170-180mg DHA (45PA) for children 2-5 years old. 8.000mg DHA Intake for 1-3 years old. For best results, consult your pediatrician.

**In 3 servings per day.

MeadJohnson Nutrition EntagrowMalaysia

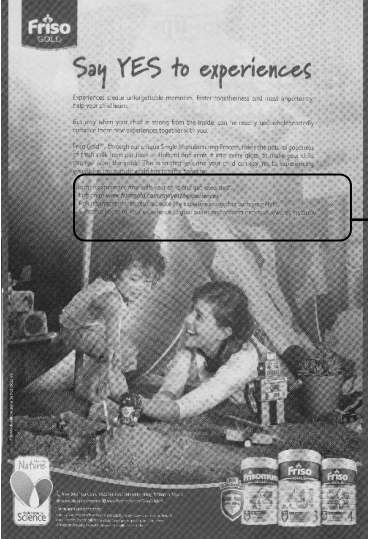


FOR FREE SAMPLE, please visit: www.entagrow.com.my

Offering incentives

Figure 4.10: Example of Move 7 in Advertisement 13

Examples of this move are as tabulated in Table 4.18.

Table 4.18: Examples of Move 7

Move	Advertisement	Example	Explanation
Offering incentives	29		Incentives offered in the form of points and reward redemption.
	28		Incentives offered in the form of free starter kit redemption.
13			Incentives offered in the form of free samples.

The frequency of occurrence for this move is as follows in Table 4.19.

Table 4.19: Frequency of occurrence for Move 7

Move	Frequency	Percentage	Significance
Offering incentives	14/35	40.0%	Optional
Steps			
Free samples	8/35	22.9%	Optional
Free starter kit	1/35	2.9%	Optional
Free event	4/35	11.4%	Optional
Free redemption	2/35	5.7%	Optional
Free nutritional advice	1/35	2.9%	Optional

In this study, 14 out of 35 milk formula advertisements employed Move 7: Offering incentives. This contributes to 40.0% of significance, hence making the move optional. The probable reason to this could be due to the guidelines as stated in the Code of Ethics for the Marketing of Infant Foods and Related Products that free samples should not be provided if they may undermine breastfeeding. As a consequence, milk formula advertisers could be more cautious when applying this move. However, as the milk formula advertisements cater to children up to the age of ten, a variety of incentives besides free samples were offered in the advertisements. Examples of incentives provided are free samples, free starter kit, points and rewards, free events such as collect and win contests, expositions, workshops and free nutritional advice. The steps for this move are as shown in Table 4.19.

Sample kits and starter kits are one of the ways to introduce new product to parents as they create interest and engagement. Besides that, it also forms product attributes and also brand message hence building consumers' attention. In this move, 22.9% of Step 1: Free samples have been found while only 2.9% of Step 2: Starter Kit

was found. Samples are found to be less costly as compared to starter kits hence the most found step among the other five steps in this move.

The study also shows that this move was also used as an embedded move in Move 9: Soliciting Response. Following are the examples of these embedded moves.

Advertisement 13

For free sample, (Move 8) please visit www.enfagrow.com.my (Move 9)

Advertisement 17

All the terms and conditions refer to the contest form (Move 8) in facebook, Karihome Malaysia (Move 9).

4.3.1.8 Move 8: Using pressure tactics

This move attempts to urge the customers to make a quicker buying decision through steps like limited period of time, limited availability of products, etc. Unlike the previous move, this move is used to create a sense of urgency in the customers to get hold of the product. An example of this move is illustrated in the following advertisement.



“Only available at participating pack exchange locations. While stocks last. Terms and conditions apply.”

Figure 4.11: Example of Move 8 in Advertisement 28

Examples of this move are further presented in Table 4.20.

Table 4.20: Examples of Move 8

Move	Advertisement	Example	Explanation
Using Pressure Tactics	17	“We are pleased to announce that KARIHOME will be organising Collect & Win Contest program start from 1st July 2015 – 30th September 2015. ”	Time constraint for contest period.
	28	“Only available at participating pack exchange locations. While stock last. ”	Stock constraint available via participating outlets.

The frequency of occurrence for this move is as tabulated in Table 4.21.

Table 4.21: Frequency of occurrence for Move 8

Move	Frequency	Percentage (%)	Significance
Using Pressure Tactics	6/35	17.1%	Optional

In this study, 6 out of 35 milk formula advertisements employed Move 8: Using Pressure Tactics. This contributes to 17.15% of significance, making this move optional. This move is realised through two strategies namely time constraint and also limited availability. The move is not highly favoured probably because consumers are careful in making their feeding decisions for their children. Due to this careful nature of purchasing behaviour, advertisers place less significance in including the move in milk formula advertisements.

4.3.1.9 Move 9: Soliciting response

This move aims to close the deal by soliciting potential customer's response to the advertised product. The move is fulfilled by a number of steps for instance through the company telephone number, webpage address, QR code, etc. This move enables potential customers to gain more information about the product and also the company, hence facilitating the sales of the product. An example of this move is as illustrated in the following figure.

Don't ignore the signs of picky eating.

Very active but eats little Has a fear of feeding Eats a small portion only Highly selective in food intake Refuses to try new foods Poor appetite Cries and doesn't feel like eating

Learn about the solution as shown in a 90-day study.

Worried about your picky eater's nutritional intake? Talk to your paediatrician today about Identification and Management of Feeding Difficulties (IMFeD). Sponsored by Abbott Nutrition International, this innovative tool is used by over 25,000 paediatricians across 11 countries.

Every day, you can also boost your picky eater's nutritional status with PediaSure®, the only 100%* nutritionally complete formula that is scientifically shown to improve the growth of picky eaters. Find out more at www.pediasure.com.my

SHOWN IN 20 STUDIES

Improvement in growth

Change from Baseline (CM)

Days	Nutritional Counseling Only	PediaSure + Nutritional Counseling
0	0.0	0.0
60	~1.0	~1.5
90	~1.5	~2.5

55% improvement at 90 days

Up to 30% less sick days to worry about

Group	No. of Sick Days
Nutritional Supplement without FOS + Live Culture	21 Days
PediaSure Complete with FOS + Live Culture	14 Days

30% reduction in sick days

Consult your healthcare professional for more information.
For more information, please call **1-800-88-6233**
(Mon to Fri, 9.00am to 6.00pm)

PediaSure Complete
Special Probiotics Lactobacillus

Complete and balanced nutrition for picky eaters 1 – 10 years old

Abbott Nutrition

*Meets or exceeds 100% US Dietary Reference Intake for protein, 25 vitamins & minerals

Figure 4.12: Example of Move 9 in Advertisement 25

Examples of this move are further illustrated in the following table.

Table 4.22: Examples of Move 9



Move	Advertisement	Example	Explanation
Soliciting Response	8	 <p>snowbrand.com.my</p>	Move applied using company website.
	9	 <p>www.isomilplus.com.my</p> <p>For more information, please call 1-800-88-6233 (Mon to Fri, 9.00am to 6.00pm)</p>	Move applied using company website and toll-free number.

Table 4.22, continued

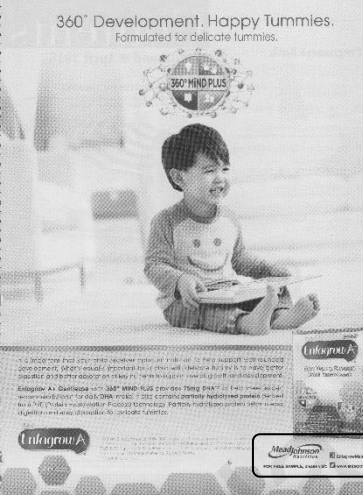
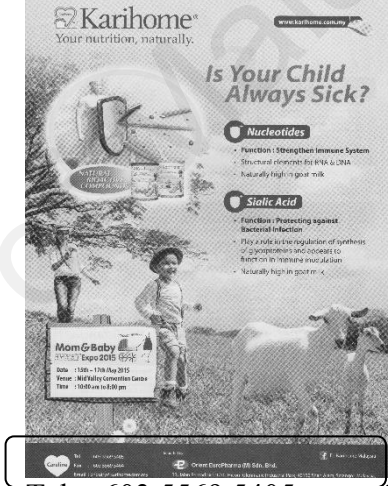

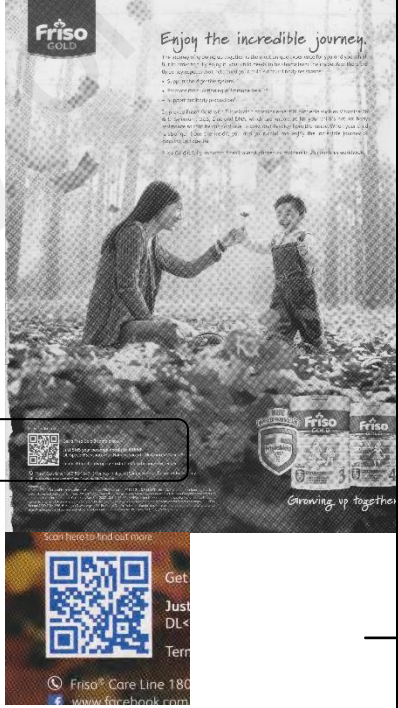
Move	Advertisement	Example	Explanation
Soliciting Response	13		<p>Response solicited through Facebook page and company website.</p>
	16	 <p>Tel: +603 5569 5405 Fax: +603 5569 5404 Email: enquiry@karihome.com.my Imported by: Orient EuroPharma (M) Sdn. Bhd. 33, Jalan Pentadbir U1/30, Hicom Glenmarie Industrial Park, 40150 Shah Alam, Selangor, Malaysia. Fb: Karihome Malaysia</p>	<p>Response solicited through:</p> <p>Telephone number Fax number Email address Company name and address</p> <p>Facebook page</p>

Table 4.22, continued

Move	Advertisement	Example	Explanation
Soliciting Response	27	 <p>dumex@dumex.com.my → Email address Fb: DumexMamil → Facebook page Youtube: DumexMamaClub → Youtube channel Twitter: DumexMamaClub → Twitter account 1800 38 1038 → Toll free number</p>	<p>Response solicited through social media accounts, email and toll free number.</p>
	32	 <p>Just SMS your personal details to 63660 → SMS DL<space>FS2<space>Full Name<space>IC No <space>Mailing Address → Toll free number Friso Care Line 1800-88-1647 → Toll free number www.friso.com.my → Company website www.facebook.com/FrisoGrowingUpTogether → Facebook page</p>	<p>Response solicited through QR code, SMS, toll free number, company website and company facebook page.</p>

The frequency of occurrence for this move is as tabulated below.

Table 4.23: Frequency of occurrence for Move 9

Move	Frequency	Percentage	Significance
Soliciting Response	35/35	100%	Obligatory

In this study, Move 9: Soliciting Response scored 100% (total frequency of 35) for all milk formula advertisements thus making the move obligatory. The analysis shows that more current format of soliciting response such as Quick Response (QR) Code, social media address and web links have been applied instead of only telephone and toll free numbers. This touch of trendiness and modernity could imply that milk formula companies are up-to-date, current and informed in the industry.

QR code is likened to a barcode where a scan reveals all the needed information. In this case, the QR code provided can take the consumers to the company's webpage in a single scan using the application in mobile phones. This response is always very immediate and time-saving. In addition to that, the social media links and pages included in the milk formula advertisements suggest that milk formula companies are catering to a larger crowd of consumers. The online presence in the social media can help to target more specific market at a larger scale and at the same time help to generate wider media coverage. All contact information provided aims to create a closer connection with the targeted consumers hence enhancing persuasion.

4.3.1.10 Move 10: Providing footnote/ reference

Apart from the nine moves, one new move has been discovered in the milk formula advertisements. The move is Move 10: Providing footnote and/ or reference. This move is not counted as part of the other moves as it entails different notions albeit serving the same persuasive and communicative function. This move includes the scholarly touch to the advertisements by supplementing them with additional content and citing references. For responsible parents who want the best for their children, they are always in need of more information about the milk formula products before purchasing them for their children's consumption. This is especially so as milk formula products can be costly. Move 10 provides more information around the products instead of about the products. In this move, four steps have been identified and they are as follows.

Step 1: Offering additional content and information

Step 2: Providing citations and research findings

Step 3: Disclaiming

Step 4: Stating terms and conditions

Step 1: Offering additional content and information provides details that supplement the content in the advertisements. This step normally contains additional information on the definition of the scientific terms found in Move 4 and also the recommended intake of the proposed content. On the other hand, Step 2: Providing citations and research findings offers information on the permission obtained from the copyright owner to reproduce the material. This step normally comes with the word 'reference' and appears in the form of academic citation. In addition to that, Step 3:

Disclaiming is used to renounce a claim, hence to protect the company's image by preventing an incorrect understanding of the advertisement. Step 4: Stating terms and conditions outlines the rules required to be followed by consumers and is used to protect the company business. The following are examples of these steps.

Don't ignore the signs of picky eating.

Very active but eats little | Has a fear of feeding | Eats a small portion only | Highly selective in food intake | Refuses to try new foods | Poor appetite | Cries and doesn't feel like eating

Learn about the solution as shown in a 90-day study.

Worried about your picky eater's nutritional intake? Talk to your paediatrician today about Identification and Management of Feeding Difficulties (IMFeD). Sponsored by Abbott Nutrition International, this innovative tool is used by over 25,000 paediatricians across 11 countries.

Every day, you can also boost your picky eater's nutritional status with PediaSure®, the only 100%* nutritionally complete formula that is scientifically shown to improve the growth of picky eaters. Find out more at www.pediasure.com.my

SHOWN IN 20 STUDIES

Improvement in growth

Time Point	Nutritional Counseling Only (GM)	PediaSure + Nutritional Counseling (GM)
Baseline	0.0	0.0
60 Days	~1.0	~1.5
90 Days	~1.5	~2.2

55% improvement in growth for PediaSure + Nutritional Counseling group.

Reference: Alarcon P et al. Effect of oral supplementation on catch-up growth in Picky Eaters. Clin Pediatric 2003; 42:209-217

Up to 30% less sick days to worry about

Supplement Type	Num. of Sick Days
Nutritional supplement without FOS + Live Culture	21 Days
PediaSure Complete with FOS + Live Culture	14 Days

30% reduction in sick days.

Reference: Froberg M, Maulen-Radovic E, Torres R et al. Effect of oral supplementation with or without synbiotics on sickness and catch-up growth in pre-school children. International Pediatrics. 2002; 17:216-222

Complete and balanced nutrition for picky eaters 1-10 years old

Abbott Nutrition

*Meets or exceeds 100% US Dietary Reference Intake for protein, 25 Vitamins & minerals

Providing Footnote/ Reference

Figure 4.13: Example of Move 10 in Advertisement 25

Table 4.24: Examples of Move 10

Move	Advertisement	Example	Explanation
Providing Footnote/ Reference	14	<p>*FAO/WHO recommends daily DHA intake of 10-12mg/kg body weight for children 12-24 months or 100-150mg DHA+EPA for children 2 years old & above.</p> <p>Reference: FAO 2010. Fats and fatty acids in human nutrition. Report of an expert consultation. FAO Food and Nutrition Paper no. 91. FAO: Rome</p>	<p>Move 10 is applied using Step 1: Offering additional content and information.</p> <p>The move is applied using Step 2: Providing citations and research findings.</p>
	28	<p>Results may vary according to individual. Please consult your doctor for any medical concerns.</p> <p>Only available at participating pack exchange locations. While stocks last. Terms and conditions apply.</p>	<p>Move 10 is applied using Step 3: Disclaiming. Here, the company is disclaiming the product outcome, which is the results of taking the product.</p> <p>Step 4: Stating terms and conditions is applied to protect company as free starter kit is advertised.</p>
	30	<p>And these are three key aspects that help build your child's natural body resistance:</p> <ul style="list-style-type: none"> • Support the digestive system ^{1, 2, 3} • Promote the functioning of immune cells ^{4,5,6} • Support antibody production ⁶ <p>1. Bischoff SC. "Gut health: a new objective in medicine?" BMC Medicine 2011, 9:24.</p>	<p>Move 10 is applied using Step 2: Providing citation and research findings.</p>

The frequency of occurrence for Move 10 is as presented in the following table.

Table 4.25: Frequency of Occurrence for Move 10

Move	Frequency	Percentage	Significance
Providing footnote and/ or reference	28/35	90%	Obligatory
Step			
1: Offering additional content and information	25/35	71.4%	Obligatory
2: Providing citations and research findings	14/35	40%	Optional
3: Disclaiming	8/35	22.9%	Optional
4: Stating terms and conditions	6/35	17.1%	Optional

In this study, Move 10: Providing footnote and/or reference obtained 90% of significance with a total of 28 milk formula advertisements which contain the move thus making it obligatory. Four steps have been identified in this move and they vary in terms of their significance. Step 1: Offering additional content and information scored 71.4%, followed by Step 2 with 40% of frequency, Step 3 (22.9%) and lastly Step 4 (17.1%). Move 10 is included in almost all the advertisements to acknowledge the sources of the information obtained and also to protect the company through legally disclaiming and stating terms and conditions. The company also protects its business by using disclaimers and terms and conditions.

4.4 Multimodal Analysis

According to Kress and van Leeuwen (1996), the composition of a text lies in the interaction of three interrelated systems; information value, salience and framing. This section presents the multimodal analysis of the milk formula advertisements.

4.4.1 Information Value

Information value refers to how elements and images are placed together in order to deliver a particular value. The value of these elements may change as they are dependent on where it is located; top, bottom, left, right or centre. For instance, in an advertisement, the elements which are placed on the left hand side are considered 'given' information where readers are assumed to have already known while the right hand side information are considered 'new'. For new information, they carry the information which readers might want to know further as they are new. On the other hand, the elements which are placed on the top are considered 'ideal' while information placed at the bottom are considered 'real'. An example of this principle is shown in the following advertisement.

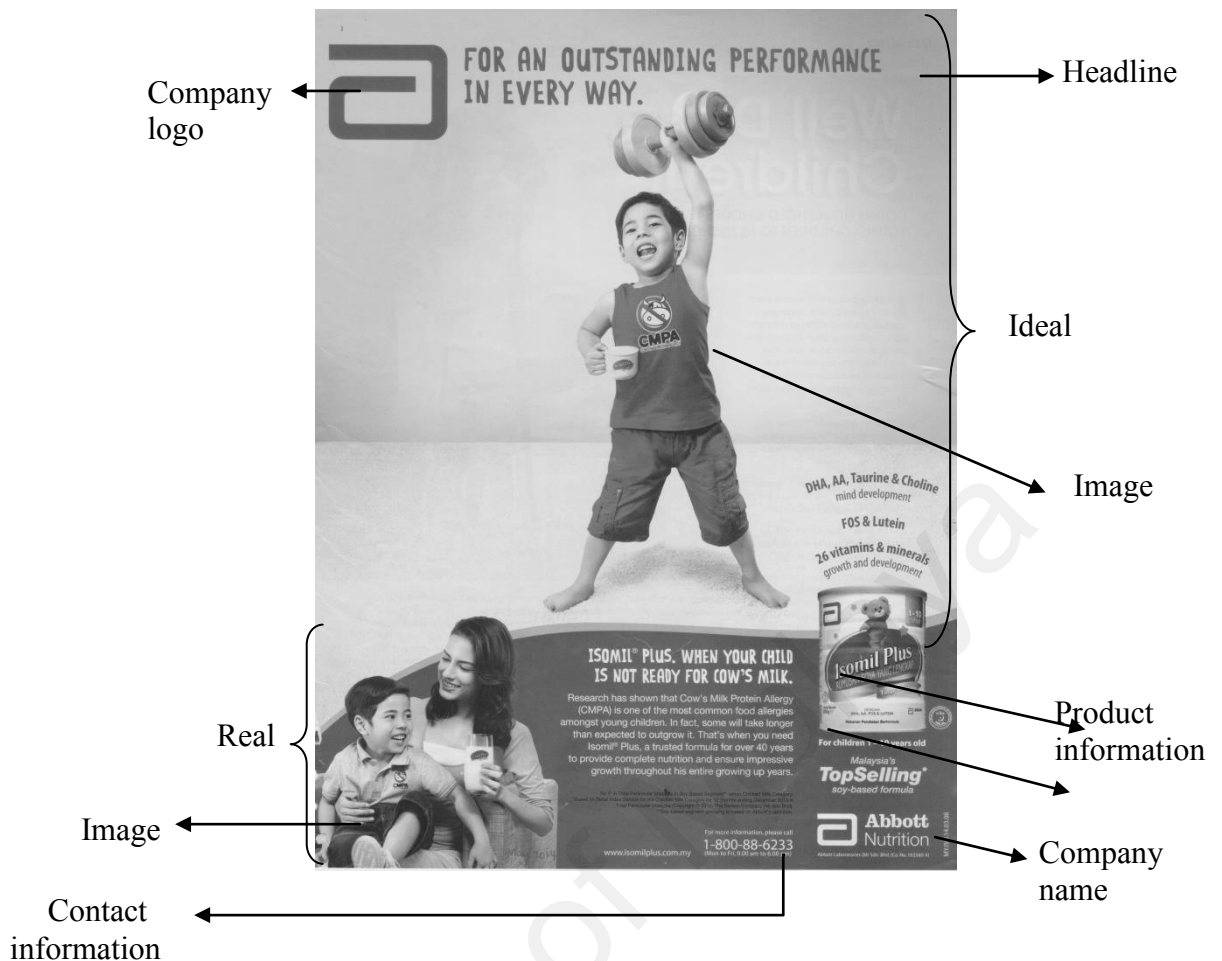


Figure 4.14: An example of information value for vertical layout

From all the 35 milk formula advertisements analysed, it can be seen that the most preferred layout is the vertical layout where information are placed based on the top- bottom principle. The following table displays the results of the information value most commonly exercised by advertisers.

Table 4.26: Frequency occurrence for information value

Advertisement	Top/Bottom	Left/ Right	Triptych	Centre/Margin
1	√		√ _H	
2	√		√ _H	
3	√		√ _H	
4	√		√ _H	
5	√		√ _H	
6		√	√ _H	
7		√	√ _H	
8		√	√ _H	
9	√		√ _H	
10	√	√		
11	√	√		
12	√	√		
13	√	√		
14	√	√		
15	√	√		
16	√	√		
17	√	√		
18	√		√ _V	
19	√	√		
20	√		√ _H	
21	√	√		

Table 4.26, continued

Advertisement	Top/ Bottom	Left/Right	Triptych	Centre/Margin
22	√	√		
23	√	√		
24	√	√		
25	√		√ _H	
26	√		√ _H	
27	√	√		√
28	√	√	√ _V	
29	√	√		
30	√	√		
31	√	√		
32	√	√		
33	√	√	√ _V	
34	√	√		
35	√		√ _H	√
Total	32	24	16	2
Percentage	91.4%	68.6%	45.7%	5.7%

Key: V= Vertical
H= Horizontal

The following figure presents the distribution of the most preferred information value among milk formula advertisers.

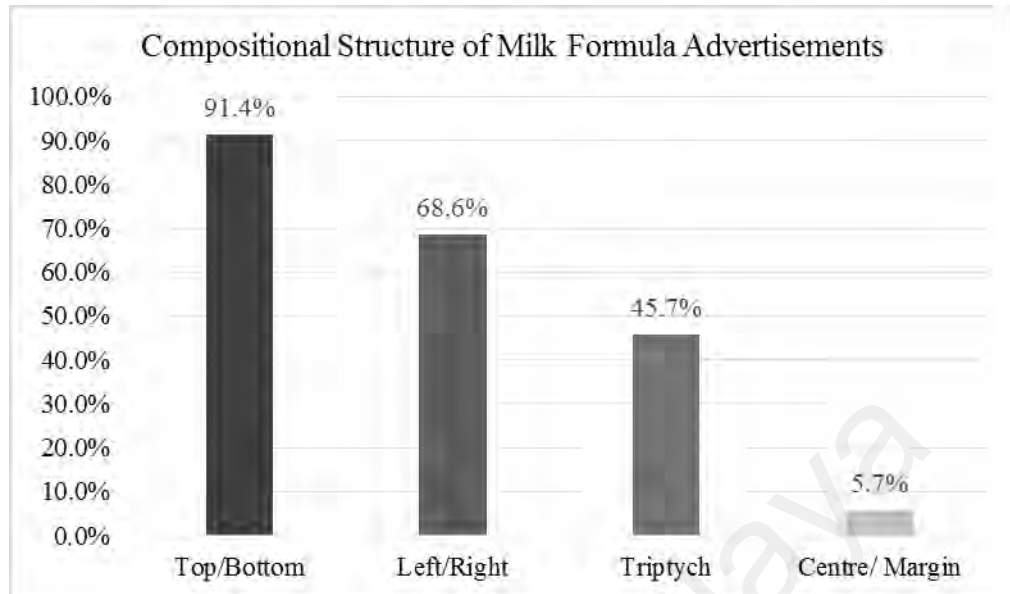


Figure 4.15: Compositional Structure of Milk Formula Advertisements

From Table 4.27 and Figure 4.15, it can be seen that the vertical layout is the most preferred compositional structure (91.4%) for milk formula advertisements. The type of information presented in the top section appeals to the consumer's emotions and fancies exposing 'what is ideal' while the bottom section represents the factual information respectively. 32 out of 35 milk formula advertisements are built based on this structure. An example of this can be seen from the following advertisement.

Top section appeals to the emotions and fancies of the consumers

Bottom section reveals the factual information

Figure 4.16: Example of top and bottom compositional structure in Advertisement 34

On the other hand, the left and right layout is found in 24 of the milk formula advertisements. This contributes to 68.6% of the total score. The left section of the page carries the value of 'given' information whereas the right section carries the value of 'new' information. The left section of the page comprises information that are known or familiar. Examples of information on the left section comprises product value, new features of the product and company achievement. 45.7% of the milk formula advertisements used the triptych layout while 5.7% of the advertisements exercised the centre and margin layout. The type of information according to the value are presented in the following tables.

Table 4.27: Type of information for the top and bottom structure

Section	Type of information
Top (Ideal)	Company logo and/or slogan Headlines Justifications of the product Image Incentives
Bottom (Real)	Justifications of the product Picture of the product Company logo Company achievement Product description

Table 4.28: Type of information for the left and right structure

Section	Type of information
Left (Given)	Headlines Justifications of the product Product description Contact information
Right (New)	Product value Company achievement Company name Picture of product

Table 4.29: Type of information for the centre and margin structure

Section	Type of information
Centre	Headline Justifications of the product Product image
Margin	Justifications of the product Image Product description Contact information Company logo

4.4.2 Salience

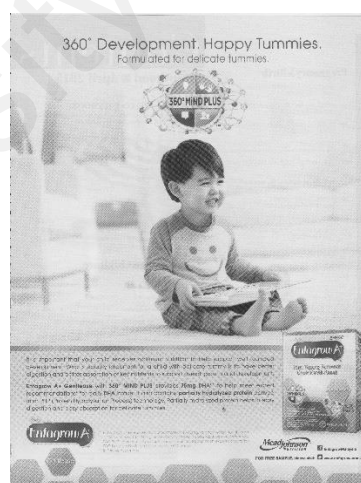
Salience refers to attention-grabbing elements which usually comprise of placement in the foreground or background, sharpness in focus, colour contrast, relative size and so on. Based on the analysis, salience is realised through the use of images in large size most often placed in the foreground. These images occupy the biggest space in the advertisement. They are also comparatively larger than other elements such as signature, headlines, and product information, hence drawing reader's immediate attention. Not only that, these images also mostly dominate the top section of the advertisement hence making them ideal. The images used are mostly pictures of healthy looking children engaged in activities such as milk drinking, running, weight lifting, reading, drawing, jumping, experimenting, or exploring outdoor activities.

Besides that, salience is also realised through the use of headlines which are exercised in larger and bold fonts. The fonts used are mostly sans serif where simple lines with no embellishments are chosen. According to Hunt (2013), sans serif fonts are normally perceived as clean, modern, objective, stable and more reliable. These fonts are used by brands like Snow, Abbott, Mead Johnson, Karihome and Dumex Mamil. Friso Gold gets bolder by exercising display fonts in their advertisements. Display fonts are very enticing as it creates a certain mood in readers. This is exceptionally true for Friso Gold as the advertisements mainly focus in bringing out themes like ‘experience’ and ‘exploration’. On the other hand, Wyeth Nutrition uses bitmap fonts for their headline in S-26 advertisement. Bitmap fonts are pixelated and the reason to why they have exercised this type of font is mainly to bring out the message of ‘observation’ in their advertisement.

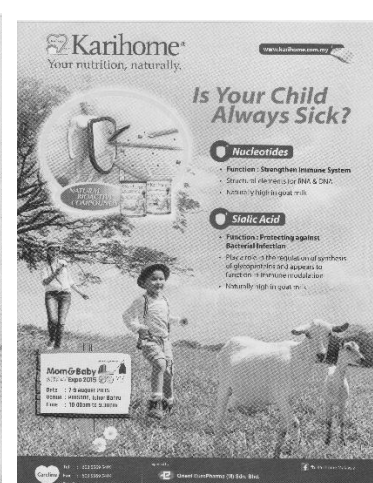
Advertisements with Sans Serif Fonts Headlines



Advertisement 7



Advertisement 13



Advertisement 16

Advertisement with display fonts



Advertisement 29

Advertisement with bitmap fonts



Advertisement 35

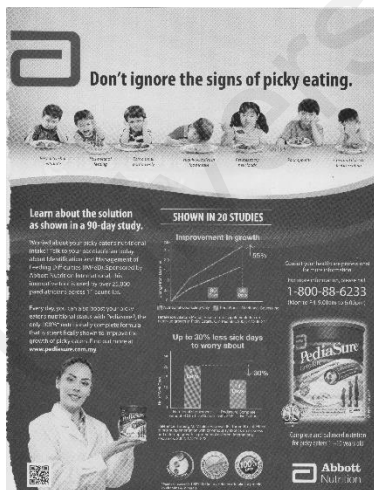
Lastly, salience is also prevalent in the choice of colour used in the advertisements. SNOW brand Neo-Kid Plus milk formula exercises white background and blue foreground, while Abbott brand Isomil Plus milk formula applies red to bring out the prominent elements. Annum Essential uses light purple while Pediasure works with dark purple. Dumex Mamil uses red while Friso Gold maximizes the blue and gold

colour. Nestle uses yellow, while Similac uses pink. Lastly, S-26 by Wyeth nutrition uses light yellow as their background.

4.4.3 Framing

Framing refers to the availability of framing devices such as dividing lines or actual frame lines to portray the connectivity of elements in the advertisements. From the analysis, it has been found that all 30 advertisements adopted colour contrast in framing the group of entities together while the remaining five advertisements used dividing lines. The ideal and real information are communicated and divided clearly. This technique used is effective in drawing the readers' attention to the subject of the image by guiding the eye to what's first important.

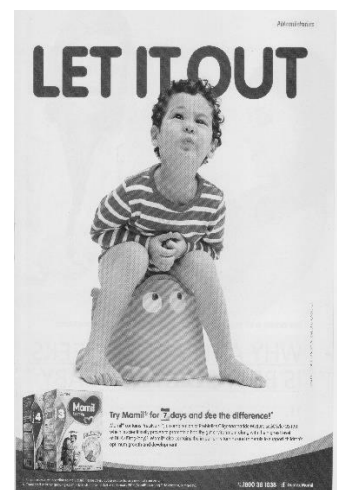
Example of advertisements which adopted colour contrast in framing



Advertisement 25



Advertisement 9



Advertisement 28

As most salience is found in the top (ideal) section of the advertisement, this framing seems to suggest its relevance. Readers' attention are first drawn toward the promise of the product before leading them to the actual product.

Example of advertisements which adopted lines in framing



Advertisement 2



Advertisement 3

4.5 Questionnaire for Parent Respondents

This section presents the results for the questionnaire administered to parent respondents. The result of the questionnaire will be presented according to the number of question. The findings gathered have provided information on the socio-cognitive perspective on the milk formula genre.

4.5.1 Question 1: What is the age of your child?

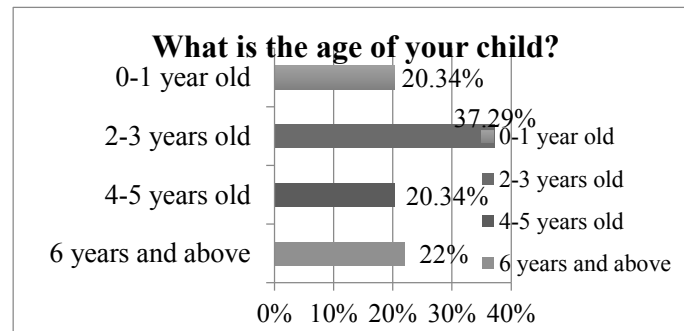


Figure 4.17: Results for Question 1

From the overall number of 59 respondents, most of the respondents (37.29%) have children between two and three years old. This is followed by parents with children of six years and above (22%), and equal number of respondents (20.34%) with children under one year old, and between four and five years old. All the respondents' children are below ten years old, hence in the targeted age group of the advertisements.

4.5.2 Question 2: Which milk formula brand are you using to feed your child now?

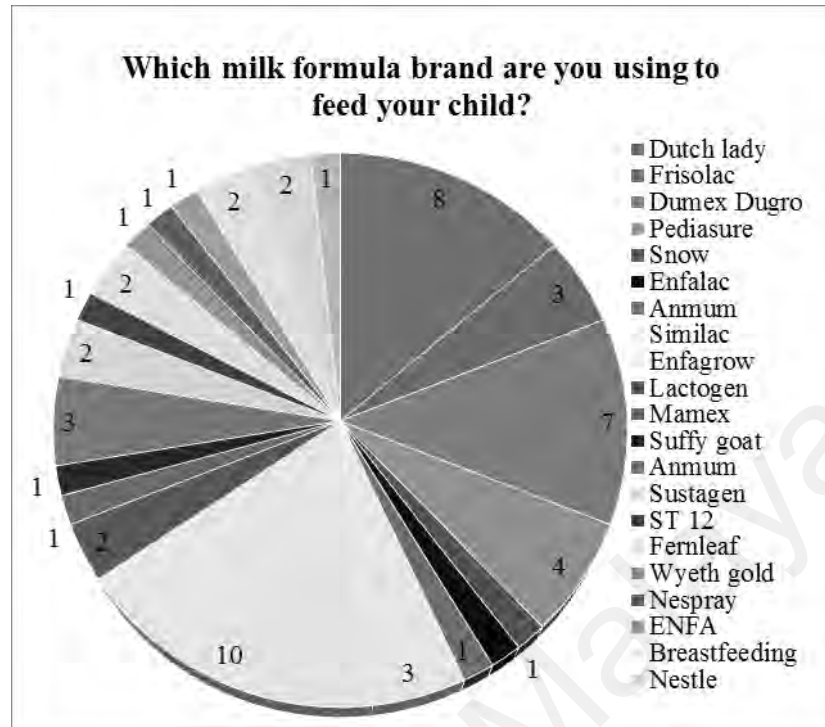


Figure 4.18: Milk formula brands used by respondents' children

Based on the figure, most parents use Enfagrow for their children, followed by Dutch Lady and Dumex Dugro. Excluding Dutch Lady, the chosen milk formula corresponds to the milk formula advertisements found in the parenting magazine.

4.5.3 Question 3: What is the reason for your choice of the milk formula brand?

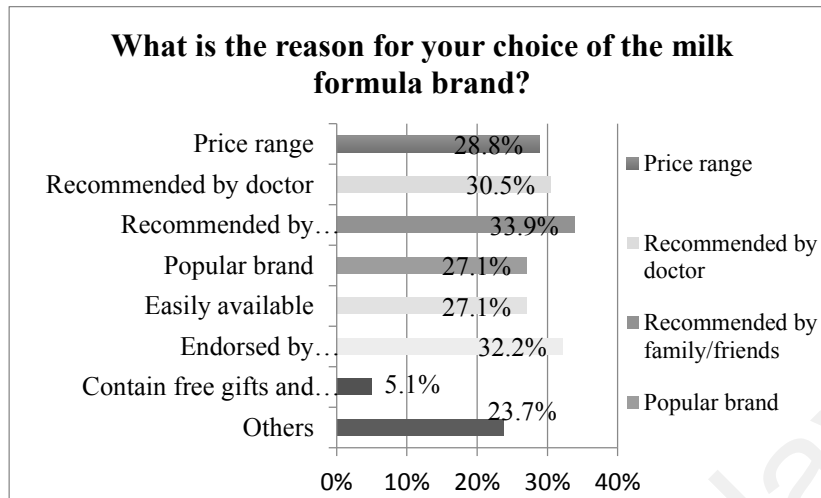


Figure 4.19: Reasons for parents' choice of milk formula brands

Based on the figure, parents chose family and friends recommendation (33.9%) as their main reason for choosing the milk formula brands for their children. This is followed by endorsements by nutritionist or experts (32.2%), doctor's recommendation (30.51%), price range (28.81%) and brand popularity as well as easy availability (27.12%) as the top five reasons for choosing the particular milk formula brand. Based on this result, it is clear that advertisements which contain any of these reasons may appeal to the target market better.

4.5.4 Question 4: Do you read milk formula advertisements?

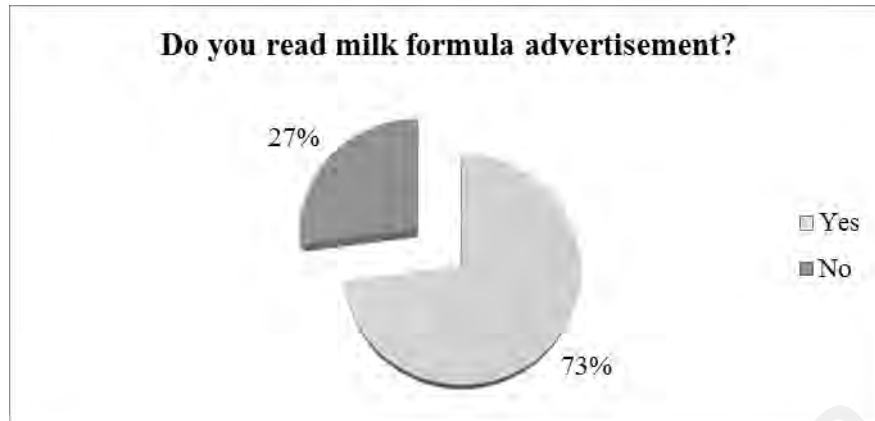


Figure 4.20: Percentage of parents who read milk formula advertisements

From this figure, it can be seen that 73% of the parents read milk formula advertisements. This number is rather significant as what parents come across and read influence their knowledge, experience and decisions on milk formula.

4.5.5 Question 5: What do you like most about milk formula advertisements?

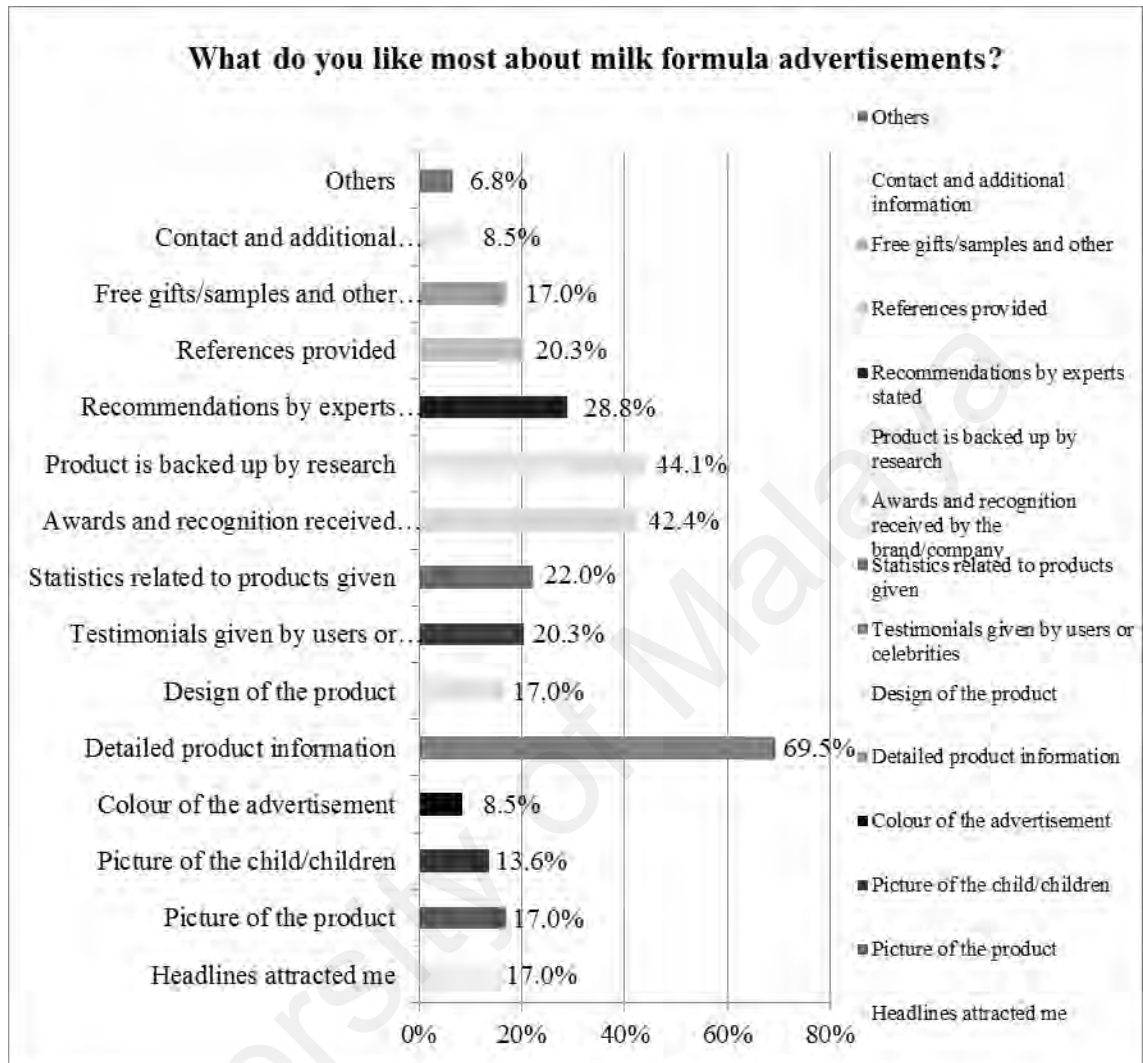


Figure 4.21: What parents like most about milk formula advertisements

Based on this figure, an approximate 70% of parents most favour the detailed product information they read in the milk formula advertisements. This is followed by product which is backed up by research (44.1%), awards and recognition received by the brand or company (42.4%), recommendations by experts (28.8%) and statistics related to the products given (22%). Based on these reasons, milk formula advertisers may consider the corresponding moves to be included in the milk formula advertisements. From the moves structure analysed, the obligatory moves which

correspond to the reasons chosen by parents as what they like about milk formula advertisements can be seen from the following table.

Table 4.30: Corresponding moves based on the reasons of parents' liking

Top five reasons by parents on what they like most about milk formula advertisements	Percentage	Corresponding moves and significance	Percentage
Detailed product information	69.5%	Move 4: Detailing product information (<i>Obligatory</i>)	100%
Backed up by research	44.1%	Move 10: Providing footnote/ reference (<i>Obligatory</i>) Move 3 (Step 3): By presenting statistical data (<i>Optional</i>)	90% 8.6%
Awards and recognition received by brands and/ or company	42.4%	Move 5: Establishing credentials (<i>Obligatory</i>)	100%
Recommendations by experts	28.8%	Move 6: Providing celebrity or typical user endorsement (<i>Optional</i>) Move 3: Justifying the product (<i>Obligatory</i>)	37.1% 100%
Statistics related to products given	22%	Move 3 (Step 3): By presenting statistical data (<i>Optional</i>)	8.6%

Based on this table, most of the reasons correspond to the obligatory moves found in the milk formula advertisements. As the percentages for the top five reasons of liking are rather significant, all milk formula advertisers may consider incorporating the optional moves (Move 3 (Step 3) and Move 6) into the milk formula advertisements.

4.5.6 Question 6: Do advertisements help in your decision to choose the milk formula for your child?



Figure 4.22: What parents think about the advertisements in helping them to choose the milk formula

Based on this figure, a significant 64.4% parents think that advertisements help them to choose the milk formula for their child. This information is important for milk formula advertisers in assuring the relevance and significance of milk formula advertisements in the promotion and marketing of their products.

4.5.7 What information do you need in a milk formula advertisement in order to make an informed decision for your child?

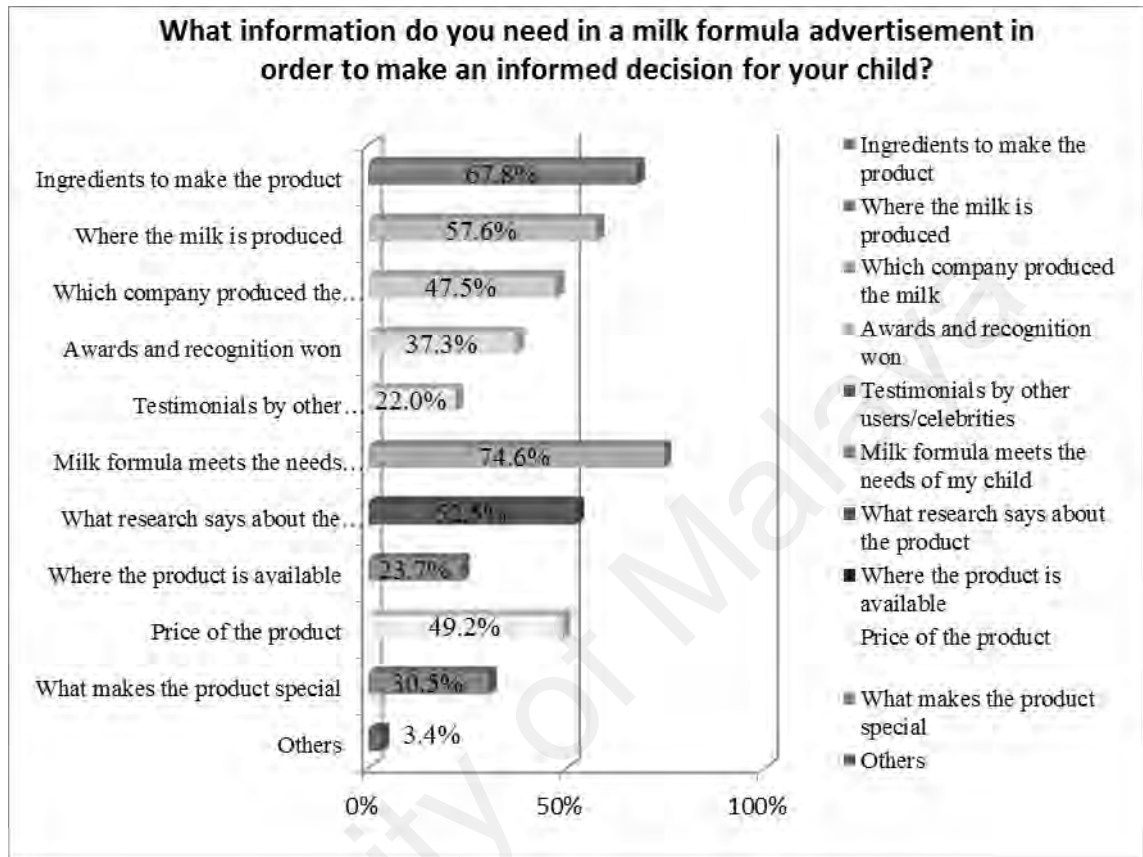


Figure 4.23: Information needed by parents in a milk formula advertisement

Based on this figure, 74.6% parents noted that they need the information on how milk formula meets the needs of their child. This is followed by the information on the ingredients of the milk formula product (67.8%), where the milk formula is produced (57.6%), what research says about the product (52.5%), and the price of the product (49.2%). The corresponding moves which may tap these information as needed by parents may be answered in the following table.

Table 4.31: Corresponding moves to the information needed by parents

Top five reasons on the information needed by parents	Percentage	Corresponding moves and significance	Percentage
How milk formula meets the needs of their child	74.58%	Move 3: Justifying the product <i>(Obligatory)</i>	100%
Ingredients of the milk formula product	67.8%	Move 4: Detailing the product <i>(Obligatory)</i>	100%
Where milk formula is produced	57.63%	Move 5: Establishing credentials <i>(Obligatory)</i>	100%
What research says about the product	52.54%	Move 10: Providing footnote and/or reference <i>(Obligatory)</i>	90%
The price of the product	49.15%	Move 9: Soliciting response <i>(Obligatory)</i>	100%

The table above shows the corresponding moves to the type of information needed by parents. From the results obtained, it can be seen that the information needed were included in the obligatory moves. This shows that the moves found in milk advertisements are relevant towards the needs of the target market, the parents.

4.5.8 What is important when making a decision on the milk formula product for your child?

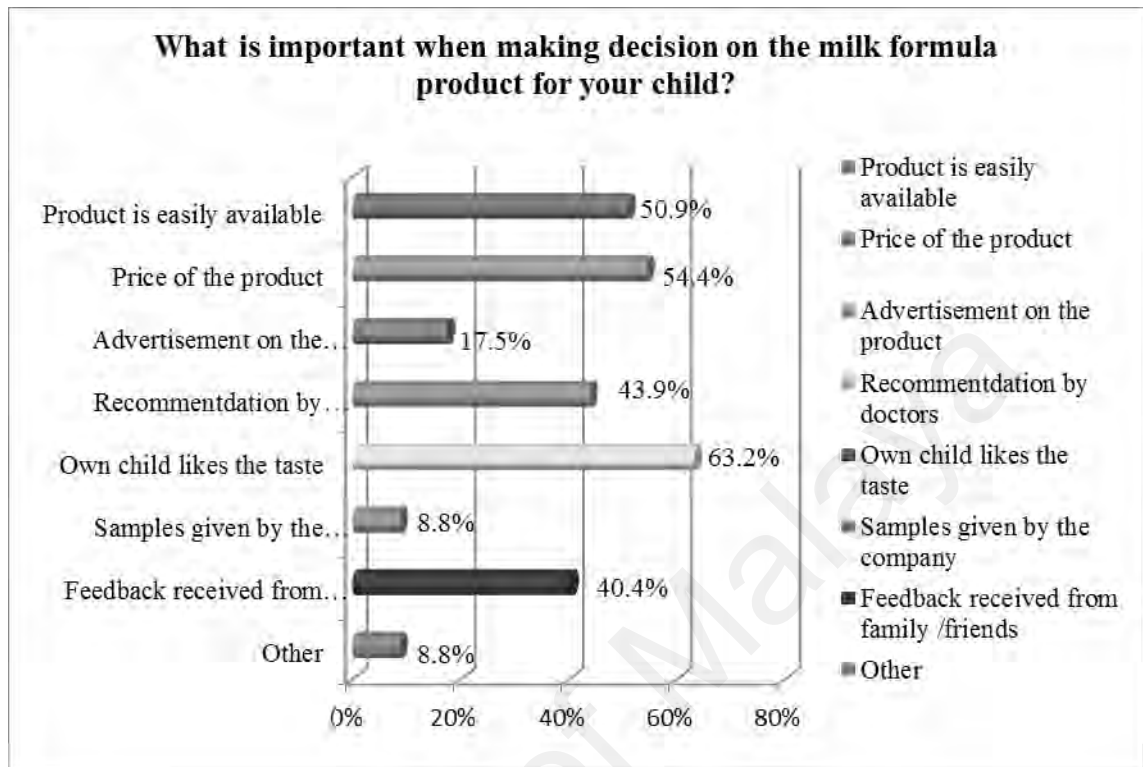


Figure 4.24: Parents’ considerations on making milk formula decisions.

Based on this figure, 63.2% of parents agreed that their own children must like the taste of the product when making milk formula decisions. This is followed by the price of the product (54.4%), easy availability of the product (50.9%), recommendation by doctors (43.86%) and feedback received from family and friends (40.4%). From the results obtained, it can be seen that parents make their decisions based on the needs of their children. In this case, the quality of the product must be upheld and maintained. The image of the product must be strong and positive as the parents’ decisions are also influenced by the feedback obtained from doctors, family and friends.

4.5.9 How much value can milk formula advertisements offer you as a mother/father?

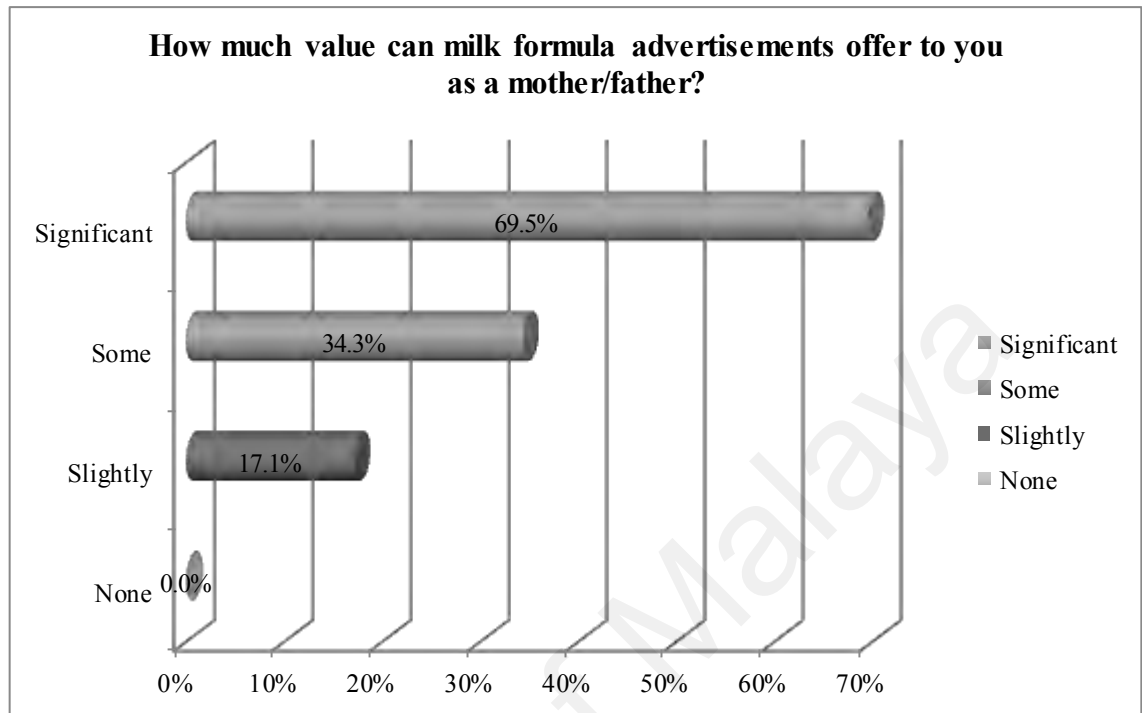


Figure 4.25: Value offered by milk formula advertisements to parents

Based on this figure, 69.5% of parents stated that the milk formula advertisements offered significant value to them. 34.3% of parents indicated some value obtained through the advertisements while 17.1% noted the slight value received. This figure confirms the significance of milk formula advertisements to parents.

4.5.10 Overall, how would you rate our local milk formula advertisements?

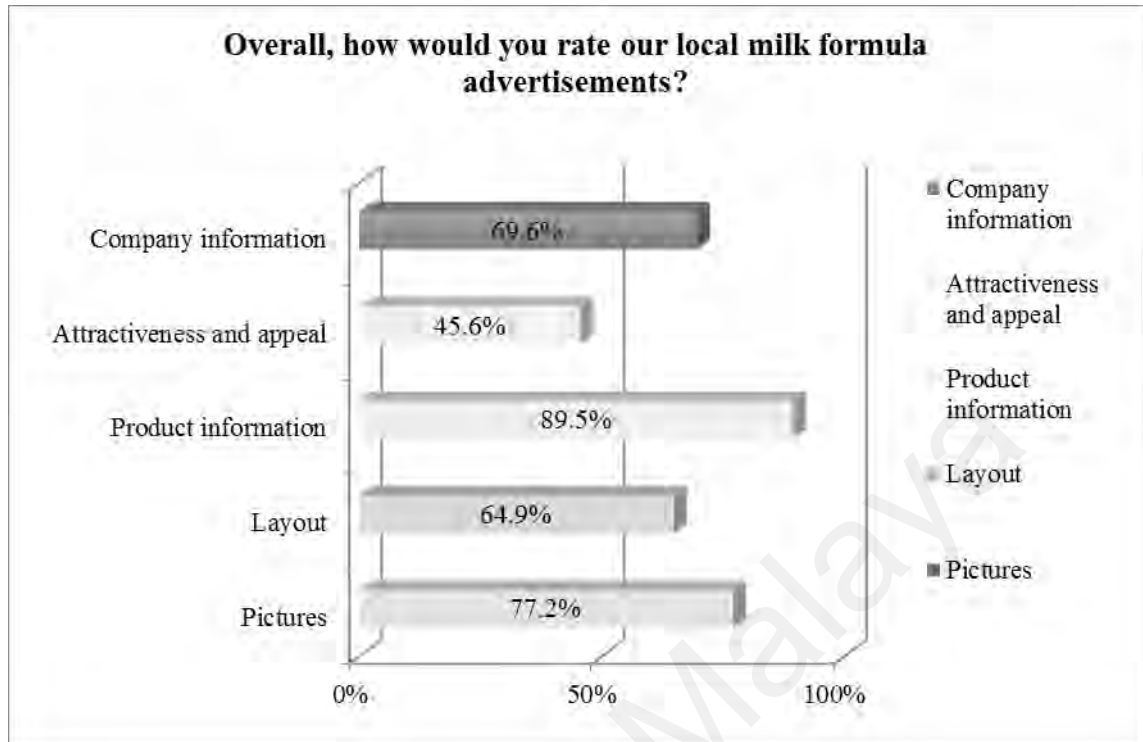


Figure 4.26: Overall 'Strongly Favourable' rating on local milk formula advertisements

Based on this figure, a high percentage of 89.5% of parents strongly favour the product information advertised in milk formula advertisements. This is followed by 77.2% of parents who favour the advertised pictures, 69.6% on company information, 64.9% on layout and 45.6% on appeal. This figure clearly shows a noticeable room for improvement which is on the attractiveness and appeal of the milk formula advertisements which can be taken into consideration by milk formula advertisers.

4.5.11 Discussion

Based on the questionnaire, it was found that 43 out of 59 respondents (73%) read milk formula advertisements. When asked about what they like most in the milk formula advertisements, 41 out of 59 respondents (69.5%) mentioned that it was the detailed product information. This therefore agrees with the main communicative purpose of the advertisements found earlier which is to offer appraisal. Parents feel persuaded when they find comprehensive information on the milk formula.

A number of 38 respondents (64.4%) agreed that milk formula advertisements helped them to make the decision in choosing the right milk formula for their children. 44 respondents (74.6%) mentioned that they would require information on how milk formula may meet the needs of their child in the advertisements, topping the chart as the most important information expected in a milk formula advertisement. This agrees with Move 4: Detailing the Product which scored 100% (Obligatory) and also Move 4 (Step 3): By Indicating the Value of the Product where the move has scored 97% (obligatory move). The second most important information expected in a milk formula advertisement is the information on the ingredients that make the milk formula with a total score of 40 respondents (67.8%). This agrees with the result obtained in Move 4 Appraising the Product as an obligatory move in milk formula advertisements; scoring a total 100%.

On the other hand, 34 respondents (57.6%) concurred that information on the place of production of the milk formula is important whereas 31 respondents (52.5%) have chosen what research says about the milk formula as the fourth most important information to be included in a milk formula advertisement. With that in mind, Move 3

(Step 3): By Presenting Statistical Data which scored 8.6% (Optional) and also Move10: Providing Footnote/ Reference which scored 90% (Obligatory) can be fully considered by advertisers to have these moves included in their future milk formula advertisements. The fifth most important information to be included in a milk formula advertisement would be the name of the company. This agrees with the score obtained in M5 establishing credentials move which has scored 100% (obligatory). Overall, 89.5% of the parents agreed that the information provided in the milk formula advertisements were favourable. However, the attractiveness and layout of the advertisements can be fully improved (45.6%).

4.6 Semi-structured Interviews

Five interview sessions were conducted on the designated respondents identified. This section presents the results obtained by the respective interviewees. The interview questions and responses can be referred to the transcript in Appendix C.

4.6.1 Former manager of a milk formula company

The interview conducted with the former manager from a milk formula company revealed that there is a strict advertising rule which applies to all milk formula products. Milk formula for children of 6 months and below are not allowed to be advertised in any form at all. As for this milk formula company, all forms of advertising must adhere to the standard guideline received from Switzerland; where their headquarters is located. This company has their internal marketing and advertising team to design the advertisements. This coincides with Figure 2.5 as proposed by Rodman (2008).

4.6.2 Former copywriter of an advertising firm

The interview conducted with the former copywriter from an advertising firm reveals that the process of designing an advertisement requires a series of back and forth meetings attended by stakeholders such as copywriters, graphic designers, and account executives. The copywriter is responsible for the content of the advertisement which includes the headlines, product appeal and also information. The graphic designer then designs the advertisements based on the content where the colour and images should be agreeable with the account executive and client.

4.6.3 Father of three children with the youngest at two years old

An interview has also been conducted with a father of a two year old daughter. This father admitted to purchasing milk formula product based on advertisements. He mentioned the importance of product information and that images play a big role in his decisions. He appreciates advertisements with research findings as that will eventually quicken his decision making process. When asked about his reading direction, he mentioned that images always capture his first attention. This is followed by the headlines and the graphs (for advertisements with statistical information). He admitted to skipping information like the company's contact as that piece of information is found to be less significant to him. Advertisements with red and purple colour are more attractive to him.

4.6.4 Mother of a four year old boy

As for the interview conduct with the mother, she emphasizes on the importance of gathering information for various sources before deciding on a brand. She acknowledged her attraction to advertisements with a 'clean' look and asserted the importance of having stories or testimonials to read in advertisements. She noted the importance of selecting milk formula based on the company's reputation and name in the market and suggested statistics to be included in the advertisements as this will boost the brand image.

4.6.5 Paediatrician of a private hospital

An interview was also conducted with a paediatrician of 25 years of medical experience from a private hospital in Kuala Lumpur. This doctor revealed that the breastfeeding rate in the hospital is still low and therefore, milk formula products are recommended to postpartum mothers. While hospitals are not allowed to display milk formula products at counters, mothers are informed of the availability of milk formula and normally decide based on the doctor's recommendation.

4.6.6 Discussion

All five interviews conducted have successfully provided a glimpse into the ethnographic perspective on the views, emotions and stories behind the milk formula advertisements. From all the various responses collected, the common similarity lies in

the different perspective of the product itself. The milk formula company plays extra importance on the need to follow strictly the guidelines provided for milk formula advertising in order to protect their company name and brand. To them, a good product is one that reflects how closely they obey the rules and guidelines prescribed by their headquarters. On the other hand, the advertising firm places immense importance on the product of the meetings as that will determine the final product of the advertisement produced. To them, every stage must be agreeable to their client. Client's satisfaction is obviously their focus. As for the paediatrician, the product of satisfaction lies in the correct advice given and prescribed to the mothers in terms of milk formula brands, etc. As for the parents, advertisements play a big role in the product of their perception and thoughts. As they are not thoroughly guided on milk formula content and brands, parents rely heavily on their readings and homework in helping them to make the best feeding decisions.

4.7 Summary

Overall, this chapter has managed to present the relevant findings through the use of genre and multimodal analysis. Through the analysis conducted, it can be seen that different moves and compositional structure realise different communicative purpose. The ethnographic and socio-cognitive findings obtained have also broaden understanding on the genre of milk formula advertisements.

CHAPTER 5: CONCLUSION

5.1 Introduction

This chapter summarizes the present study and reports the key findings drawn from the analyses conducted in this study. The chapter begins with an overview of the study before addressing the research questions as presented in Chapter One. The chapter then continues with the limitations of the study before providing a few recommendations for future study.

5.2 Summary of the Overall Study

This study was initially motivated by the observation on the importance of milk formula in every household with children. This has then led to the knowledge on the significance of the milk formula industry where milk formula companies worldwide spent billions of ringgit to advertise and market their products. As a consequence, the money spent to drive and sustain the industry has imperative implications not only on the economy but also in the society at large. Every penny spent on formula advertising affects a parent's feeding decision at the other end and this is paramount as the milk formula products play a key role in the growth and development of the children.

The aim of this study was to adopt the genre and multimodal analysis to look at the milk formula advertisements in one of the printed media; the local parenting magazines. With that in mind, the study aimed to find out the intentions of the milk formula advertisements as well as to look at the rhetorical structure and the multimodal features used in the advertisements. In the process, the study has attempted to gather information from the ethnographic and socio-cognitive perspectives to find out the

views of the parents, advertisers, doctors and the milk formula companies themselves. The multi-perspective information gathered were able to enhance understanding on the genre in general.

The study has successfully carried out the intended analyses to achieve the aims and objectives. Analyses on 35 milk formula advertisements and questionnaire distributed to 59 parent respondents as well as interviews conducted with five specialist informants have enabled all the research questions to be answered.

5.3 Addressing the Research Questions

In this section, the key findings will be presented according to the research questions. This study addresses three research questions and they will be presented as follows.

5.3.1 Research Question 1

The first research question: What are the communicative purposes of milk formula advertisements? sought to find out the communicative purposes of milk formula advertisements using Bhatia's (1993) analytical framework. As discovered and reported in Chapter Four, three communicative purposes have been identified in all the 35 milk formula advertisements. They are 'To persuade', 'To capture attention' and also 'To encourage further communication'.

In the first communicative purpose 'To persuade', the purpose also fulfills the function of 'Offering appraisal on product', thus making this the main purpose of milk

formula advertisements (95%). The second communicative purpose 'To capture attention' scored 79% while the third 'To encourage further communication' scored 50.5%. It is therefore clear that the milk formula advertisements found in magazines are written for the main purpose of persuading the consumers. This is also done to offer appraisals for the milk formula products besides capturing the consumer's attention and also to encourage further communication.

The findings on the communicative purposes of milk formula advertisements have revealed that milk formula advertisements are mainly promotional. These identified purposes have also been found to shape the structure of the milk formula advertisements as the moves used were mainly to achieve the intended communicative purposes.

5.3.2 Research Question 2

The second research question: What is the rhetorical structure of milk formula advertisements? sought to discover the rhetorical structure of milk formula advertisements using Kathpalia's (1992) analytical framework. The moves analysis that make up the rhetorical structure have been presented and summarized in Chapter Four under Section 4.3. Based on the findings, the obligatory moves for milk formula advertisements are as follows.

Move 1: Attracting attention

Move 2: Targeting the market

Move 3: Justifying the Product

Move 4: Detailing the Product

Move 5: Establishing Credentials

Move 9: Soliciting Response

Move 10: Providing Footnote and/or Reference

These obligatory moves scored more than 60% in the analysis of frequency occurrence. All six obligatory moves of Move 1: Attracting attention, Move 2: Targeting the Market, Move 3: Justifying the Product, Move 4: Detailing the Product, Move 5: Establishing credentials and Move 9: Soliciting Response scored 100% in their analysis of frequency occurrence while Move 10: Providing footnote and/or reference scored 90%. These moves were included by milk formula advertisers in their advertisements, hence are considered essential to be used and included in future milk formula advertisements.

The optional moves for milk formula advertisements scored less than 60% and were included in few of the milk formula advertisements. These three moves are Move 6: Providing celebrity and typical user endorsements, Move 7: Offering incentives and Move 8: Using Pressure Tactics. These moves were not found in all the milk formula advertisements and therefore, can be included albeit milk formula advertisers are not obliged to.

The findings on the rhetorical structure of milk formula advertisements can help the milk formula companies and advertising team to effectively produce the advertisements based on the obligatory and optional moves laid out.

5.3.3 Research Question 3

The third research question: How are the multimodal features used in the construction of the overall meaning of composition in milk formula advertisements? sought to discover the compositional meaning of the multimodal features used in milk formula advertisements. This study has attempted to look at the non-linguistic or multimodal features such as the information value, salience and framing by using Kress and van Leeuwen's (1996, 2006) analytical framework. The findings for multimodal analysis have been presented in Chapter 4 under Section 4.4.

Based on the analysis, the top and bottom compositional structure was mostly used by milk formula advertisers to fulfill the rhetorical structure and the communicative purposes of the advertisements. The top and bottom compositional structure obtained 91.4%, followed by the left and right compositional structure (68.6%), triptych (45.7%) and centre and margin (5.7%). The top and bottom compositional structure of milk formula advertisements were mostly used to accommodate the salience and framing of the milk formula advertisements which were accomplished mostly through the use of dominant images of children and mothers besides the generous use of expression in the headlines. Framing was mostly exercised by using colour contrast.

In addition to that, the study has also attempted to look at the multi-perspective dimensions of the genre by conducting questionnaires on parent respondents and interviews on specialist informants. In this effort to obtain the ethnographic and socio-cognitive perspective, the findings have been presented in Chapter 4 under Section 4.5

and 4.6. From the findings obtained, it can be summarized that the parent's expectation on what to find in the milk formula advertisements were mostly met by the advertisers. For example, 74.6% of the total parent respondents noted the importance of information on the milk formula products to be included in milk formula advertisements. This was completely catered by the milk formula advertisers as Move 4: Detailing the Product was found in all of the milk formula advertisements (100%0 frequency occurrence). The interviews conducted were also able to provide ethnographic information on the views and processes involved among the members of the genre.

5.4 Implications of the Study

The present study has shown and highlighted the obligatory and optional moves which can be considered by milk formula advertisers in producing effective milk formula advertisements. In order for advertisements to be successful in the marketing of their products, they have to be effectively designed and written. With this in mind, information and findings have been gathered from the targeted specialist informants interviewed in the study so that their views on milk formula advertisements can be attained and considered.

In producing milk formula advertisements, the following factors can be taken into consideration.

a. Appealing information

Effective milk formula advertisements are parent-oriented or consumer-g geared. In this aspect, parents normally favour milk formula advertisements which are able to provide them with enough information on the products. The types of information generally seen to be more convincing and appealing stem from scientific and statistical information. Both parents from the interview have regarded that they are more convinced when they find such piece of information which undoubtedly assist them in making better milk formula purchase decisions. Other than that, the colour of the advertisement and images used can also further enhance the information communicated in the advertisement. Parents are drawn to better looking children which are found to be engaged in certain activities in the advertisements. Not only that, testimonies which are provided in the advertisements can also add a personal touch to their parent's milk formula decisions. This has been seen to go hand in hand with the result of the moves obtained where *Move 4: Detailing the Product* has been seen to make up 100% of the total moves found in all the advertisements. According to the copywriter interviewed in this study, the process of creating milk formula advertisements is longitudinal. Hence, the identification of moves and multimodal elements in this study will be able to ease the designing process and at the same time, make milk formula advertisements more appealing and easier to read for the parents.

b. Justified needs

Parents require their needs to purchase milk formula to be justified. With this, one of the most compelling ways is to make use of strong and powerful headlines. Based on the interview with the specialist informants, it was found that headlines which

contain a health solution or benefit are able to draw the parents' needs to know more about the products. Parents from the interview stated that they are better convinced when milk formula advertisements provide them with referential notes, information or statistics.

c. Good ethics

Based on the information obtained from the interview conducted with the former manager of a milk formula company, it was stated that all milk formula advertisements should adhere to strict advertising rules. The obligatory and optional moves found in this study have proven to correspond to this information. The optional moves such as using pressure tactics, providing celebrity or typical user endorsement and offering incentives have been found to be minimally applied in the milk formula advertisements as compared to the obligatory moves. The careful use of these moves is deemed necessary so that the benefits of milk formula may not be over-exaggerated that it may undermine its counterpart.

From the interview conducted with the paediatrician, it was mentioned that bottle feeding is better favoured due to the hectic lifestyle of mothers today. With that in mind, the factors which have been put forth can be fully considered by milk formula advertisers in their creation of making effective milk formula advertisements.

5.5 Limitations of the Study

This study is concerned only with the communicative purposes, rhetorical structure and the multimodal features of milk formula advertisements in a local parenting magazine. In that sense, the study is limited to only print advertisements found in one of the local parenting magazines, *Parenthood*. Due to time constraint, the study was not able to stretch to other printed magazines and also other forms of media in order to obtain a more holistic view of this promotional genre. Besides that, the study is also limited only to advertisements, which in reflection will be more interesting if advertorials and other forms of the hybrid genre can be compared and included. The study is also limited to only advertisements for milk formula for children below the age of ten. Advertisements for milk formula products from other countries and other forms of milk products were also not considered in the study.

5.6 Recommendations for Future Study

This study is intended to look at the communicative purposes, rhetorical structure and the multimodal features of local milk formula advertisements found in a local parenting magazine. It will be interesting to look at milk formula advertisements found in foreign countries such as New Zealand, Switzerland and Australia which have been widely known to be the sole producers of dairy products in the world.

In addition to that, a comparative study of milk formula advertorials and advertisements can also be interesting and thought-provoking as the findings may yield

different results. The advertisements for different types of milk products can also be an interesting area of exploration. Future studies can also look into the comparison of different milk products such as formula and liquid for instance.

The milk formula advertisements can also be studied from the perspective of critical genre analysis to investigate the interdiscursivity of the advertising discourse. Besides that, future studies can also look into the representation and interactional value of the multimodal features in the milk formula advertisements. The results obtain could yield more interesting analyses and findings.

5.6 Conclusion

In conclusion, it can be said that all the nine moves as presented in Kathpalia's (1992) framework were applicable to milk formula advertisements. The analytical framework by Bhatia (1993) and Kress and van Leeuwen (1996, 2006) were also relevant in tapping the communicative purposes and multimodal features used by advertisers in the milk formula advertisements. However, due to time constraint, it is hoped that future studies can be conducted to address the limitations of this study based on the recommendations provided.

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