TABLE OF CONTENTS

| | | | Page No |
|-----|--------|---|---------|
| ACI | KNOW | LEDGEMENTS | i |
| ABS | STRAC | CT (English) | iii |
| ABS | STRAC | CT (Bahasa Malaysia) | v |
| TAI | BLE O | F CONTENTS | vii |
| LIS | T OF I | LLUSTRATIONS | xx |
| CHA | APTEF | R 1: Theoretical Orientations | 1 |
| 1.1 | Staten | nent of Problem | 1 |
| 1.2 | Purpo | se of the Study | 7 |
| 1.3 | Objec | tives and Scope of the Review | 10 |
| 1.4 | Some | Global Issues in the Study of Community and | 15 |
| | Indivi | dual in Discourse | |
| | 1.4.1 | Need for a social theory | 16 |
| | 1.4.2 | Centrifugal and centripetal tendencies in discourse | 17 |
| | 1.4.3 | The relative role of the individual and the social in discourse | 20 |
| 1.5 | Disco | urse Community | 23 |
| | 1.5.1 | The notion of discourse community | 23 |
| | 1.5.2 | Discourse community-related research issues | 28 |
| | 1.5.3 | Swales' Definition of Discourse Community | 30 |

| 1.6 | Repeating Situations, Frames and Ideologies | | | |
|-----|---|----|--|--|
| 1.7 | Organization of the Thesis | 37 | | |
| CHA | APTER 2: Theoretical Orientations 2 | 40 | | |
| 2.1 | Text and Discourse | 40 | | |
| | 2.1.1 Text | 41 | | |
| | 2.1.2 Discourse | 44 | | |
| 2.2 | Intertextuality | 45 | | |
| | 2.2.1 What is intertextuality | 45 | | |
| | 2.2.2 The importance of intertextual analysis to this study | 50 | | |
| | 2.2.3 Intertextually-motivated research issues for study | 51 | | |
| 2.3 | Genre Analysis | 52 | | |
| | 2.3.1 ESP-based genre analysis | 55 | | |
| | 2.3.2 Ideology-based genre analysis : Critical Discourse Analysis | 63 | | |
| | 2.3.3 New Rhetoric studies | 76 | | |
| | 2.3.4 Summary of genre features | 84 | | |
| 2.4 | Writing in Organizational Contexts | 85 | | |
| | 2.4.1 Why the study of organizational contexts is important | 85 | | |
| | 2.4.2 Views of context | 87 | | |
| | 2.4.3 Key variables in the study of a business organization | 89 | | |
| | 2.4.2.1 Underlying assumptions | 90 | | |
| | 2.4.2.2 Values | 91 | | |
| | 2.4.2.3 Rituals | 91 | | |
| | 2.4.2.4 Heroes | 92 | | |

| | | 2.4.2.5 Symbols | 92 | |
|-----|------------------------------------|--|-----|--|
| | 2.4.4 | Three studies of corporate discourse practices | 93 | |
| 2.5 | Co | nclusions from Studies | 97 | |
| | | | | |
| CH | [APT] | ER 3: Social Orientations | 101 | |
| 3.1 | Introd | duction | 101 | |
| | 3.1.1 | Importance of Social Data | 101 | |
| | 3.1.2 | Levels of Operation of Social Process | 105 | |
| | 3.1.3 | Outline of the Chapter | 106 | |
| | 3.1.4 | Problems related to approach | 107 | |
| 3.2 | Political and Economic Aspirations | | | |
| | 3.2.1 | Recognition of the need to take a proactive role in affecting change | 111 | |
| | 3.2.2 | Attributes the nation's economy (and by inference, each institution and individual within it) should possess | 112 | |
| | 3.2.3 | The importance of economic imperatives | 113 | |
| | 3.2.4 | The importance of private enterprise. | 113 | |
| | 3.2.5 | Importance of directions of growth of the economy. | 114 | |
| | | 3.2.5.1 Diversification of industries and products | 115 | |
| | | 3.2.5.2 Joint ventures and partnerships | 115 | |
| | | 3.2.5.3 Competitiveness | 115 | |
| | 3.2.6 | Importance of technology | 115 | |
| | 3.2.7 | Importance of the human resource | 117 | |

| | 3.2.8 | Important of the env | e of sustainable growth and the preservation ironment | 118 |
|-----|-----------------------------------|-------------------------|---|-----|
| 3.3 | Trends | in world b | ousiness practice that affect discourse | 118 |
| 3.4 | Language Choice in Social Process | | | 128 |
| | 3.4.1 | Bahasa M | lalaysia | 130 |
| | 3.4.2 | Chinese | | 130 |
| | 3.4.3 | Tamil | | 132 |
| | 3.4.4 | English | | 133 |
| 3.5 | Discour | rsal Trends | in the World Today | 135 |
| | 3.5.1 | Globaliza | ation, conventionalization and technologization | 137 |
| | 3.5.2 | The hybi | ridization of discourse genres | 137 |
| | 3.5.3 | The colo | nizing influence of advertising discourse | 138 |
| | 3.5.4 | The mult | tisemiotic nature of modern discourse | 139 |
| 3.6 | Busines | ss Discours | e in Malaysia | 139 |
| | 3.6.1 | Significa | nce of local discourse for this study | 139 |
| | 3.6.2 | Types of | Business Organizations in Malaysia | 140 |
| | 3.6.3 | Absence | of alternatives to Western discourse tradition | 141 |
| | 3.6.4 | Commo | n Malaysian Values | 143 |
| | | 3.6.4.1 | Malaysians are collectivistic rather than individualistic | 144 |
| | | 3.6.4.2 | Malaysians are heirarchical | 145 |
| | | 3.6.4.3 | Malaysians are relationship-oriented | 147 |
| 3.7 | Summa | ry of Issues | | 149 |

| C : | HAPTI | ER 4: Research Methodology | 151 | |
|------------|-------------------------|---|-------------------|--|
| 4.1 | Orien | Orienting hypotheses | | |
| 4.2 | ? Objec | ctives of the Study | 155 | |
| 4.3 | Scope | of Study | 157 | |
| | 4.3.1 | Focus on one side of the reciprocal relationship between society and discourse | 157 | |
| | 4.3.2 | Selection of social processes to focus on | 158 | |
| 4.4 | Reaso | ons For the Selection of Annual Reports | 159 | |
| | 4.4.1 | Social Reasons | 160 | |
| | 4.4.2 | Theoretical and Heuristic Reasons | 160 | |
| | 4.4.3 | Pragmatic Reasons | 163 | |
| 4.5 | The C | Corpus | 165 | |
| | 4.5.1 | The Primary Corpus | 165 | |
| | 4.5.2 | The Secondary Corpus | 170 | |
| 4.6 | Appro | each to Text Study | 174 | |
| 4.7 | Mode | s of Analysis | 179 | |
| 4.8 | Signifi | cance of Study | 183 | |
| 4.9 | Limitat | ions of the Study | 188 | |
| | 4.9.1 4.9.2 4.9.3 | Limitations related to primary and secondary data sources. Limitations related to scope Limitations related to reporting of findings. | 189 190 191 | |
| 4.10 | Defir | nition of Terms | 192 | |

| СН | APTE | R 5: Contents of the Annual Report | 193 | |
|-----|--|---|-----|--|
| 5.1 | A Brie | f Description of the Social Ecology of the Annual Report | 193 | |
| 5.2 | A Description of the Sections of the Annual Report | | | |
| | 5.2.1 | Corporate Mission | 196 | |
| | 5.2.2 | The "Contents" Section | 197 | |
| | 5.2.3 | Corporate Structure | 197 | |
| | 5.2.4 | Corporate Information | 198 | |
| | 5.2.5 | Corporate Profile | 198 | |
| | 5.2.6 | Chairman's Statement (CR) or CEO's Letter to the Shareholders | 199 | |
| | 5.2.7 | Board of Directors | 199 | |
| | 5.2.8 | Audit Committee | 199 | |
| | 5.2.9 | Management Team | 200 | |
| | 5.2.10 | The Financial Section | 201 | |
| | | 5.2.10.1 The Director's Report | 201 | |
| | | 5.2.10.2 Statutory Statement and the Statutory Declaration | 203 | |
| | | 5.2.10.3 Audit Report | 204 | |
| | | 5.2.10.4 The Profit and Loss Account | 205 | |
| | | 5.2.10.5 The Balance Sheet | 206 | |
| | | 5.2.10.6 The Notes to the Accounts | 207 | |
| | | 5.2.10.7 Statement of Sources and Application of Funds | 208 | |
| 4 | 5.2.11 | Financial Highlights (Sometimes termed "Track Record") | 209 | |
| 4 | 5 2 12 | Shareholdings Analysis | 200 | |

| | 5.2.13 | List of | Major Properties | 21 |
|------|--------|--------------------------|--|-----|
| 5.2. | 14 No | otice of A | nnual General Meeting and Proxy Form | 211 |
| 5.2. | 15 Co | orporate C | Calendar (Diary) | 214 |
| 5.2. | | eview of C nairman's | Operations (Sometimes incorporated in the Report) | 214 |
| CHA | APTE | R 6 | The Macroscopic View | 216 |
| 6.1 | Multi | iple Audie | ence and the Architecture of the Annual Report | 217 |
| 6.2 | Conv | entionaliz tatutory D | ration of Discourse: the Auditor's Report and eclaration | 219 |
| | 6.2.1 | Aspects | s of conventionalization in the Annual Report | 220 |
| | 6.2.2 | Conven | tionalization in the Auditor's Report | 222 |
| | | 6.2.2.1 | Features of convention | 222 |
| | | 6.2.2.2 | Reasons for Conventionalization | 231 |
| | 6.2.3 | | tionalization in the Statement of the Directors Statutory Declaration | 235 |
| | | 6.2.3.1 | Credibility and Accountability | 237 |
| | 6.2.4 | | ive and Interpretive Efficiency through tionalization | 240 |
| | 6.2.5 | The So | ciohistorical Ecology of Convention | 242 |
| 5.3 | The Ir | ntertextuai | as the Social | 245 |
| | 6.3.1 | Internal | Relations | 246 |
| | | 6.3.1.1 | Relations that exist between sections that (re)present the same Information | 247 |
| | | 6.3.1.2 | Relations of functional interdependency in the mandatory sections of the Annual Report | 251 |
| | | tions of | Fact and Opinion in the Annual Report 254 | |

| | 6 | .3.1.4 Relations that Maintain Thematic Links | 255 |
|-------------|-------|---|------------|
| | 6.3.2 | External Relations | 261 |
| | | 6.3.2.1 Influencing Relations | 262 |
| | | 6.3.2.2 Relations of Being Influenced | 267 |
| 6.4 | Busir | ness Ecology, the Blurring of Genres and Polyphony | 284 |
| | 6.4.1 | Polyphony | 286 |
| | 6.4.2 | Blurred Genres | 290 |
| 6.5 | Diach | aronic Changes as Responses to Changing Social Realities | 294 |
| 6.6 | Conc | luding Remarks | 300 |
| СН 2 | | R 7 Discoursal Concomitants of Social Process | 302 302 |
| 7.2 | The S | ocial Basis of the Macrostructure of the CR | 305 |
| | 7.2.1 | The Macrostructure of the CR | 306 |
| | 7.2.2 | At the Lexicogrammatical Level | 313 |
| 7.3 | The S | ocial Roots of the Structure of Argument in the CR | 316 |
| | 7.3.1 | Social Roots of Premises in Argument | 317 |
| | 7.3.2 | The Effects of Disciplinary Knowledge on the Structuring of Arguments | 323 |
| | | 7.3.2.1 Ellision of steps in argument | 324 |
| | | 7322 Terminology as "enecial tonics" | 327 |

| | 7.3.3 | A Typical Structure of Argument: the Prospects Section | 332 |
|-----|--------|--|--------|
| 7.4 | Hete | roglossia in the Discourse of the CR | 333 |
| | 7.4.1 | Heteroglossia in the "Conversations" of the CR | 334 |
| 7.5 | Imag | e Building | 350 |
| 7.6 | Conc | lusion | 362 |
| СH | APTEI | R 8 Content As Mirror of Material Processes | 363 |
| 8.1 | Refle | ctions of Vision 2020 | 364 |
| | 8.1.1 | Issues in Vision 2020 that have been given prominence in the C | Rs 366 |
| | 8.1.2 | Reflections of Social Processes in Three Topic Areas | 367 |
| | | 8.1.2.1 Technology | 367 |
| | | 8.1.2.2 Government | 373 |
| | | 8.1.2.3 Environment | 383 |
| 8.2 | F | Business zeitgeist | 390 |
| | 8.2.1 | Overall operating environment | 391 |
| | 8.2.2 | The Modernizing Process | 394 |
| | | 8.2.2.1 Knowledge as the primary factor of production | 395 |
| | | 8.2.2.2 Demassification | 397 |
| | | 8.2.2.3 Globalization of Business | 398 |
| 3.3 | Reflec | ctions of Social Processes in a Sector: The Plantation Sector | 401 |
| | 8.3.1 | Topical Landscape of the Plantation Sector | 403 |

| | 8.3.2 | The CR as a simultaneous mirror of multiple social processes | 407 |
|-----|--------|--|-----|
| | | 8.3.2.1 CRs as Mirror of Value Orientation | 404 |
| | | 8.3.2.2 CR as Mirror of Evolving Frames | 408 |
| | | 8.3.2.3 CR as a Mirror of Evolving Knowledge | 409 |
| | | 8.3.2.4 CRs as Mirrors of the Knowledge-Making Process | 409 |
| | | 8.3.2.5 CR as Mirror of Demografic Change | 410 |
| | | 8.3.2.6 CRs as Mirrors of the Nature of Human Progress | 411 |
| | 8.3.3 | Structure of a Problem Solving Situation: Replacing Cocoa with Bananas | 412 |
| | | 8.3.3.1 The Specific Token as a Generic Discourse Type | 413 |
| | | 8.3.3.2 CR as a Mirror of Persuasive Strategies | 413 |
| | | 8.3.3.3 Importing Existing Warrants | 415 |
| | | 8.3.3.4 Establishing a Scientific Basis for Discussion | 416 |
| | | 8.3.3.5 Using Subject Position as Reason for Trust | 416 |
| | | 8.3.3.6 Commercial Viability as a Warrant | 416 |
| | 8.3.4 | The Interplay of Fact and Discourse in the Representation of Outlook | 417 |
| 8.4 | | The Process of Establishing a New Company: A Sample Analysis | 421 |
| CH | APTER | 9 Reflections of Business Culture in the Annual Reports | 435 |
| 9.1 | Busine | ss Values Reflected in Different Parts of the Annual Reports | 436 |
| | 9.1.1 | Values mirrored in Mission Statements | 438 |
| | 9.1.2 | Values expressed in the Chairman's Reports (CRs) | 441 |

| | | 9.1.2.1 Quality and Excellence | 441 |
|-----|-------|--|-----|
| | | 9.1.2.2 Values Associated with the Human Factor | 449 |
| 9.2 | | Metaphors As Mirrors of Self Concept | 452 |
| | 9.2.1 | The Mental Frames the Metaphors Used by the Business Community Evoke | 453 |
| | | 9.2.1.1 Business as a Person | 453 |
| | | 9.2.1.2 Business as a Competitive Sport | 454 |
| | | 9.2.1.3 Business as a Terrain or Ecology | 455 |
| | | 9.2.1.4 Business as a Sea | 456 |
| | | 9.2.1.5 Business as a Journey | 456 |
| | | 9.2.1.6 Business as a State of Health | 457 |
| | 9.2.2 | Grammatical Metaphors | 458 |
| 9.3 | | Business Culture as Mirrored in the Visuals | 460 |
| | 9.3.1 | Forms of Visuals | 461 |
| | 9.3.2 | The Visual Narrative | 461 |
| | | 9.3.2.1 Visuals in the DMIB Annual Report of 1994 | 462 |
| | 9.3.3 | Values Communicated through Visuals | 467 |
| | | 9.3.3.1 Bar Charts | 467 |
| | | 9.3.3.2 Photographs | 471 |
| 9.4 | | Reflections of Social Changes in the Chairman's Report (CR) | 481 |
| 9.5 | | Concluding Remarks | 491 |

| СНА | PTER | R 10 Con | clusion | 493 |
|------|--------|-------------|---|-----|
| 10.1 | Mater | ial process | es revealed in the Annual Report | 494 |
| | 10.1.1 | The Proc | ess of Modernization | 494 |
| | 10.1.2 | Process o | of Cultural Change | 496 |
| | 10.1.3 | Process o | of Change in Social Structure | 496 |
| | 10.1.4 | Socio-his | torical Process of Demographic Change | 497 |
| | 10.1.5 | Process o | of Human Development | 497 |
| | 10.1.6 | Situation | as the Meeting Point of Several Social Processes | 497 |
| | 10.1.7 | The Glob | alization-Localization Dialectic and Language Choice | 498 |
| | | 10.1.7.1 | Significance of Language Choice in the Socioeconomic Semiotic | 499 |
| | | 10.1.7.2 | Significance of Language Choice in the Semiotics of Power Politics | 499 |
| | | 10.1.7.3 | Significance of Language Choice in the Semiotics of Knowledge | 502 |
| | | 10.1.7.4 | Significance of Language Choice in the Sociolinguistic Semiotic | 503 |
| 10.2 | Discou | ırse Proces | ses Revealed in the Annual Reports | 504 |
| | 10.2.1 | Macro Di | scourse Processes of discourse | 504 |
| | | 10.2.1.1 | Globalization of discourse | 505 |
| | | 10.2.1.2 | Colonization of discourse by the discourse of advertising and science | |
| | | 10.2.1.3 | Conversationalization of Public Discourse | 505 |
| | 10.2.2 | Micro Dis | scourse Processes | 506 |
| 10.3 | Issues | related to | Text Theory that the Study Raises | 508 |

| 10.3.1 | Issues Related to Genre Theory | 508 |
|--------------|---|-----|
| 10.3.2 | Issues Related to Discourse Community | 510 |
| 10.3.3 | Issue of Hybridity | 512 |
| 10.3.4 | Issues Related to Extratextual Meaning of Texts | 513 |
| 10.3.5 | Intertextuality, Professional Symbiosis and the Relationship between Disciplinary Knowledge and Professional Application | 514 |
| 10.4 | Recommendations for Future Research | 515 |
| Bibliography | | 518 |
| Appendix 1 | | 532 |
| Appendix 2 | | 535 |
| Appendix 3 | | 536 |

LIST OF ILLUSTRATIONS

| | | No |
|------------|---|-----|
| Figure 1.1 | How Community Ramifies into Different Domains of Being | 14 |
| Table 3.1 | Key Features of Second Wave and Third Wave Companies According to Toffler and Toffler | 123 |
| Table 3.2 | Peter's Summary of Key Features of "Winners" of the Future | 126 |
| Table 4.1 | Selection of Corpus | 166 |
| Table 4.2 | The Number and Distribution of All the Malaysian Companies According to the Industrial Sector They Belong to | 167 |
| Table 4.3 | Disparity Between Categorization of a Company and Its Actual Business Involvements | 169 |
| Figure 4.1 | The Social Context of the Annual Report | 182 |
| Table 5.1 | Elements in the Annual Report of Three Companies | 195 |
| Table 6.1 | The Macrostructure of the Auditor's Report | 226 |
| Figure 6.1 | Intersemiotic Overlap in a Core Professional Value | 240 |
| Figure 6.2 | Relationship Between the Legally Required Sections | 252 |
| Table 6.2 | Visual Veit Motif in the Annual Report | 259 |
| Figure 6.3 | The AR's External and Internal Intertextual Relations | 266 |
| Figure 6.4 | The Intertextual Foundation of the Malaysian Annual Report | 267 |
| Table 6.3 | Text as Instantiation of Prefabricated Model | 275 |
| Figure 6.5 | The Intertextual Environment of the Auditor's Report | 281 |
| Table 6.4 | Evolutionary Trends in Annual Reports | 300 |
| Table 7.1a | Typical Conversations of CRs: Company 1 | 336 |
| Table 7.1b | Typical Conversations of CRs: Company 2 | 337 |

| Table 7.1c | Typical Conversations of CRs: Company 3 | 33 |
|-------------|---|-----|
| Figure 7.1 | Perspective for Discussion of Topics in CRs | 349 |
| Figure 7.2a | Forces that Impinge Upon the Discourse of Company 1 | 350 |
| Figure 7.2b | Forces that Impinge Upon the Discourse of Company 2 and 3 | 350 |
| Figure 8.1 | Material Processes of Technology Spread and Use | 37 |
| Table 8.1 | Collage of Texts which Refers to Government Action | 374 |
| Table 8.2 | The Existence/Emergence of Thematic Formations in Discussions of the Environment | 389 |
| Table 8.3 | Overseas Activities of Malaysian Companies | 399 |
| Figure 8.2 | Topical Landscape of Oil Palm Industry | 404 |
| Figure 8.3 | An Example of the Process of Problem Solving | 414 |
| Table 8.4 | Pattern of Facts in Proton's Action Space 1994 | 423 |
| Figure 8.4 | Proton's Management Choices | 428 |
| Figure 8.5 | Generic Choices in Business Decision Making | 429 |
| Table 9.1 | Values Underlying management Practices | 437 |
| Table 9.2 | Underlying Values of Three Malaysian Companies as Reflected in Their Mission Statements | 439 |
| Table 9.3a | Textual Invocation of Values: DMIB | 446 |
| Table 9.3b | Textual Invocation of Values: Promet | 446 |
| Table 9.4 | Values Associated with Different Groups within Discourse Community | 451 |
| Table 9.5 | Values Communicated through Visuals | 463 |
| Table 9.6 | Pictures in EAC's 1993 Annual Report | 478 |
| Figure 9.1 | Images of the Company's Achievements | 479 |

Table 9.7 Types of Buildings Constructed by Six Property Development Companies