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PERSUASION IN THESIS WRITING

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ABSTRACT

This study is an attempt to suggest that persuasion is employed in thesis writing. Based on the Social Constructionist Approach, the present study proposes that persuasion in thesis writing is implicit. This is in line with the demands of the academic community that expects scientific language to be objective. Both qualitative and quantitative analyses were conducted in the study. The major study is a qualitative analysis based on a corpus made up of fourteen (14) Master's theses that were randomly selected from the Arts and Science fields. Two quantitative analyses were also conducted on the corpus. The first was to investigate the distribution of the persuasive strategies identified in the study and to compare the use of persuasive strategies between thesis writers from the Arts and Science fields. The second analysis, based on a corpus of six (6) Master's theses, was to investigate the amount and types of non-linear texts used. The types of persuasive strategies found in thesis writing are compiled and presented. The findings of the quantitative analyses are tabulated and discussed. The analysis seems to support the notion that persuasion is used in thesis writing and it forms the underlying basis of the strategies used in thesis writing.

ABSTRAK

Kajian ini ingin mencadangkan bahawa pemujukan atau "persuasion" digunakan dalam penulisan tesis. Berdasarkan pendekatan secara "Social Constructionist", kajian ini ingin mengajukan bahawa pemujukan yang digunakan dalam penulisan tesis adalah dibayangkan tetapi tidak secara terus terang. Ini adalah sejajar dengan kehendak masyarakat akademik yang menyarankan bahasa saintifik yang digunakan hendaklah objektif. Kedua-dua kaedah analisa kualitatif and kuantitatif digunakan dalam kajian ini. Kajian utama adalah merupakan satu analisa kualitatif ke atas korpus yang terdiri daripada empat belas (14) tesis Ijazah Sarjana yang dipilih secara rawak dari kedua-dua bidang Sastera dan Sains. Dua analisa kuantitatif juga dijalankan. Kajian pertama adalah untuk mengkaji sebaran strategi-strategi yang telah dikenalpasti dalam kajian, dan untuk membandingkan pengunaan strategi-strategi tersebut dikalangan penulis tesis dari bidang Sastera dan Sains. Analisa kedua, berdasarkan korpus yang terdiri dari enam (6) tesis Sarjana, adalah untuk mengkaji amaun dan jenis teks bukan-linear yang terdapat dalam tesis Ijazah Sarjana. Jenis-jenis strategi pemujukan yang terdapat dalam penulisan tesis dikategori dan seterusnya dibincangkan. Analisa yang telah dijalankan ini diperhatikan menyokong anggapan bahawa pemujukan memang digunakan dalam penulisan tesis and ianya menjadi asas bagi strategi-strategi yang digunakan dalam penulisan tersebut.

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May Allah swt. Bless All of You.

DEDICATION

I dedicate this thesis to

My Dad

Allahyarham Tuan Haji Mohd. Noor bin Wahab

Who wanted the best for his children

My Mum

Who has always been there for me

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