

CHAPTER FIVE

THE FORM AND FUNCTIONS

OF MALAYSIAN BUSINESS-TO-BUSINESS BROCHURES

5.0 Introduction

This chapter describes the different forms of Malaysian business-to-business (b2b) brochures as evident from the corpus of the study and discusses the functions of these business brochures. Section 5.1 provides a description about the forms in which the business brochures are presented which includes identifying the format in which they exist and stating their percentages of occurrences in the data. This information helps to establish the most common form of business brochures in Malaysia. Section 5.2 describes the functions of the business brochures based on the literature of advertising and promotional genre and also based on the data obtained from interviews with the discourse community specifically responses from the producers and the readers of the business brochures. The functions of the brochures identified based on the transitivity analysis of the verbal text will also be discussed in this section. This chapter ends with Section 5.3 which will summarise the chapter. The findings about the format of the business brochures provide a useful guide to brochure designers interested in producing brochures for the business markets in Malaysia. Similarly, the functions of business brochures established not only provide information about the main purposes of business brochures as seen from the perspectives of the discourse community, they are also valuable references for discussion about whether the functions of the brochures are reflected in the visual and verbal elements of the business brochures. This discussion will be undertaken in the following chapter.

5.1 The Form of Malaysian B2b Brochures

The Malaysian b2b brochures are normally of A4 size either printed on one-side or on both sides of the paper. They can be in a bi-fold or a tri-fold form or even left unfolded. The analysis of the data found that there are five types of format in which the business brochures are presented in the data. The information about the types, their descriptions and their percentage of occurrences is listed in Table 5.1.

Table 5.1
Forms of Malaysian business brochures and their percentages of occurrences

Type	Description of form	No. of brochures	% of occurrences
1	1 A4 size paper printed on both sides	26	41.3%
2	1 A4 size paper, printed on both sides, bifolDED	22	34.9%
3	2 A4 size papers printed on both sides, not folded	6	9.5%
4	1 A4 size paper printed on one side, not folded	6	9.5%
5	1 A4 size paper, printed on both sides, trifolDED	3	4.8 %

Table 5.1 shows that the most common form of Malaysian business-to-business brochure is of one A4 size printed on both sides (Type 1). Figure 5.1 is an example of the front page of a business brochure produced in this form and Figure 5.2 is the back page of the same brochure. This form makes up 41.3% of the business brochures.



SPECIAL TRAINING PROGRAMME

Date : 29th to 30th
March 2005
Venue : (KL/PJ)
To be determined
Time : 9.00a.m. - 5.00p.m.

SYSTEMATIC QUALITY TOOLS FOR CONTINUOUS QUALITY IMPROVEMENT

INTRODUCTION

In the edge of intense global competitiveness, organizations face the challenge to continuously manage all systems and processes to perfection in order to address the dynamic marketplace, intense competitions and satisfying their customers' expectations. To be the winner in this economic war, organizations must ensure that they can provide superb quality goods and services to their respectful customers. Thus, to address these needs organizations must continuously improve their processes and effectiveness in their daily operations.

In addressing this issue, focusing on performance excellence by using the PDCA technique and quality tools will enable organizations to continuously improve their processes, reduce cost and enhance their delivery capability. The PDCA technique helps to initiate continual improvement process and enable organizations to successfully perform as what their customers expected. The PDCA concepts (plan, do, check and action) will help organizations to develop, monitor and improve their processes throughout their system in more effective and efficient manner.

Moreover, the systematic quality tools will assist employees to solve problem related to productivity and quality in the operation and production system. The use of quality tools like Pareto diagram, graphs and check sheets will help employees to identify and solve quality related problem in their work areas. Furthermore, the application of these tools along with the application of PDCA concept will also help employees to make the right and better decisions. Using the PDCA concept and applying the right quality tools to approach the problem will help to improve effectiveness, efficiency and productivity in daily operations and give employees the opportunity to contribute to their own development.

COURSE OBJECTIVES

- To enhance participants' knowledge and skills in identification of the improvement project in their organization.
- To enable participants to apply the PDCA technique for continuous improvement process in their organization.
- To enhance participants' knowledge and understanding of QC tools and its application in problem solving.

WHO SHOULD ATTEND

- Managers
- Executives
- Training personnel
- Anyone who has responsibility and involvement in quality improvement activities in their organization

COURSE CONTENTS

1. INTRODUCTION TO QUALITY IMPROVEMENT TOOLS
2. IDENTIFICATION OF QUALITY IMPROVEMENT PROJECT
3. USING PDCA TECHNIQUES FOR PROBLEM SOLVING
 - Plan
 - Do
 - Check
 - Action
4. TYPES OF QUALITY IMPROVEMENT TOOLS
 - Check Sheet
 - Cause & Effect Diagram
 - Pareto Diagram
 - Control Chart
 - Histogram
 - Chart & Graph
 - Scatter Diagram

Figure 5.1
The front page of a Malaysian b2b brochure printed on both sides of the A4 size paper and not folded (Type 1)

SPECIAL TRAINING PROGRAMME REGISTRATION FORM

FAX : 03-20955972/20876215 ATTN : NUR AISYAH HASSAN
 TEL : 03-20984804/20984866 PLEASE FAX BEFORE : 21st March 2005

A. PROGRAMME : SYSTEMATIC QUALITY TOOLS FOR CONTINUOUS QUALITY IMPROVEMENT

B. GENERAL INFORMATION

1. Employer Code Number :

2. Name Of The Company : _____

3. Address : _____

4. Tel : _____

5. Fax : _____

C. DETAILS OF THE PARTICIPANT ATTENDING THE WORKSHOP **NRIC.**

1. _____

2. _____

(Please attach a separate list if necessary)

D. EMPLOYERS DECLARATION

1. I (name) _____ agree to send these particular trainees to attend the above programme organized by Pembangunan Sumber Manusia Berhad (PSMB).

2. I also give the authority to Pembangunan Sumber Manusia Berhad (PSMB) to debit RM 500.00 / trainee from our HRDF account for the course fees of our trainees although they withdraw after the confirmation letter has been issued.

Signature : _____

Chairman / Executive Director /
 General Manager / HR Manager /
 HR Executive

Name And Company Stamp : _____

Date : _____

WORKSHOP LEADER

EN KABIR AHMAD MOHD JAMIL

En Kabir Ahmad Mohd Jamil is currently a manager in Quality Management Unit. He has almost 15 years experience working in NPC for various positions like marketing manager, productivity and quality consultant and research assistance. His responsibilities include designing and evaluating training programs, conducting and organizing training courses, giving advisory and consultancy services in productivity and quality areas and so on. En Kabir Ahmad is actively involve in giving consultancy and lectures in various subjects. His training expertise include subjects like Total Quality Management, Performance Management System, Industrial and Plan Maintenance, Training Methodology, Benchmarking and Best Practices and so on.

En Kabir Ahmad also has been actively involved in auditing Prime Minister Award, Quality Management Excellence Awards and Johor Menteri Besar Award. Thus, he also involved in judging QCC Conventions for companies like TNB, EON, SHARP, Matsushita and so on. Furthermore, he has presented papers in Malaysian Technical Cooperation program on various titles. Some of the titles are Line Balancing, Optimization Approach, TQM and Excellence Organization, and TQM and Awards Criteria Framework - A Benchmarking Process and others.

As for qualifications, En Kabir Ahmad has a Masters Degree in Industrial and Manufacturing System Engineering from Ohio University, a Bachelor in Agriculture Engineering from University Pertanian Malaysia. He also obtained an Auditor Certificate for Quality Management System-ISO 9000 from Institute of Quality Assurance in United Kingdom.

Disclaimer - PSMB reserves the right to make changes to the venue, date, speaker including cancellation of the workshops if warranted by circumstances beyond its control

Figure 5.2
 The back page of a Malaysian b2b brochure printed on both sides of the A4 size paper and not folded (Type 1)

The Type 2 format makes up 34.9% of the brochures and as such is the second common form of the business brochures. This type is similar to that of Type 1 except that the pages are bifolded. Figures 5.3, 5.4 and 5.5 are examples of the front, internal and back pages of this type of format of the business brochures.

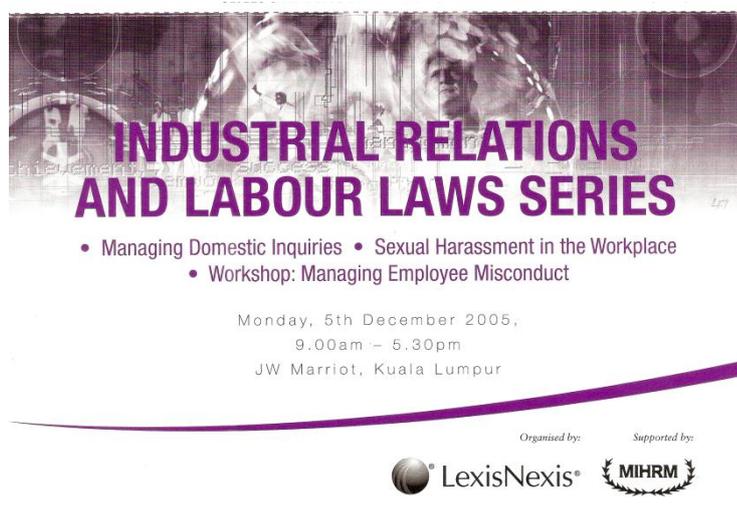


Figure 5.3
 The front page of a Malaysian b2b brochure which is bifolded and printed on both sides of the A4 size paper (Type 2)

Registration Form - INDUSTRIAL RELATIONS AND LABOUR LAWS SERIES

PRICE		PAYMENT OPTIONS	
<input type="checkbox"/> Regular Fee	RM 790.00	<input type="checkbox"/> Pay by Cheque:	RM _____
<input type="checkbox"/> Members of MIHRM (10% Discount)	RM 711.00	Please post a crossed cheque payable to Malayan Law Journal Sdn Bhd	
		<input type="checkbox"/> Pay by Credit Card:	RM _____
		Please charge to my <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa	
		Card No	_____
		Name of Cardholder	_____
		Signature	_____
		Expiry Date	_____
DELEGATE DETAILS			
DELEGATE 1 Mr / Ms / Mrs / Dr:			
Name _____			
Position _____		Dept _____	
Email _____ Phone _____			
DELEGATE 2 Mr / Ms / Mrs / Dr:			
Name _____			
Position _____		Dept _____	
Email _____ Phone _____			
DELEGATE 3 Mr / Ms / Mrs / Dr:			
Name _____			
Position _____		Dept _____	
Email _____ Phone _____			
Fax _____			
Company _____			
Postal Address _____			

4 EASY WAYS TO REGISTER

FAX (603) 7718 6803 **PHONE** (603) 7718 6863 / 46

MAIL **Malayan Law Journal Sdn Bhd**
Level 12A (Tower 2), Kelana Bireh
Tower, Jalan SS 7/15 (Jalan Stadium), 47301 Kelana Jaya, Selangor Darul Ehsan.

EMAIL conferences@mlj.com.my

VENUE
JW Marriott Hotel Kuala Lumpur
183, Jalan Bukit Bintang, 55100 Kuala Lumpur
Tel: 03 2715 9000 • Fax: 03 2715 7012

BOOKING CONDITIONS

- Registrations will be confirmed upon receipt of your completed Registration Form
- Full payment must be made before the date of the conference
- If you are unable to attend the conference, a substitute delegate's welcome at no extra charge. Alternatively, your registration can be credited to a future conference within the next 12 months.
- For cancellations received in writing more than 2 weeks prior to the conference, a full refund less MYR 100 administrative charge will be made. Requesting to no refund can be made less than 2 weeks prior to the event and the amount will remain payable in full. A complete set of conference documentation will, however, be sent to you.
- All speakers and topics are correct at the time of printing. Unpublished reserves the right to substitute speakers and cancel or alter the content and timing of the program for reasons beyond its control.
- Where group discounts are offered, delegates must sign up collectively.

For enquiries, please contact: Ms. Pervin or Mr. Ramesh

Figure 5.4
The back page of a typical Malaysian b2b brochure which is bifolder and printed on both sides of the A4 size paper (Type 2)

Properly conducted domestic inquiries are crucial to the effective management of industrial discipline especially in cases of major misconduct. A defective domestic inquiry can result in adverse consequences for an organisation in terms of monetary costs as well as loss of goodwill and confidence in the company's disciplinary procedure by its employees.

Handling and conducting effective internal investigation of employee misconduct with regard to allegations of sexual harassment is also crucial. It is important to understand the policies and procedures in order to properly manage such complaints to minimise liability and exposure of the company.

This full day event will address issues of sexual harassment and domestic inquiries in a comprehensive and interactive manner. HR professionals will also be updated on the latest case law in order to stay at the forefront of recent happenings in human resource management. There will also be an interactive workshop focusing on various scenarios of misconduct, giving participants an opportunity to address issues of concern in a more hands-on manner.

PROGRAM

A PRACTICAL & LEGAL APPROACH TO CONDUCTING DOMESTIC INQUIRIES
Dealing with disciplinary matters in domestic inquiries requires in-depth knowledge and skills in order to avoid costly consequences for employers. The speaker will take you through the entire domestic enquiry process and offer invaluable insight on how best to manage the inquiry.

- Pre-inquiry procedures
 - Investigation
 - Suspension from work pending investigation/inquiry
 - Serving of show cause letter
 - Notice of Inquiry
- Drafting of charges/allegations based on relevant facts from the investigation report
- Managing the domestic inquiry
 - Forming the panel
 - Procedures
- Consequences of a defective inquiry
- Understanding the consequences of not holding an inquiry
- Documentation and follow-up
- Communicating the dismissal to other employees

LATEST UPDATE IN EMPLOYMENT LAW

The speaker will give an update of landmark cases in employment law as well as recent development in case law. There will also be a discussion on salient points of these cases and the impact they may have on Malaysian companies. This includes discussion of *Telekom Malaysia Berhad v Ramli Akim 2005* case regarding awards of future loss of earnings to an unfairly dismissed workman.

SEXUAL HARASSMENT AT WORK AND ITS IMPLICATIONS

- Do employers have a legal responsibility to safeguard their employees from sexual harassment at the workplace?
- Recognising correct and incorrect behavior
- Identifying the difference between sexual harassment and discrimination
- How to deal with sexual harassment cases and what standard of proof is called for
- Discussion of recent cases
- Code of practice on the prevention and eradication of sexual harassment in the workplace

Led by: **Thavalingham Thavarajah, Partner, Zaid Ibrahim & Co.**

WORKSHOP: HANDLING EMPLOYEE MISCONDUCT

Handling employee misconduct is still very much a grey area for most HR professionals especially when ensuring that an appropriate penalty is administered depending on the gravity and type of misconduct. In this workshop, participants will analyse specific scenarios of employee misconduct (as listed below) and discuss how best to apply the law in handling such situations.

The hands-on workshop will be led by two highly respected practitioners, Mr. Thavalingham Zaid Ibrahim and Mr. Sivananthan of MIUC, who will effectively advise each group from the points of view of employers as well as employees and unions. Past delegates at this workshop have found the interaction and group discussion immensely practical and beneficial.

Poor Performance

- The do's and don'ts in managing poor performance
- The paper trail in establishing poor performance

Constructive Dismissal

- The threat of constructive dismissal
- Employer's response, by correspondence / conduct

Employee Misconduct

- Dealing with Criminal Breach of Trust
- The recent decision of *Eso Production (M) Inc v Maimunah bte Ahmad & Aor*
- Absenteeism; High Medical, Annual and Emergency Leave

Led by:

Thavalingham Thavarajah, Partner, Zaid Ibrahim & Co.
Mr. A Sivananthan, Malaysian Trade Union Congress

PROFILE OF THE SPEAKER

Thavalingham Thavarajah, a partner at Zaid Ibrahim & Co holds a Bachelor of Laws (Hons) degree from Liverpool, United Kingdom. He is a barrister-at-law, Gray's Inn and was called to the English Bar in 1989. Thava was admitted as an advocate and solicitor of the High Court of Malaya in 1990. He is currently a member of the Industrial Court Practice Committee of the Bar Council and has served the Committee for the last eight years.

Thava is the principal author of *Employment Termination Law & Practice Malaysia*. He is also the contributing editor of the volume on the *Employment Act, the Industrial Relations Act and the Trade Unions Act for the Annotated Statutes of Malaysia* published by the Malayan Law Journal. He also contributed as Panel Author to the *Employment Law Asia* (Malaysian Chapter).

Thava has presented papers at numerous conferences both at local and regional levels. He was a key note speaker on 'New Dimensions in Employment Relations: Trade Union Act 1959' at the Public Symposium on *Employment Relations in the New Malaysian Era* endorsed by the Ministry of Human Resources in 2001. He also presented a paper on 'Malaysian Employment Law' at the Employment Session of the 9th Annual Meeting and Conference of the Inter-Pacific Bar Association in Bangkok, Thailand in 1999.

WHO SHOULD ATTEND

- Human Resource Managers
- Industrial Relations Managers
- Corporate Counsel
- Employee Relations Managers
- Compensation and Benefits Managers
- Lawyers specializing in Employment Law
- Managing Directors
- General Managers

HERE'S WHAT PAST DELEGATES HAD TO SAY ABOUT LEXISNEXIS' 2005 LABOUR LAWS SERIES

"Good speakers with experience. The workshop with lawyers and trade unionists as panelists. Simply Brilliant!"
General Manager- HR Development, Tenaga Nasional

"Lively & experienced speakers"
Legal Adviser, Selangor Dredging

"Addressed interesting HR issues. Good sets of case laws on employment"
Senior Legal Executive, Bank Negara Malaysia

Best aspects of the conference... "Real case scenarios being discussed and success stories shared by speakers"
HR & Admin Manager, CNI Corporation

"The speakers have vast experience and provide actual scenarios for better understanding"
Senior Legal Executive, Celcom Malaysia

"... workshop after the briefing very appropriate and helps participants to understand better."
Administration Manager, ITW Mertz

Figure 5.5
The inside page of a Malaysian business-to-business brochure which is bifolder and printed on both sides of the A4 size (Type 2)

Together Type 1 and Type 2 formats of the business brochures constitute 76.2% of the business brochures and thus this means that $\frac{3}{4}$ of the brochures can be found in either these two types of format.

Other variations of the forms of the business brochures could be that the A4 size brochure is printed on only one side and not folded (Type 3) or one that consists of two A4 size papers, printed on both sides and bifoldd (Type 4). Lastly, it could also be in the form of an A4 size paper printed on both sides and tri-folded (Type 5). In total, these three variations make up only 15% of the business brochures and thus they are less commonly found. Therefore, in terms of the forms of business brochures, it can be concluded that a typical form of the business brochures is of the A4 size printed on both sides either bifoldd or left unfolded.

5.2 Functions of Malaysian B2b Brochures

This section will begin by reviewing the functions of brochures described in the literature. Then, it will discuss the functions of business brochures in Malaysia as outlined by the producers of the brochures as well as by the readers of the brochures in the interviews conducted with them. Finally, evidence of the functions of the brochures as found in the transitivity analysis of the verbal texts of the brochures will also be brought forth in this section. Thus, three sources of evidence will provide the information about the functions of the brochures ensuring the validity of the conclusions made about the functions.

5.2.1 Functions of Business Brochures: Literature on Advertising

Business brochures have been ascertained in Chapter 2 as a type of business promotional discourse whose function is to promote the products advertised. Literature about brochures regard them to be of a ‘promotional genre’ (Bhatia, 1993) and according to Bhatia the communicative purpose is that of ‘promoting something’. This could be regarded as a general definition as it does not contribute much to the description of the genre as an intentional and purposeful activity from the view of the sender.

Kotler (2002) states that companies must do more than to offer good products or services in order to succeed. They must inform consumers about the benefits of the product and to position these in the consumers’ minds. Thus, advertising for business organizations serves the purpose of informing about the product and its benefits such that the readers are persuaded to respond to the advertisement.

Thus, brochures are described as having two main functions namely promoting and informing which are also the communicative elements in advertising. Studies have shown that persuasion is considered to be the main function of advertising and that the informative function is secondary to the persuasive one. However, Cook (2001) claims that the persuasive function is insufficient to describe advertising as advertisements may also amuse, inform, misinform or warn. Furthermore, he states that the informative function must not be underestimated as “providing the market with information about products and services is one of the oldest, most obvious and most important functions of advertising” (Cook, 2001: 153). The function to convey

information is particularly important in various forms of advertising like those discussed in the following section.

Firstly, in introduction advertising, much information about the product is required when a new product is to be launched to the market. This is to acquaint the consumers to the new product and ultimately convince them of the usefulness of the product. Secondly, in penetration advertising, factual information is crucial so as to distinguish a product against competing brands. Finally, in expansion advertising, information is required to convince new customers of the advantages of the product. Thus, conveying information is an equally important function of advertising.

B2b brochures are texts produced to advertise products or services to other businesses. Unlike b2c brochures which appeal to the emotions of the individual customers (Kotler et al. 2002), these business brochures are all about disseminating information, for content is considered as 'king' for business-to-business marketing (Murphy, 2007). It is also concerned with building profitable, value-oriented relationship and establishing credibility which are vehicles in promoting products and services to corporate customers (Oliva, 2006). Nevertheless, key information about the product in the brochures is the deciding factor in a business buying process where different information is required to meet the demands of the various decision-makers in the process (Table 2.1). Therefore, providing information is of prime importance in business-to-business brochures.

However, in order to move beyond the official purposes of 'promoting something' and 'informing about something' as discussed in the literature, there is a need to turn to the industrial market and the goals and intentions of the participants of the market in

trying to determine what the company is trying to achieve through the texts they produce (Askehave, 1999). Thus, this study turns to the discourse community of the business brochures to ascertain the main functions of the brochures.

5.2.2 Functions of Business Brochures: Producers of Brochures

This section outlines the functions of the business brochures as described by the producers of the business brochures or in communication terms they are known as the senders of the message.

Generally, the producers of the business brochures claim that the main purpose of producing the brochures is to inform prospective clients about the training programmes they are promoting. They said it is crucial to the producers of the brochures to inform the readers of what they can offer in comparison with what other training providers can especially those that advertise similar training programmes. In informing prospective clients about the training programmes, the brochures thus create awareness (Interviewee C) about the availability of the programme and the training provider of the programme.

When questioned about whether they consciously employ elements of promotion in the brochures, they replied that since the primary aim is to provide adequate information about what the training programme is about, the focus is to include as much information in the brochures sometimes at the expense of images or other visual cues of promotion. As indicated by Interviewee B, it is only when space permits that images are included in the brochures. Otherwise, “in small space, we put as much focus on content” (Interviewee B). As the buying process in the business markets

involves many individuals (Chapter 2), there is a need to convey as much information to meet the needs of these individuals.

This is reflected in the business brochures in this study where only forty of the brochures have visuals in them. The visuals are also not salient for they are usually placed on the left, considered as given information and superimposed by the very salient title. Furthermore, monochrome colours are predominantly used which deemed them as being of low modality (Section 8.3). According to the respondents, if visuals are included in the business brochures, they are to 'pull' the reader to *continue* reading the brochures not so much as to attract clients to the brochures. It is the title of the brochure that attracts prospective clients as titles can be seen as eye-catching devices (Interviewee A) with their big font and their usual placement at the top or middle of the brochures. Interviewee C reiterated that title is "to attract attention to inform clients the training we advertise". Focusers, according to Interviewee D "are little things to attract ... but just to add to design". Therefore, elements of promotion are used in the brochures though interviewees seem to think they are of lesser importance.

Nevertheless, the training providers agree that the information in the brochures can be promotional elements in the brochures. Information like company details, identified by Interviewee C, can also be elements of promotion as the information describes the company as qualified to provide training. In addition, Interviewee E highlighted that having SIRIM accreditation on the brochures indicates quality training and enhanced the credibility of the training company and as such is a form of attraction. Thus, according to the producers of the business brochures, the main function of the business brochures is to inform clients of the training programme to be conducted by the training providers and that promotion is a secondary function.

5.2.3 Functions of Business Brochures: Readers of Brochures

This section describes the functions of business brochures as identified by the readers of the brochures or also known as the receivers of the message. According to Interviewee F, brochures sent to his company are usually read by the personnel in the human resource departments. Then, these brochures are processed whereby they are forwarded either to the management group or to the department that might find the programmes in the brochures relevant or useful. The readers would usually look for key information like content and benefits of the training programme. Readers of the brochures see the brochures as package of information about the programmes they advertised (Interviewees G, H, I). Since these brochures are produced for specific target audience, the readers do not usually consider these brochures as advertisements which are usually produced for a wide range of audiences. Thus, according to the readers of the brochures, the function of the business brochures is to inform them of new and existing training programmes.

The readers also felt that the brochures function as a lead-in to what training programmes are available in the market and who the training providers are. Therefore, readers consider business brochures as an avenue of establishing network with the various training providers especially when their services would be required (Interviewee H). Two out of the three readers interviewed felt it is particularly useful for new companies and also for established companies to foster networks as these would provide leads to the many training providers. Establishing contacts/relations is an important element in business markets. Askehave (1997) indicates that the purpose of company brochures is to present the company as a qualified partner and brings forth the notion of a network approach pertaining to business relationships that focus on

information exchange and social exchange. Malaysian business brochures can be said to have similar purposes as it has been established that brochures in general are of the same colony of genres.

Even though elements of persuasion like images, incentives and corporate identity are present in the brochures, the readers do not think they are significant forms of advertising (Interviewees F, G, H and I). They would not base their decision about a training programme on these elements of persuasion. In fact, Interviewee G does not consider business brochures as an advertising tool mainly due to the layout of the brochures. These business brochures are very factual and as such the layout of the brochures are rather conventional and predictable. This is reflected in the layout of the brochures which is fashioned in a vertical structure (Section 8.2) and filled with chunks of information. In addition, even though pictures are used in the brochures, they do not play a big role. Pictures are just “something nice to look at” (Interviewee F). Regarding colours, Interviewee G felt that they are also of less importance as elements of promotion as the colours in the brochures “do not jump at the audience”. This is because subdued colours are used in the brochures.

Therefore, readers of business brochures consider business brochures as texts that inform them of the training programmes available in the market and also as means of establishing network with training providers.

As a conclusion, both the producers and the readers of the business brochures identify the main function of these brochures as one that convey information. Though persuasive elements are present in the brochures, they consider persuasion as secondary to the function of informing. Readers also consider business brochures as a

means of establishing relations with the training providers. These findings show that the functions of the Malaysian business brochures are similar to the functions of brochures discussed in the literature.

5.2.4 Functions of Business Brochures: Transitivity Analysis of Verbal Text

The verbal texts found in the clusters identified as components of the business brochures are analysed in terms of their transitivity where information about participants, processes and circumstantial elements in the texts will be identified. This information will be used to describe the functions of the texts. Table 5.2 provides a summary of the processes, participants and circumstances in the texts which is derived from the detailed analysis displayed in Appendix H.

Table 5.2
Summary of findings from the transitivity analysis
(number of occurrences / % of occurrences)

Process types	Participants	Circumstances
Material (30 / 75%)	Actor (15 / 36%) Goal (27/ 64%)	Location (5 / 25%)
Mental (3 / 7.5%)	Sensor (3 / 33%) Phenomenon (6 / 67%)	Manner (3 / 15%)
Relational (7 / 17.5%)	Carrier (4 / 27%) Attribute (5 / 33%) Token (3 / 20%) Value (3 / 20%)	Matter (12 / 60%)

It can be seen that the majority of the processes (75%) are of the material type. This indicates that the texts are centrally concerned with actions and the participants who carry them out. Tangible, physical actions like *learn, identify, develop, organize, design, operate, increase, receive, implement, involve and train* stated in the verbal texts of the brochures are, therefore, of primary focus in the brochures. This information shows that the texts informed readers of what actions the participants will be involved with in the training programmes.

In terms of participants in the material processes, data shows that the most frequent is the ‘goal’ where it is found in 64% of the processes. The goal is the participant at whom the material process is directed, to whom the action is extended or in traditional grammar it is known as the direct object. In the texts, goals identified are like *training objectives, knowledge and skills, employee performance, certificate of completion, courses and e-learning programme*, thus, highlighting information about what will be achieved in the programmes. Therefore, the material processes and participants of the verbal texts function to provide information.

Relational processes can also be found and are evident in 17.5% of the verbal texts of the brochures. These processes encode meanings about the *states of being* rather than actions like in the material processes. Relations between two entities are identified based on attributes and identifying elements. In these processes, carriers (participants) are assigned with attributes. Examples of such relations can be seen in the following clauses:

1. SMR **is** the largest “Train the Trainer” company (Brochure 51).
2. The company **has** been in the forefront of innovations in learning and performance (Brochure 51).

3. He **has** more than 18 years of working experience in the designing of information systems ... (Brochure 17).
4. This 5-day program will enable your trainers ... **to be** effective in-house trainers (Brochure 34).

The clauses, therefore, described and identified the training company, training programme and training facilitator with positive attributes. These descriptions enhance credibility of the training company and facilitator and highlight quality of the programme. Thus, readers are encouraged to relate themselves with such training providers, facilitators and programmes.

Positive attributes assigned to the companies and facilitators of the programmes can also be considered as elements of promotion. Other adjectives like *professional, comprehensive, concise, established, largest, organized, capable, qualified and recognised* found in the texts show that the function of promotion is also evident in the brochures.

Circumstances in verbal texts function to add specificity to the information given and to provide details in the process types in terms of extent, cause, location, matter, manner, role and accompaniment. In the verbal texts of the brochures, matter type of circumstantial is more predominant where it focuses on what a particular adverbial or prepositional phrase in the clause is about. In other words, it provides information on the subject matter of the phrases. As such, even the circumstances in the clauses are focused on providing information.

The transitivity analysis identified the functions of providing information and establishing relationship as evident in the verbal texts of the brochures. Positive adjectives describing the training providers, facilitators and training programmes function as elements of promotion.

5.3 Summary

This chapter describes the forms in which the Malaysian business brochures are found and establish the most common format in which these brochures are presented. The business brochures are usually in the form of one A4 size paper printed on both sides and either bifolded or left unfolded. The chapter also discusses the functions of Malaysian business brochures. The discourse community of the genre identifies the function of presenting information as the main function of the business brochures and promotion as the secondary function. Establishing relations is another function identified by the discourse community. This is supported by the discussion of functions of brochures in the literature on advertising and also in the transitivity analysis of the verbal texts.