

CHAPTER EIGHT

AN ANALYSIS OF THE LAYOUT AND ITS COMPONENTS IN THE MALAYSIAN BUSINESS-TO-BUSINESS BROCHURES

8.0 Introduction

This chapter discusses the findings from the layout analysis of the Malaysian b2b brochures. The discussion starts by briefly outlining the layout analysis undertaken by the study (Section 8.1). This is followed by a description of the layout of the business brochures in Section 8.2. It is necessary to determine the layout so as to facilitate the discussion on the placements of the super clusters, the components of the layout, in the brochures. Subsequent to describing the super clusters and their placements within the structure of the brochures, the meaning or information value of the major clusters will also be discussed in relation to the information value theory of Kress and van Leeuwen (1996). The information will reveal whether the theory which was proposed for the front pages of newspapers is applicable to the front pages of business brochures. As brochures are a type of advertising texts, parallelism between the super clusters and components of advertisements is made. The super clusters and their placements within the structure will also be discussed in relation to the hierarchy of effects model (Lavidge and Steiner, 1961) which stipulates the effects of advertisements on their readers. The chapter ends with a summary, in Section 8.3, of the findings from the analysis of the layout in Malaysian b2b brochures.

The analysis would provide knowledge and information that would lead to a better understanding of the composition of the Malaysian b2b brochures. This, in turn, could provide a guide to the local and foreign text producers when designing business brochures to suit not only the local but also the overseas business markets. With the advent of rapid globalisation and the trend in localising global markets, the information will thus be a useful reference.

8.1 The Layout Analysis of Malaysian Business-to-business Brochures

The analysis begins by identifying the layout of the front pages of the brochures. Van Leeuwen (2005) acknowledges that the front usually presents the identity and meaning of the composition and as such the front pages are important subject of research. The layout of the business brochures is identified based on the orientation in which the information value of the clusters is analysed. Therefore, the layout will be discussed in terms of whether it is structured along the vertical axis, meaning that there is a top and bottom section or along the horizontal axis, meaning that there is a left and right section in the semiotic space. There is also a center and margin orientation in space. The sections are identified based on several visual clues like colour, typography, framing and salience as described in Section 4.5.3. Similar cues are also used in identifying ‘zones’ which are spaces within the sections. Therefore, the three elements of composition analysis (Kress and van Leeuwen, 1996, 2006): information value, salience and framing, are considered when identifying the layout of Malaysian business brochures.

The information value theory (Kress and van Leeuwen, 1996, 2006) is also the framework used in discussing the meaning of the components placed in the layout.

The theory states that the position of the elements in the composition endows these elements with different information values in relation to the other elements. The theory posits that elements placed in the top are presented as the 'ideal' or the generalised information while those placed in the bottom are presented as the 'real' where "it presents more specific information (e.g. details), more 'down-to-earth' information (e.g. photographs as documentary evidence, maps or charts) or more practical information (e.g. directions for action)" (Kress and van Leeuwen, 1996:194).

Values are also assigned to the elements placed in the left and right sections. The left is known as the 'given' where information is already known or assumed to be known already (Kress and van Leeuwen, 1996:187) while the 'new' right section 'seems to be the side of the key information, of what the reader must pay particular attention to, of the message' (Kress and van Leeuwen 1996:194). Therefore, the information value of the super clusters in the brochures will be determined based on their placement in the brochures.

Brochures are advertising texts and as such the super clusters that made up the structure of the brochures' front pages will also be discussed in relation to the components of advertisements namely the headline, subheadline, amplification, proof of claim and action to take (Clow and Baack, 2007). The super clusters will then be matched with the steps in the hierarchy of effects model (Lavidge and Steiner, 1961) as it assumes that a consumer when reading advertisements passes through a series of steps in sequential order from initial awareness of a product or service to knowledge, liking, preference, conviction and finally to the actual purchase (Clow and Baack, 2007; Kotler and Keller, 2006; Belch and Belch, 2004; Wells, Burnett and Moriarty,

2000). These steps can be further grouped to correspond to the cognitive, affective and behavioural stages of the model. This study makes reference to the hierarchy of effects model as it is the best known of the response hierarchies that identify the stages a consumer would pass through in moving from a state of not being aware of a product to actual purchase behaviour (Belch and Belch, 2004). This analysis would provide knowledge about the place of the super clusters of business brochures in terms of advertising and their possible effects on the business consumers reading the brochures.

The following sections will describe the layout of the Malaysian business-to-business brochures and determine the placements of the components or super clusters as well as their information values within the structure. Wherever applicable, the possible effects of the components on the consumers reading the brochures will be discussed in the context of the classic hierarchy of effects model as proposed by Lavidge and Steiner (1961).

8.2 The Layout of the Malaysian Business-to-business Brochures

The layout analysis of the brochures shows there are two types of layout in the front pages of the Malaysian business brochures, one that displays the vertical triptych structure and the other, the top and bottom structure. Table 8.1 summarizes the information about the two layouts.

Table 8.1 shows that the vertical triptych structure is slightly more common than the vertical basic structure and both have variations in their structures. Comparatively,

the vertical triptych structure has more variations than the vertical basic structure. The variations are a result of the structures being embedded in each other.

Table 8.1
A summary of information regarding the layout of the business brochures

Type	Description	Variations	No. of brochures and %
Vertical triptych structure	page polarised into a top and bottom with a center that bridges the two	sections further divided into either left/right or top/bottom or into another triptych	34 (53.9%)
Vertical basic structure	page divided into top and bottom sections	bottom section divided into a left/right while top not polarised	29 (46.1%)

Therefore, it can be concluded that the Malaysian business brochures have a tendency for structuring the front pages of the brochures along the vertical axis and as such they are necessarily linear. This is expected in information-type advertising texts such as these brochures as the target audience of the brochures is considered as fact-based or linear thinkers who prefer logic, structure and efficiency (Arens and Schaefer, 2007).

8.2.1 The Top and Bottom Structure of the Malaysian B2b Brochures

The top and bottom structure is evident in twenty-nine of the sixty-three brochures or in 46.1% of the data namely in Brochures 1-4, 10, 18, 29-48, 57-59. The top and bottom sections of the structure can be in the form of two equal halves as in Brochures 1-4 and 57-59 or where the top section is very much smaller than the bottom section as seen in Brochures 10, 18, 29-48. Therefore, the size of each section

can vary. There is a variation to the top and bottom structure where the bottom section is polarised into a left and right zone while the top section is not divided. Table 8.2 provides a summary of the structure and its variation.

Table 8.2
A summary of information on the vertical structure of business brochures

Type	Description	No. of brochures and %
Vertical basic structure	top and bottom not polarised	7 (24.1%)
Polarised vertical basic structure	bottom divided into left and right sections	22 (75.9%)

It can be seen from Table 8.2 that the variation of the vertical structure is more commonly found than the structure itself. The following section will describe the top and bottom structure whose sections are not polarised and its variation with the polarised bottom section.

8.2.1.1 The Top and Bottom Structure with Sections not Polarised.

The front pages of seven of the twenty-nine brochures (24.1%) which have the vertical structure display the top and bottom structure in which the sections are not polarized. This structure is found in the front pages of Brochures 1-4 and 57-59. An example of the structure can be seen in Figure 8.1.

In these brochures, the super clusters found in the top are comparatively more mobile than those in the bottom section. The super clusters in the bottom are found to be placed in a fixed, linear structure within the section.

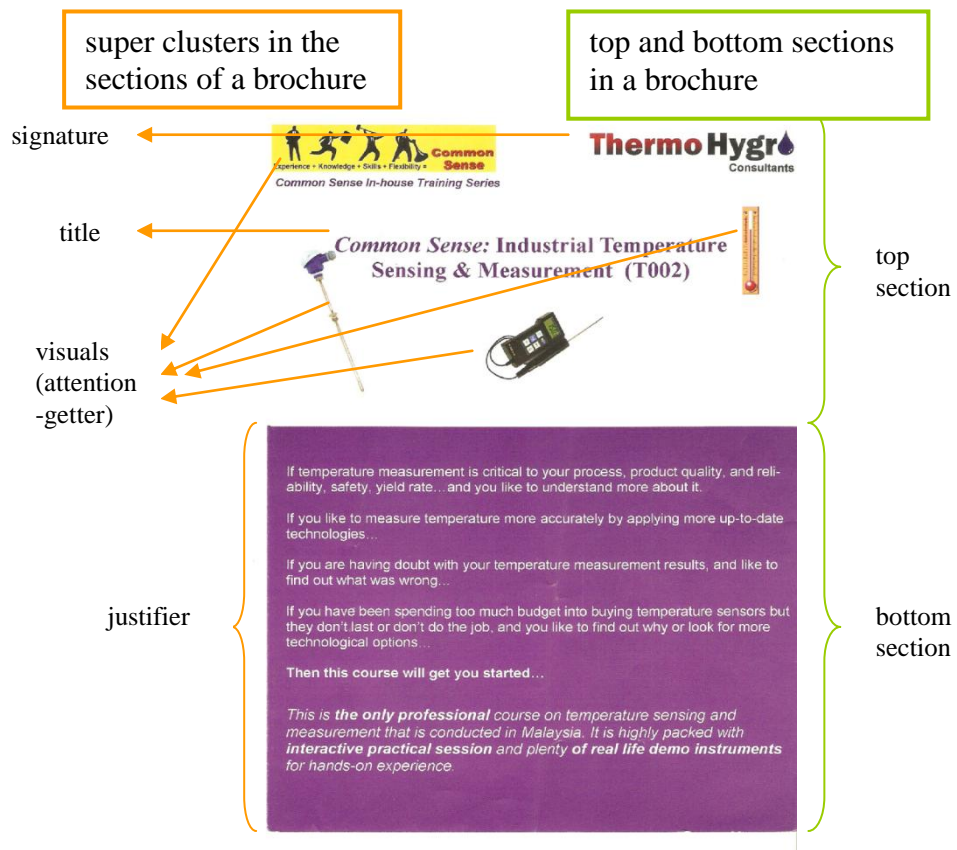


Figure 8.1
The top and bottom structure in Brochure 58

Figure 8.2 identifies the possible combinations of super clusters within the sections of the top and bottom structure in the front pages of the business-to-business brochures.

Figure 8.2 shows that there are two possible combinations of super clusters, Type 1 and Type 2, within the top and bottom sections of the structure. The **top section** of the structure usually comprises of the title super cluster (Type 1) or combinations of the title and signature super clusters (Type 2). The attention-getter super cluster can also be found in this section (Type 2 combination) and it can position itself almost anywhere either at the top, bottom, left or right of the other super clusters within the top section. Furthermore, there could be more than one attention-getter in this

section. This is evidence of the mobile feature of the attention-getter and as such, contributing towards the flexible, non-linear structure of the top section.

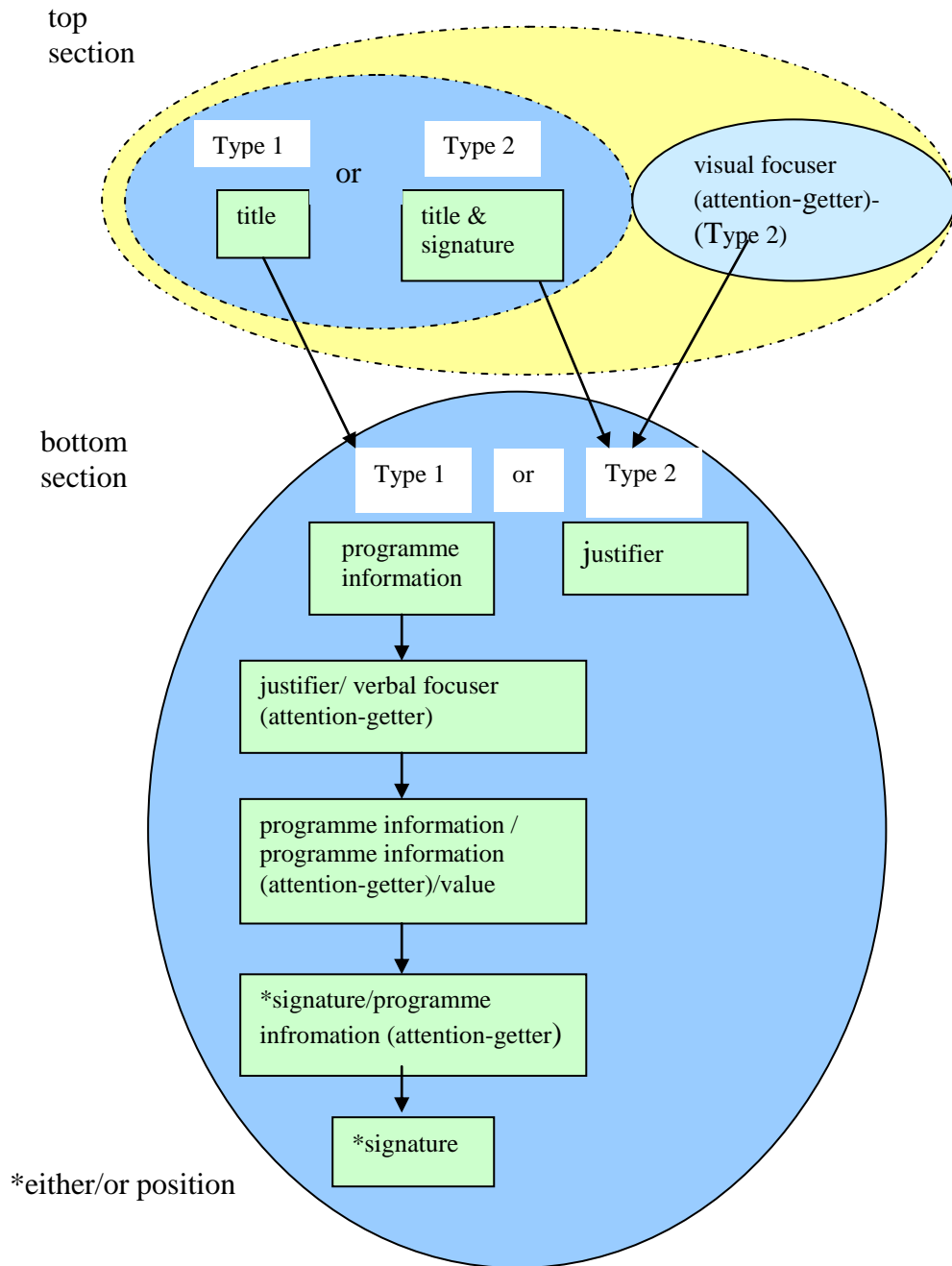


Figure 8.2
The super clusters in the sections of the top and bottom structure
which is not polarised

With regard to the **hierarchy of effects model**, the title will create awareness and provide knowledge about the product or in this study, the training programme advertised. Creating awareness and providing knowledge are the two steps within the

cognitive stage of the model. The title is equivalent to the headline, the first component in an advertisement.

The **bottom section** has verbal text with a much smaller font than that in the upper section. This is in line with Kress and van Leeuwen's (1996) description of the lower section as being subservient to the top section. The bottom is also more rigid in its structure as the super clusters in the section are placed in a linear structure as seen in Figure 8.2. This section usually consists of a combination of five super clusters (Type 1) namely the (1) programme information (2) justifier (3) attention-getter (4) value and (5) signature super clusters as seen in Brochures 1- 4. This section can also consist of only one super cluster (Type 2), the justifier super cluster as found in Brochures 57-59 where the justifier super cluster takes up the entire bottom section.

In **advertising**, the justifier super cluster can be said to be equivalent to the amplification or the body copy of an advertisement where the major selling proposition is placed (Clow and Baack, 2007). This component would affect the consumer's liking and preference of a product, the two steps of the affective stage in the hierarchy of effects model. The placements of the super clusters in type ii structure can be seen in Figure 8.1. The Type 1 combination is more commonly found in the bottom section of the brochures as compared to Type 2.

In **Type 1**, the structure begins with a stage that consists of the programme information super cluster. 'Stage' is used to refer to the linear sequence of the texts. The first stage is followed by the next stage that comprises of either the justifier major cluster or the verbal focuser, a kind of an attention-getter. The third stage consists of either the programme information or the attention-getter which highlights

the methodology adopted in conducting the programme or the value super cluster. In one of the brochures, this is followed by the last stage which is made up of the signature super cluster. However, in the other brochures, there is a fourth stage which comprises of the attention-getter that highlights information about the methodology used in the programme advertised. The schematic structure will, nevertheless, ends with the last stage that comprises the signature super cluster.

In terms of **overall placement**, it can be seen that the title super cluster can only be found in the top section while the programme information, value and the justifier super clusters are present only in the bottom section. On the other hand, the signature super cluster and the attention-getter super clusters can be found either at the top or bottom section of the structures. This shows that some super clusters are actually quite fixed in their placements and some can exist quite freely within the sections.

8.2.1.1.1 The Ideal in the Top and Bottom Structure with Sections not Polarised

According to the information value theory, the top section is the **ideal** that comprises elements that reflect the “idealized and generalized essence of the information” (Kress and van Leeuwen, 1996: 194). This is evident in the title super cluster placed in the top for it provides the generalised essence of the message of the brochure through the statement of the title of the programme. Similarly, the attention-getter super cluster found in the same section brings to attention the promise of the programme through illustration and actual pictures. However, the possible presence of the signature in the same section invalidates the information value of the top. The signature is an element of the real for it provides specific information about the company conducting the programme. Therefore, the top section of these brochures

can comprise both ideal and real elements in its composition. This shows that sometimes the notion of ideal/real would not be applicable when describing the upper section of these brochures.

In **advertising**, placing the ideal and real elements at the top is quite justified. The ideal element is placed at the top to attract attention while real element's purpose is to introduce the programme to be conducted by providing succinct information. Creating awareness and providing knowledge are the initial steps in the hierarchy of effects model (Lavidge and Steiner, 1961).

8.2.1.1.2 The Real in the Top and Bottom Structure with Sections not Polarised

The information value theory also posits that elements placed in the bottom signify **real**, providing more practical information showing us 'what is' (Kress and van Leeuwen, 1996). In the front pages of the brochures, programme information and the signature super clusters are found placed in the bottom section. These provide factual information about the programme and the company conducting the programme. Similarly, the value super cluster placed in the same section presents information in terms of testimonials from previous participants of the programme. Another super cluster, the justifier super cluster is also factual in nature as it outlines practical outcome and benefits of attending the programme. Lastly, the attention-getter super clusters found in the section are those that highlight contact information and the methodology used in the programme, which are also practical information. Therefore, the super clusters of the bottom section do signify real.

With regard to **advertising**, some of the super clusters present in the bottom section could also lead the readers to other steps in the hierarchy of effects model. The justifier presents arguments that instill preference for the programme advertised in the brochures while the value super cluster, equivalent to the proof of claim component of an advertisement, create conviction in a consumer through the testimonials of previous participants. These steps are elements of the affective stage, the stage at which to stimulate readers' affective level for a particular product and this level then brings them to the behavioural stage (Belch and Belch, 2004). At this stage, the readers are triggered to the advertisements by contacting the company for more information or, in this study, to register for the programme. Contact information is included in the signature, another major cluster in the bottom section. As such, the signature corresponds to the last component of an advertisement, the 'action to take' (Clow and Baack, 2007) component.

Based on the discussion, this study concludes that the concept of ideal sometimes may not be applicable to the top section of the top and bottom structure of the Malaysian business brochures as there is evidence of ideal and real in the section. However, the concept of real can be applied when describing the bottom section of the structure. Nevertheless, the components present in the top and bottom sections seem to possess functions that could realise the steps in the hierarchy of effects model regarding consumer responses to an advertisement. This is not surprising for the brochures are advertising texts. What is more interesting is the fact that the functions of the components that make up the concept of ideal/real developed based on the front pages of newspapers seems to, a large extent, mirror the stages in which a reader passes through when reading an advertisement as depicted in the hierarchy of effects model.

8.2.1.2 A Variation of the Top and Bottom Structure: Polarised Bottom Section

A variation of the top and bottom structure of the Malaysian business advertising texts is one in which the bottom section is divided into what is described as the ‘Given’ left and the ‘New’ right. 75.9% or twenty-two of the twenty-nine brochures with the top and bottom structure exhibit such division in the bottom section as seen in Brochures 10, 18, 29-48. Figure 8.3 provides an example of the structure found in Brochure 43.

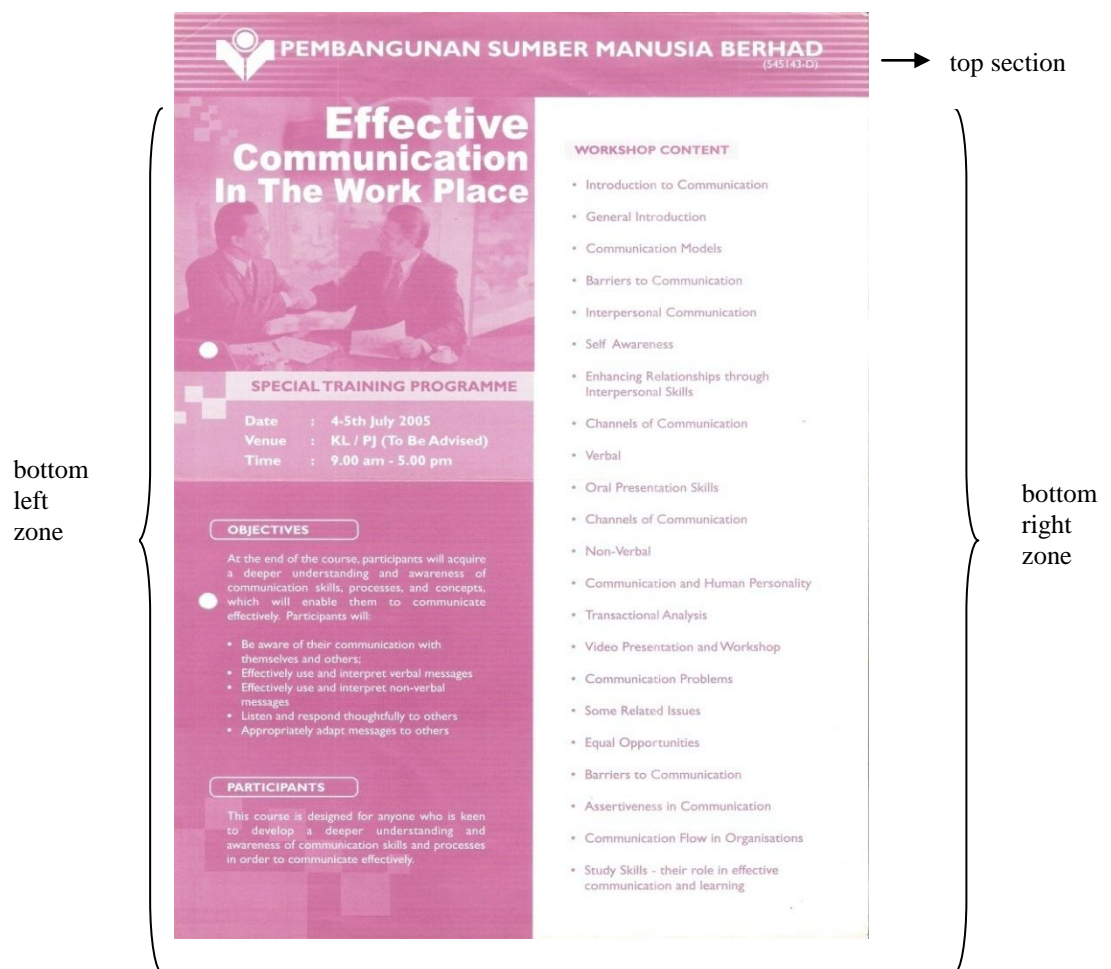


Figure 8.3
The top and bottom structure with a polarised lower section in Brochure 43

8.2.1.2.1 The Super Clusters in the Top and Bottom Structure with a Polarised Bottom

The upper sections of the texts with a polarised bottom section in the top and bottom structure are normally in a form of a bar. This bar usually comprises of the signature super cluster except that in one of the brochures, the title, programme information and a visual are placed in the section. The signature super cluster can only be in the top unlike in the vertical structure discussed earlier (Section 8.2.1.1) where the signature can be found either in the top or bottom sections. However, in one of the brochures, the signature is not found at all on the front page of the brochure.

The polarised lower section is found to consist of super clusters that are placed in a linear structure like that found in the unpolarised lower section of the vertical structure. This suggests that there are stages or levels within the structure. It can be seen in Figure 8.4 that the bottom left zone has nine stages while the bottom right zone has five stages. Each stage consists of a super cluster identified from a set of possible super clusters found in the stage.

Figure 8.4 also shows that the bottom section has large chunks of information about the programme advertised. In business-to-business advertising, this is necessary. The readers of these brochures need to comprehend reasons for the programme to be conducted, synthesise and organise facts about the programme (Arens and Schaefer, 2004) before making decisions about participating in the programme.

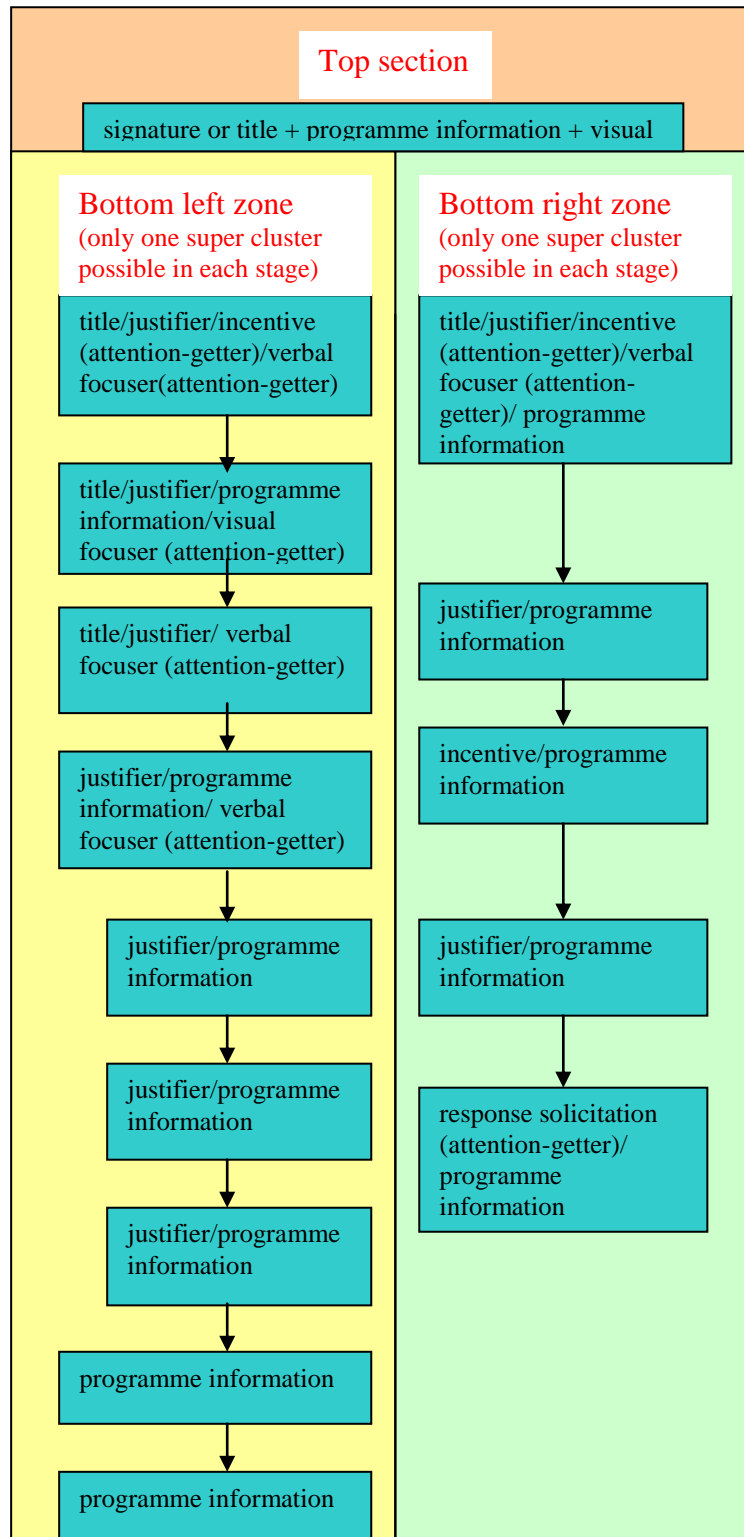


Figure 8.4
The super clusters in the top and bottom structure with a polarised bottom section

8.2.1.2.2 The Super Clusters in the Bottom Left Zone of the Polarised Top and Bottom Structure.

It is found that each stage of the bottom left zone usually comprises one of the following five super clusters that is the (1) title (2) justifier (3) attention-getter (4) incentive and (5) programme information. The title super cluster is usually found either in the first, second or third stage of the structure. This is because the title, like the headline in an advertisement, is usually placed in leading positions so as to draw the most attention (Arens, 1998; 2007). The title can also be found in the top section but it will only exist once within the structure. Like the title, the attention-getter super cluster needs to be introduced in the first few stages so as to attract attention of the readers (Arens and Schaefer, 2007). As such, it is usually placed in one or more of the first four stages in the bottom left zone. Thus, the two super clusters can be said to be components of the cognitive stage of the hierarchy of effects model based on the role they play in the brochures. The incentive, which exists in the form of an attention-getter, is found only in the first stage of the structure.

The **justifier**, on the other hand, is comparatively more mobile than the title for it can be found in any of the first seven stages and that it can occur in more than one of the stages. Justifiers are usually placed in the body copy, essentially to outline benefits and to justify the need for the readers to participate in the programme. In advertising, presenting or ‘dramatizing’ benefits by visualising a problem and offering a solution is a crucial step (Wells, Burnett and Moriarty, 2000). This super cluster can, therefore, be a component of the affective stage in the model as it can evoke a reader’s needs and preference for the product advertised over other products in the market.

Similarly, the **programme information** super cluster is also a rather common major cluster in the bottom left section of the brochures for it can be found in seven of the nine stages and that it can exist in more than one of these stages. Information is another crucial element especially in business-to-business market. In this market, each of the various decision makers in the buying process requires specific information (Wells, Burnett and Moriarty, 2000) and this need is met by placing different information in as many stages of the brochures as possible. In fact, the last two stages of this structure are basically made up of the programme information super cluster.

It is interesting to note that the last five stages of the structure exhibit a kind of pattern in terms of the possible super clusters each **stage** has. It is found that the fifth, sixth and seventh stages consist of similar super clusters. Similarly, the eighth and ninth stages have an exact selection of super clusters. These stages form a large part of the body copy where the text of the advertisement is placed. Even though the super clusters may be similar, the cluster within each similar super cluster is usually different thus presenting different kinds of information. This helps to amplify the information about the programme advertised. Amplification is an advertising component that has effects on the reader's preference and conviction for the advertised product which are two of the effects in the hierarchy of effects model.

The analysis further shows that it is rather common to find brochures that display six or seven stages in the bottom left zone of the front pages (Table 8.3). This makes up 31.8% (6 stages) and 27.3% (7 stages) respectively of the brochures that have the bottom left section. However, not so common to be found are those brochures that

have eight stages and very seldom, there will be brochures with two, three, four, five and nine stages.

Table 8.3
The number of brochures with the corresponding number of stages
in the bottom left zone

No. of stages	No. of brochures	Percentage of occurrence
2	1	4.5%
3	1	4.5%
4	1	4.5%
5	1	4.5%
6	7	31.8%
7	6	27.3%
8	4	18.2%
9	1	4.5%

It can be concluded that the optimum number of six or seven stages is considered ideal in forming the structure of the bottom left zone based on the percentage of their occurrences. Similarly, it can be said that two stages, which is the minimum number of stages found in the structure, are also sufficient to form the bottom left structure and thus fulfill the same function of the section, that is to provide information leading readers to a 'purchase behaviour' (Belch and Belch, 2004).

8.2.1.2.3 The Super Clusters in the Bottom Right Zone of the Polarised Top and Bottom Section

As shown in Figure 8.4, six super clusters are usually placed in the bottom right zone, five of which can also be found in the bottom left zone. The six super clusters are:

1. title
2. justifier
3. incentive
4. attention-getter
5. response solicitation
6. programme information.

These six super clusters are placed within the five stages of the right zone. The first stage of the structure usually comprises the **title** of the programme, if the title is not found in the left zone. The title can only be placed in the first stage of this structure. Like the headlines in advertisement, the title functions to create awareness of the product advertised, the first step in the hierarchy of effects model. Similarly, like the title, the **response solicitation** super cluster is also rather fixed in its placement for it can only be found in the last stage of the structure. This super cluster corresponds with the last stage in the effects model where there is a need to provide impetus for readers to act upon reading the advertisement. On the other hand, the **programme information** super cluster can be placed in any of the five stages and that it can occur in more than one of these stages. The **justifier** super cluster is also rather flexible in terms of its placement as it can be found in the first, second and/or fourth stages. Like the programme information super cluster, it can be found in one or more of the stages identified. Both the programme information and the justifier provide much

information to amplify the knowledge about the product. This corresponds to the affective stage in the effects model.

The **incentive and the attention-getter** super clusters can be found in two of the stages: the incentive in the first and/or third while the attention-getter in the first and/or fifth stages. Like the justifier and the programme information super clusters, these super clusters can be placed in more than one stage. Therefore, apart from the title and the response solicitation super clusters, the other super clusters can occur more than once in the structure. However, the information each similar super cluster carries is different. For example, there is a likelihood for the programme information super cluster to be present six times in the structure as six different clusters are categorised under this super cluster (Section 5.4). This means that though the super cluster is similar in kind, the information each similar super cluster carries is different as it is dependent upon the cluster that makes up the super cluster.

The description also provides evidence that some super clusters are rather fixed in their placement but others are quite mobile with regard to their positions within the stages of the structure. This mobility provides space for creativity in terms of the composition of major clusters.

The analysis further shows that it is common to find brochures that display one and two **stages** in the bottom right zone (Table 8.3). Both stages make up 68.2% of the brochures with the bottom right zone in the structure. Brochures that have three stages in that zone are not so common and that brochures that have more than three stages are very rarely found in the structure of their front pages.

Therefore, one or two stages is/are sufficient to deliver the message of the bottom right zone and ultimately to explicitly persuade readers to act upon reading the advertisement. This is so for it is in this zone of the bottom section that the response solicitation super cluster is placed.

Table 8.4
The number of brochures with the corresponding number of stages
in the bottom right zone

No. of stages	No. of brochures	Percentage of occurrence
1	7	31.8%
2	8	36.4%
3	3	13.6%
4	2	9.1%
5	2	9.1%

With regard to the left and right zones of the bottom section, it is found that six of the nine super clusters are found to be placed within the structure. These clusters are the title, programme information, attention-getter, justifier, response solicitation and incentive super clusters. The signature, credibility and value super clusters are not found in this section. In terms of placement, it is found that some super clusters are rather fixed in their positions and that some can exist quite freely within the section. Furthermore, some of these super clusters can occur more than once in the stages. This means that different kinds of information from the same category of super cluster can exist within the structure. Furthermore, each zone can be made up of a maximum number of stages and sometimes it has very few stages to form the bottom section of the business brochures.

8.2.1.2.4 The Given/New and Ideal/Real in the Top and Bottom Structure with Polarised Bottom Section

The upper portion of a semiotic space should contain elements that signify **ideal** (Kress and van Leeuwen, 1996). This is, however, sometimes not reflected in the top section of this structure. The signature super cluster sometimes placed in this section signifies real as it provides specific information about the company organising the training programme. Nevertheless, in advertising terms, this is a valid position for the super cluster. The company advertising the programme is capitalising on the company's name and other information about it, as found in the signature super cluster, as the attention-getter. Such confidence placed in attracting readers through the company's identity can only come from an already known and credible company. In business markets, "purchasing from a well-known company reduces the feelings of risk that are part of the buying process" (Clow and Baack, 2007:33).

Kress and van Leeuwen (1996) also described elements in the bottom section as those that present more practical information, in other words the **real**. Nevertheless, elements of ideal that 'visualise the promise of the product' such as the title and the attention-getters in the form of pictures and illustrations can also be found in the real. Therefore, it can be concluded that the concept of real sometimes may not be applicable to the bottom section of these brochures.

Evidence also seems to show that the concept of **Given/New** may not be applicable with regard to this structure of the brochures. This is because of the fact that five super clusters placed in the bottom left zone can also be found in the bottom right (Figure 8.4).

Therefore, there seems to be no distinction of what is Given and what is New thus disregarding the information value assigned to the different zones. However, it must be pointed out that even though similar super clusters may be found in both zones, the information each similar super cluster has is different as different cluster makes up each super cluster. Thus, there is no duplication in terms of the information each similar super cluster provides. This shows that there is indeed distinction of what is Given and what is New with regard to the bottom section of this structure. The bottom right zone also has one other super cluster, the response solicitation super cluster, which is not found in the bottom left zone. This is clearly New information. This super cluster provides contact information like name of contact person and contact numbers to facilitate readers to act. Such information is key to readers who are interested in the programme. Therefore, Given/New is evident in this section.

8.2.1.3 **A Summary of the Top and Bottom Structure of the Malaysian Business-to-business Brochures.**

The top and bottom structure is evident in 46.1% or twenty-nine of the sixty-three Malaysian business-to-business brochures. Therefore, slightly less than half of the brochures are structured along the top and bottom axis. However, twenty-two of the twenty-nine brochures form a variation of the structure in which the bottom section is polarised into a left and right zone. This variation, therefore, constitutes a larger percentage of occurrences within the brochures that have the top and bottom structure in their front pages.

With regard to the **components** of the structure, the top section in the structures can consist of only one super cluster or a combination of super clusters that could be mobile in terms of their placement thus contributing towards a non-linear structure.

On the other hand, the bottom section, be it polarised or not, is rather linear in structure and thus comprises of stages. Nevertheless, some of the super clusters placed within the stages of the linear structure are found to be rather mobile, not fixed in their placement and that they can be found in more than one stage. In addition, the top seems to have a lesser number of super clusters and there are no stages to be found compared to the bottom section suggesting that the bottom section carries more information about the programme advertised.

In terms of the **kinds of super cluster** that can be found in the structure, the top section has only four possible super clusters that is the title, signature, attention-getter and the programme information. The bottom section has more super clusters than could be possibly placed in it. They are the title, signature, programme information, attention-getter, justifier, incentive and the response solicitation super clusters. There is no credibility and value super clusters placed in either the top or bottom section of the structure.

The super clusters are also discussed in the context of **information value** theory as proposed by Kress and van Leeuwen (1996). This study would like to conclude that the concept of ideal may not be applicable to the top section of this structure as there is evidence of both ideal and real super clusters coexisting in the section. On the other hand, the concept of real is applicable to the unpolarised bottom section of the brochures and sometimes not with the polarized lower section as this section contains elements that also connote ideal. The concept of Given/New is evident in the lower section of the polarized bottom section. However, the concept is irrelevant to the top section as it is not polarized. Nevertheless, the placements of most of the super

clusters seem to adhere to the stages in the hierarchy of effects model regarding responses to advertisements.

The following section describes the triptych structure of the brochures in terms of its schematic structure and its variations. A description of the super clusters that are placed in the structure will also be undertaken and these super clusters are discussed in the context of the information value theory (Kress and van Leeuwen, 1996) as well as in the context of advertising components and their assumed effects on the readers.

8.2.2 The Triptych Structure of the Malaysian Business-to-business Brochures

The previous section describes the layout of the top and bottom structure of the business brochures. The layout structure of the Malaysian business-to-business brochures can also be in the form of a vertical triptych. This schematic structure consists of three sections namely the 'Ideal' top, 'Real' bottom and "a centre which bridges the two and acts as 'Mediator'" (Kress and van Leeuwen, 1996). Altogether thirty-four brochures or about 54% of the data are found to have the triptych structure. There is, therefore, a higher number of these brochures to be found among the Malaysian business-to-business texts than those with the top and bottom structure. However, there are variations to the structure as some of the brochures have embedded other structures like the left/right and the top/bottom polarizations or even another triptych in the structure. These variations make up 70.5% of the brochures with the triptych structure. Table 8.5 summarises information about the vertical triptych structure.

Table 8.5
A summary of information about the vertical triptych structure

Type	No. of brochures	% of occurrence
Unpolarised vertical triptych	10	29.5%
Polarised vertical triptych	24	70.5%

Table 8.5 shows that the polarised vertical triptych structure is more common than the unpolarised triptych structure. The descriptions of the variations and their percentages of occurrence can be seen in Table 8.6.

From the descriptions of the variations within the triptych structure in Table 8.6, it can be seen that the top, centre and bottom can either be polarised or not polarised. If the top is polarised, it can be divided into left/right and top/bottom sections or even into a vertical triptych. The centre can be polarised either into left/right or top/bottom while the bottom can be polarised into left/right, top/bottom or into a horizontal triptych.

Therefore, it can be concluded that the centre and bottom sections are polarised more often than the top. Among the variations, variation (1) is a more common structure in the brochures (32.4%). Furthermore, this structure is more commonly found compared even with the triptych that is not polarised.

Table 8.6
The variations in the triptych structure
of the Malaysian business-to-business brochures

Variation	Description of the sections in the variation	% of occurrence
1	<ul style="list-style-type: none"> • top polarised into left/right or top/bottom; • centre not polarised; • bottom polarised into left/right or into a horizontal triptych. 	32.4%
2	<ul style="list-style-type: none"> • top polarised into top/bottom; • centre polarised into left/right; • bottom not polarised. 	17.6%
3	<ul style="list-style-type: none"> • top polarised top into a vertical triptych or top/bottom; • centre polarised into a left/right; • bottom polarised into top/bottom. 	11.8%
4	<ul style="list-style-type: none"> • top not polarised; • centre polarised into top/bottom; • bottom polarised into top/bottom. 	2.9%
5	<ul style="list-style-type: none"> • top not polarised; • centre polarised into left/right; • bottom not polarised. 	2.9%
6	<ul style="list-style-type: none"> • top not polarised; • centre not polarised; • bottom polarised into left/right. 	2.9%
Total		70.5%

The following sections describe the vertical triptych structure and its variations found in the front pages of the brochures. The discussion on the placement of the super clusters within the triptych and its variations is carried out and subsequently be put within the perspective of the concepts of information value as proposed by Kress and

van Leeuwen (1996, 2006) and the hierarchy of effects model regarding responses to advertisements.

8.2.2.1 The Vertical Triptych Structure in the Malaysian B2b Brochures

This structure is the typical vertical triptych consisting of three sections, top, centre and bottom placed vertically on the front pages of the brochures. This structure is prevalent in 29.5% of the brochures or in ten of the thirty-four brochures that have triptychs. The ten brochures are Brochures 5, 7, 8, 9, 11, 26, 27, 28, 62 and 63. Figure 8.5 shows Brochure 8 which provides an example of the vertical triptych structure.



Figure 8.5
The vertical triptych structure as seen in Brochure 8

The top section of this structure can comprise of either the title super cluster or the signature super cluster or combinations of the title, programme information,

incentive, accreditation, attention-getter and the signature super clusters as identified in Table 8.7. The table provides information about the possible super clusters or combinations of super clusters present in the various sections of the vertical triptych structure.

Table 8.7
The super clusters in the vertical triptych structure

Section	Super clusters present within the sections (only one option is possible in each section)
'Ideal' top	<ul style="list-style-type: none"> - title <i>or</i> - title + illustration (attention-getter) <i>or</i> - title + incentive (attention-getter) <i>or</i> - signature + incentive (attention-getter)
'mediator' center	<ul style="list-style-type: none"> - title + illustration (attention-getter) <i>or</i> - programme information <i>or</i> - programme information + graphics (attention-getter)
'Real' bottom	<ul style="list-style-type: none"> - signature <i>or</i> - accreditation <i>or</i> - programme information <i>or</i> - programme information + signature <i>or</i> - signature + incentive (attention-getter) <i>or</i> - programme information +incentive (attention-getter)

Note: The title and signature can occur only once in the structure.

The most common super cluster in the **top** is the title as it is present 68.9% of the time in the section and 36.4% of them are accompanied by graphics. The title can only exist once in the structure even though it can be found in either the top or centre section. Based on the information value theory, elements placed in the top signify the ideal. However, only the title and the illustration can be considered ideal while the other super clusters in the top are real. Based on which option is found at the top, the

ideal and real elements can sometimes coexist in the ideal. When that happens, the concept of Ideal/Real is not applicable to the top section of this structure.

In this structure, the **centre** usually consists of either the programme information or combinations of the title, programme information and attention-getter super clusters. However, the programme information super cluster which provides information like the date and venue of the training programme is a more common super cluster (84.6% of occurrence) in the centre. The function of the centre is to mediate between the 'Ideal' top and 'Real' bottom. The programme information super cluster in the centre provides information about the title (Ideal) of the training programme which would then lead to more information in the bottom (Real). However, the possible presence of the title (Ideal) and the illustration in the centre could jeopardise its mediating role and render the information value accorded to it invalid.

The **bottom** section has a selection of four types of super clusters namely the signature, accreditation, incentive and programme information. It can consist of just one super cluster that is either the accreditation, signature or programme information or various combinations of programme information, signature and incentive super clusters. The bottom signifies Real and it is found that all the super clusters in the bottom carry specific and practical information. Based on this information, the concept of Real is applicable to the bottom section of this structure. Therefore, the information value theory is only applicable in the bottom and sometimes in the centre and the top.

With regard to the **overall placement** of the super clusters, it is found that the title super cluster can be present either in the top or centre while the signature can be

placed either in the top and bottom sections. Both the title and the signature can occur only once on the front pages and sometimes the signature is not found at all on the front pages of these brochures. The programme information can be found in the centre and/or bottom sections and the incentive super cluster in the top and/or bottom sections. The attention-getter can be placed in one or all of the three sections while the credibility super cluster can only be found in the bottom. Similarly, in advertisements, elements regarding credibility are usually placed in the bottom to create conviction among the readers (Belch and Belch, 2004). This is the fifth stage in the hierarchy of effects model.

Therefore, the credibility super cluster has a fixed position while the title, programme information, signature and incentive super clusters are rather restricted in their placements. The attention-getter enjoys greater freedom in terms of where it can be placed in the structure since it can be found in all the sections. It can be concluded that the placement of the super clusters in this structure can either be fixed, restricted or free.

The sections that follow provide descriptions of the variations within the triptych structure as identified in Table 8.6. The description identifies the super clusters and their placement within the sections of the triptych structure. Discussions with regard to the meaning of the placements of the super cluster will also be carried out. In addition, the super clusters are discussed in relation to the advertising components and their effects on the readers of the brochures.

8.2.2.1.1 Variation 1: The Triptych Structure with Polarised Top and Bottom Sections

In this variation of the triptych structure, the top and bottom sections are polarised while the centre section is not polarised. This is unlike the triptych structure described in the previous section where all the sections are not polarised. This variation is identified in eleven front pages (32.4%) of the brochures. This represents the highest percentage among the variations of the triptych structure. The eleven brochures are Brochures 13, 14, 15, 16, 17, 19, 49, 54, 55, 56 and 61. Figure 8.6 is an example of this variation of the triptych structure.

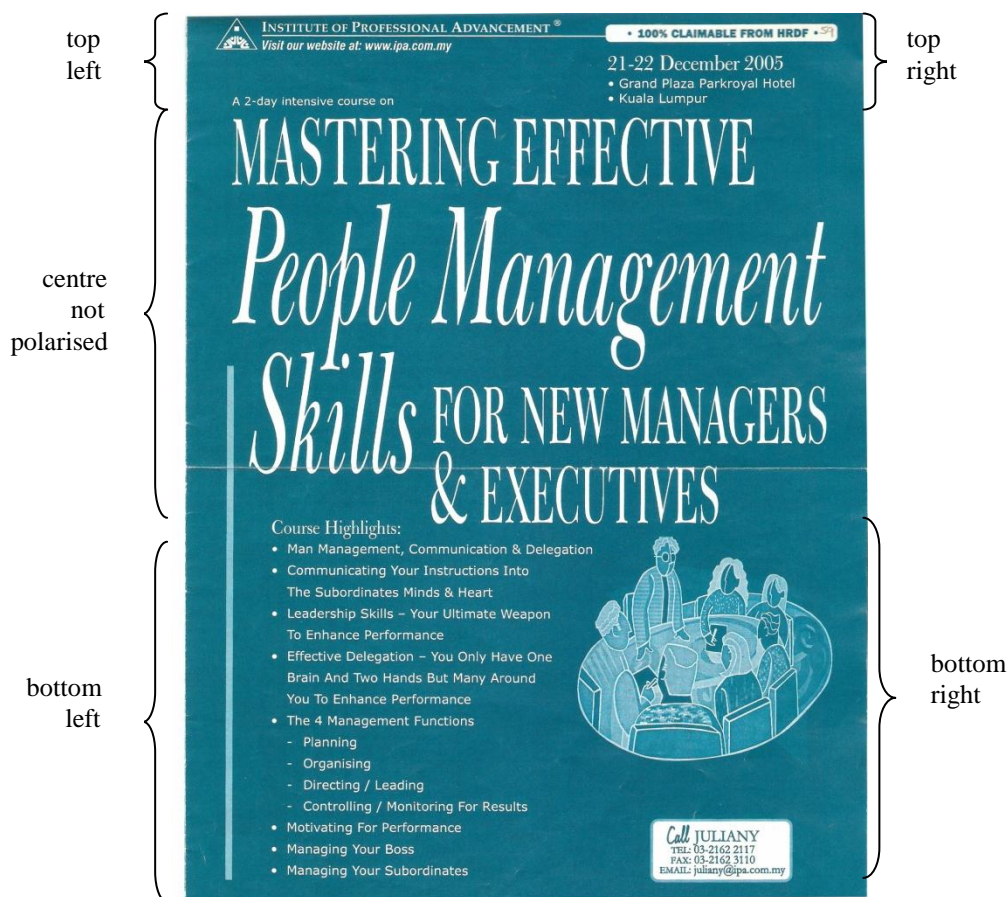


Figure 8.6
The triptych structure with a polarized top and bottom sections in Brochure 16 (Variation 1)

In the figure, the top section is divided into a left and right zone where the space between them indicates the division. The centre that mediates between the top and bottom sections is occupied by the very salient title super cluster while the bottom section of the brochure is divided into the left zone which consists of verbal text and the right zone which consists of visually salient elements.

The two polarised sections of this variation of the triptych structure can generate three subvariations. The first subvariation is one whose top is polarised into left/right and its bottom into a triptych (subvariation 1a). In the second subvariation, the top and the bottom sections are both divided into a left/right zone (subvariation 1b) and the third subvariation has a top/bottom zone in the top while the bottom is polarised into a left/right division (subvariation 1c). The centre in all the subvariations is not polarised. Figure 8.7 illustrates the three subvariations.

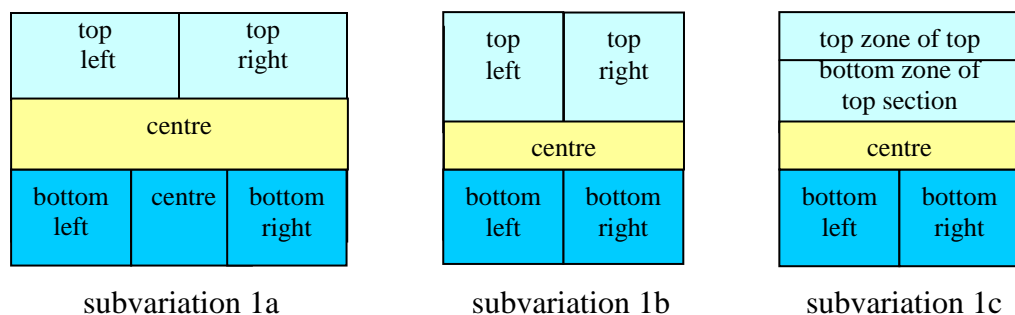


Figure 8.7
The structures of the three subvariations of Variation 1

The **top** section of this structure can be polarised either into a right and left zone (subvariations 1a and 1b) or a top and bottom (subvariation 1c). The right zone normally has the signature super cluster while the left would consist of the incentive super cluster in the form of attention-getter and the programme information super cluster or an attention-getter only. The top zone is also divided into a top and bottom zone. In this variation (subvariation 1c), the top has the title only or the title that is

either accompanied by an attention-getter that highlights incentive for participating in the programme or the title together with another attention-getter in the form of a verbal focuser.

The bottom zone consists of one super cluster which is either the justifier or the programme information. It also has combinations of either the signature and the programme information or accreditation and programme information. Table 8.8 provides information about the super clusters and their placement in the various sections of Variation 1 of the triptych structure.

The **middle** section of this structure is not polarised and can consist of either the title super cluster (if the title is not placed in the top section) or the programme information or the justifier super cluster.

The **bottom** section can, however, be polarised into a left and right (subvariation 1b and subvariation 1c) or into another triptych structure (subvariation 1a). If it is polarised into left/right zones, the left can consist of either the programme information or the signature or a combination of the response solicitation (attention-getter), incentive (attention-getter) and programme information super clusters. The right zone seems to have more types of super clusters possible in its composition compared to that of the left zone. It is found that super clusters like the programme information, value, response solicitation (attention-getter) and graphics are placed within this section. The bottom section can also be divided into another triptych. In this structure, the left zone can consist of the justifier or the programme information super cluster. Programme information, sometimes in the form of the attention-getter, and response solicitation usually in the form of the attention-getter too are placed in

the centre zone. Interestingly, the right zone of this structure is solely made up of different kinds of attention-getters such as the illustration and those that highlight incentives for participating in the programme and the response solicitation information.

Table 8.8
The super clusters in the triptych structure with the polarised top and bottom sections (Variation 1)

Section	Super clusters within the sections				
‘Ideal’ top	-title + incentive (attention-getter) <i>or</i> - title <i>or</i> - title + verbal focuser (attention-getter) ----- -signature + programme information <i>or</i> - justifier <i>or</i> - - accreditation + programme Information		signature	- incentive (attention-getter) + programme information	
‘mediator’ center	title / programme		information / justifier		
‘Real’ bottom	-programme information <i>or</i> -programme information + response solicitation (attention-getter + incentive (attention-getter)) <i>or</i> signature	graphic (attention-getter) + response solicitation (attention-getter) <i>or</i> value <i>or</i> - programme information <i>or</i> - graphics	-justifier <i>or</i> -programme information	-programme information <i>or</i> -programme information + programme information (attention-getter) <i>or</i> response solicitation (attention-getter)	- graphics (attention-getter) + response solicitation (attention-getter) <i>or</i> - incentive (attention-getter) <i>or</i> - incentive (attention-getter) + response solicitation (attention-getter)

Note : Title and signature can occur only once within the structure.

With regard to the **types of super clusters** that are placed in each section, it is found that, regardless of the variations in the structure, the top and bottom sections seem to

comprise of some similar super clusters like programme information, incentive, signature, attention-getter and the justifier super clusters. Therefore, it seems that the brochures do not make a distinction between Ideal/Real in the structure since elements of both concepts can be found in either of the sections.

Nevertheless, the top has two other super clusters which the bottom does not, that is the credibility and the title super clusters while the bottom has the value and response solicitation super clusters which are not found in the top. The value and response solicitation super clusters in the bottom are elements of Real for they provide factual information about the programme advertised. This is evidence to show that sometimes, the concept of real is applicable to the bottom section of this structure. Similarly, the title, which provides the general message of the advertisement, placed in the top section seems to suggest that to some degree the concept of Ideal is valid in the top. In a similar note, the centre seems to also adhere to the information value accorded to it except when the title is placed in the section.

In terms of **overall placement**, some of the super clusters are fixed in terms of where they can be placed within the sections of this variation. For example, the accreditation is placed only in the top section and the response solicitation and value super clusters are usually in the bottom. Nevertheless, some super clusters, like the title, attention-getter and incentive, are more mobile. The title can be found in the top or in the centre and the attention-getter and incentive super clusters can either be in the top or bottom sections or even in both sections. Even more arbitrarily placed are the programme information and justifier super clusters for they can be found in one or all three sections. Therefore, there is a mix of fixed, restricted and arbitrary placements of major clusters in the sections of this variation.

8.2.2.1.2 Variation 2: The Triptych Structure with Polarised Top and Centre Sections

This variation of the triptych structure consists of a top and centre which are polarised while the bottom section of this structure is not polarised. This structure makes up 17.6% of the brochures with the triptych and is evident in Brochures 20, 21, 22, 23, 24 and 25. Figure 8.8 is an example of such a structure found in the brochures.

MANAGING CHANGE IN THE ORGANISATION
8 - 9 August 2005 Dynasty Hotel Kuala Lumpur

To IMPROVE is to CHANGE with New Technology, New Work Process, New People. BUT Change is the MOST CHALLENGING Part for many people and organisation... Learn EFFECTIVE AND SYSTEMATIC CHANGE MANAGEMENT STRATEGIES AND TECHNIQUES to LEAD AND MANAGE CHANGE SUCCESSFULLY and REDUCE THE CHANGE BARRIERS in your organization

PROGRAMME CONTENT

- Change and Change Management
 - The need for organisational change
 - Organizational change hierarchy
 - The impact of change to the organisation and its people
 - Definition and importance of change management
 - Scope and limitations of change management
- Change Management Overview
 - The objectives of change management
 - Change management approach and methodology
 - Organizational vs individual transformation
 - Issues and challenges in change management
 - Success factors in change management
- Developing Effective Change Management Plan
 - Assessing the current state
 - Visioning the future state
 - Impact assessment of key stakeholders
 - Identifying the major barriers
- Developing Key Strategies and Activities
 - The communication strategy and plan
 - The transition management plan
 - The benefit realisation plan
 - The education plan
- Role of Stakeholders in Change Management
 - The change manager
 - Change ambassadors and change agents

FACILITATOR
Hj Mohd Adam Mohd Said

Mohd Adam is the Chief Executive and Principal Consultant of Inshad Consulting. One of the founders of the firm, he had vast working experience in Malaysia and Australia at the executive and senior management levels in a cross-section of industries including services, manufacturing, retail, food, IT and import-export. As a professional trainer and consultant, he specialises in the areas of Strategic Management, Business Process Improvement, Human Resource, and Change Management. Holds an MBA (Human Resource Development) degree from Hull University, United Kingdom, and is a member of several national and international professional associations. He has led and successfully assisted several organisations to manage and deal with Change effectively.

PROGRAMME FEE: RM1,300 PER PERSON

Early Bird Discount: RM100 per programme for registration with full payment at least 14 days prior to the commencement of the programme.
Group Discount: RM100 per participants for 2 or more participants per programme registered with full payment.

TRAINING SERVICES DIVISION

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Training Provider & TNA Consultant
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1. Name :	Designation :
2. Name :	Designation :
3. Name :	Designation :
Officer in-charge :	Department :
Organisation :	
Address :	
Telephone :	Fax :
	Postcode :
	E-mail :
Signature :	Official Stamp :

Figure 8.8
The triptych structure in Brochure 23
where the top and centre sections are polarised (Variation 2)

The upper section of this structure is divided into a top and a bottom zone. The top comprises of the programme information super cluster and the title super cluster which is usually accompanied by graphics while the bottom zone consists of the

justifier super cluster. On the other hand, the centre section is polarized into a left and right. The programme information super cluster is usually placed in the left while the programme information, value, signature and credibility super clusters are placed in the right. The only unpolarised section of this structure, the bottom, usually comprises of the programme registration form which is one type of response solicitation super cluster. Table 8.6 provides information regarding the super clusters that are placed in the various sections of the structure (Variation 2).

Table 8.9
The super clusters in the triptych structure with polarised top and centre sections (Variation 2)

Section	Super clusters present within the sections	
‘Ideal’ top	Title + graphics + programme information	
	Justifier	
‘Mediator’ centre	programme information	programme information+ value + credibility + signature
‘Real’ bottom	response solicitation	

As shown in Table 8.9, the **top**, which should comprise of ideal elements, has elements that connote real too, for example, the programme information and justifier super clusters. This means that the concept of Ideal/Real is not applicable in this section.

Nevertheless, the response solicitation super cluster in the **bottom** section is a Real element and the **centre** has elements that mitigate between the Ideal and Real.

Programme information, value and credibility super clusters in the centre provide information that bridges what is promised in the Ideal with the practical information in the bottom. Therefore, the information value theory is applicable to the centre and bottom sections but not to the top of this structure.

With regard to **advertising**, the title in the top would correspond to the headline of an advertisement while the programme information, value and credibility in the centre correspond to the body copy and the response solicitation in the bottom would be equivalent to the action-to-take component of an advertisement. All these components can be mapped into the three stages of the hierarchy of effects model. Therefore, there is evidence to show that the three sections of this triptych correspond to the three stages of the model.

In terms of **placement**, the position of some of the super clusters is rather fixed like the title and justifier which can be placed only in the top while the response solicitation in the bottom. Furthermore, the signature, value and credibility super clusters can only be in the centre. Nevertheless, the programme information super cluster is not fixed in its placement but is restricted to certain sections of the structure that is in the top and centre. This variation does not have components that are truly free in terms of where they can be placed in the structure.

8.2.2.1.3 Variation 3: The Triptych Structure in which the Top, Centre and Bottom Sections are Polarised

This structure can be considered as the ‘busiest’ of all the variations within the triptych structure since all of the sections in the structure are polarized. This structure

makes up 11.8% of the brochures and the structure can be seen in Brochures 12, 51, 52 and 53. Figure 8.9 is an example of the structure in Brochure 12.

In the brochure, the visual representation of the verbal texts provides the indication of the various sections and zones. The top section of the brochure is where the verbal texts are presented in a linear fashion. This section can be polarised into a vertical triptych structure which means that the section is further divided into three zones. The top zone consists of a combination of the title and the signature super clusters while the centre has the programme information which is then followed by a justifier in the bottom zone. The section can also be divided into a top and bottom. The top zone could have either the title or the title with the credibility super clusters in the form of an attention-getter while the bottom consists of the programme information. In both types of the polarised top, the title and the programme information super clusters are present.

In the centre of Brochure 12, the information is presented in two columns, thus forming the left and right zones of the centre section. The left would consist of the justifier, programme information and verbal focuser (attention-getter) or a combination of justifier, an illustration, value and response solicitation super clusters. The right zone is occupied by a combination of either the attention-getter, programme information and value super clusters or a combination of the justifier, an illustration and programme information super clusters.

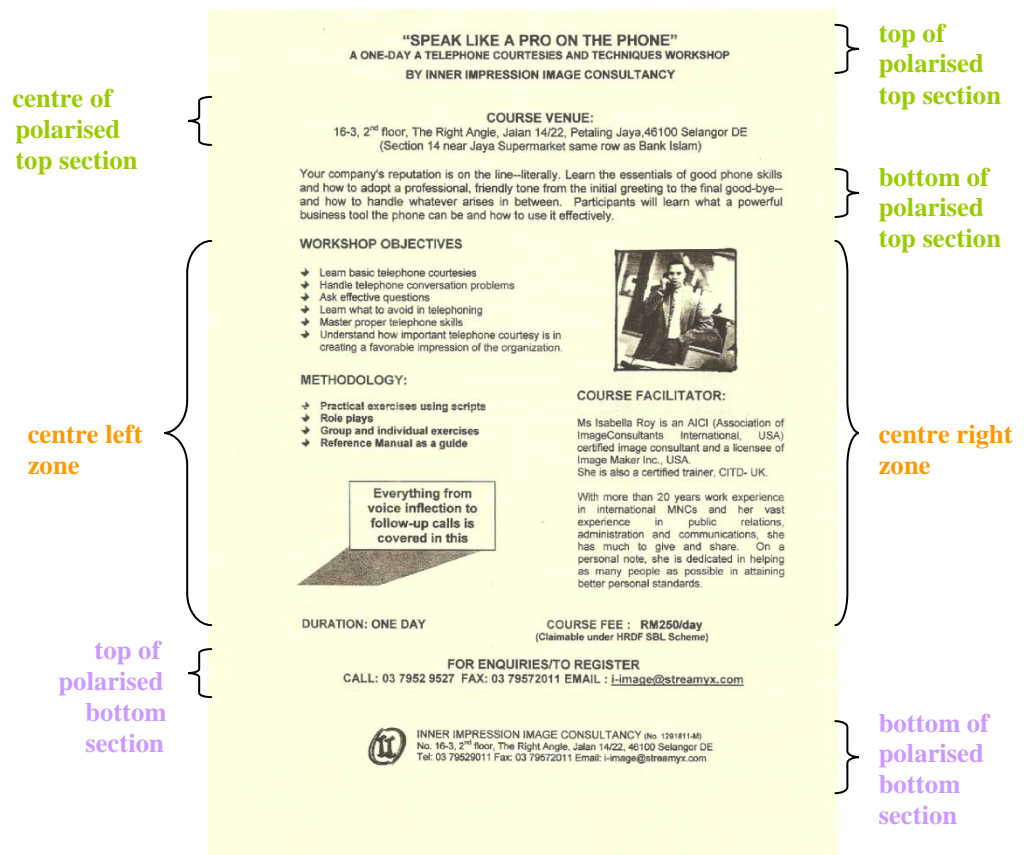


Figure 8.9
The triptych structure where the top, centre and bottom sections are polarised as seen in Brochure 12 (Variation 3)

Meanwhile the bottom section is polarised into a top and bottom zones as again the information presented in the verbal texts is presented in a linear fashion. In this section, either the response solicitation or a combination of signature and credibility super clusters is placed in the top. The bottom zone would comprise of either the signature or the response solicitation and the programme information super clusters. Interestingly, the attention-getter must be present in the centre as it occurs in all the possible combinations of super clusters found in the centre. Similarly, the programme information and justifier have a high probability of being present in the centre. Table 8.10 summarises the information regarding the super clusters of this variation.

Table 8.10
The super clusters in the triptych structure
of polarised top, center and bottom sections (Variation 3)

Section	Super clusters present in the sections	
‘ideal’ top	title + signature	title or title + credibility
	programme information	
	justifier	programme information
Mediator centre	justifier + programme information + attention-getter (verbal focuser) <i>or</i> justifier + response solicitation + value + illustration	value + programme information + illustration (attention-getter) <i>or</i> justifier + illustration + programme information
‘Real’ bottom	response solicitation <i>or</i> signature + credibility	
	signature <i>or</i> response solicitation + programme information	

Table 8.10 shows that the **information value** of the top is again invalidated as elements of the Ideal and Real exist in the section. However, the centre would have played its role in bridging the Ideal and Real successfully if the illustrations were not to be placed in the section. The illustration ‘visualises’ the message of the advertisement and thus is an element of the Ideal. Nevertheless, the other super clusters in the centre, the justifier, value and programme information could verbalise the message in the Ideal and subsequently convince the readers to respond to the ‘call-for-action’, which is also an advertisement component, explicitly placed in the response solicitation super cluster or implicitly provided in the signature super cluster of the bottom section. The other super clusters found in the bottom like the

programme information and the credibility are also elements of the Real. Therefore, the information value theory is applicable in the bottom and sometimes in the centre but not in the top section.

In **advertising** terms, the super clusters seem to mirror the steps in the advertising process. The fact that the title must be present in the top and accompanied by programme information signals the presence of the cognitive stage in the hierarchy of effects model. Furthermore, most of the verbal text in the centre section could lead readers to develop interests in the training programme advertised and subsequently could be convinced to register for the programme through the testimonials from past participants as provided by the value super cluster. These effects reflect the affective stage of the model. Finally, the last stage in the model, the behavioural stage, is also evidently present in the structure since the bottom section has either the signature or response solicitation super cluster. These super clusters provide contact information required to lead the readers to act upon reading the advertisement.

With regard to the **placement** of the super clusters, it seems that this structure does not deviate from the characteristics seen in the earlier variations where there is a mix of rigid, flexible and free placement of the super clusters. The title can only be in the top while value and the attention-getter in the centre. Proof of some flexibility in the arrangement of the super clusters is evident when the signature can be placed in the top as well as in the bottom, credibility in the top and bottom and response solicitation in the centre and bottom. Like in some of the previous structures, the programme information can be present in all the sections.

8.2.2.1.4 Variation 4: The Triptych Structure with Polarised Centre and Bottom Sections

The triptych structure has another variation in which the top section is not polarised but the centre and bottom sections are polarised into left and right zones. This variation is found only in Brochure 50 thus representing 2.9% of the brochures with the triptych structure. Brochure 50 is shown in Figure 8.10.

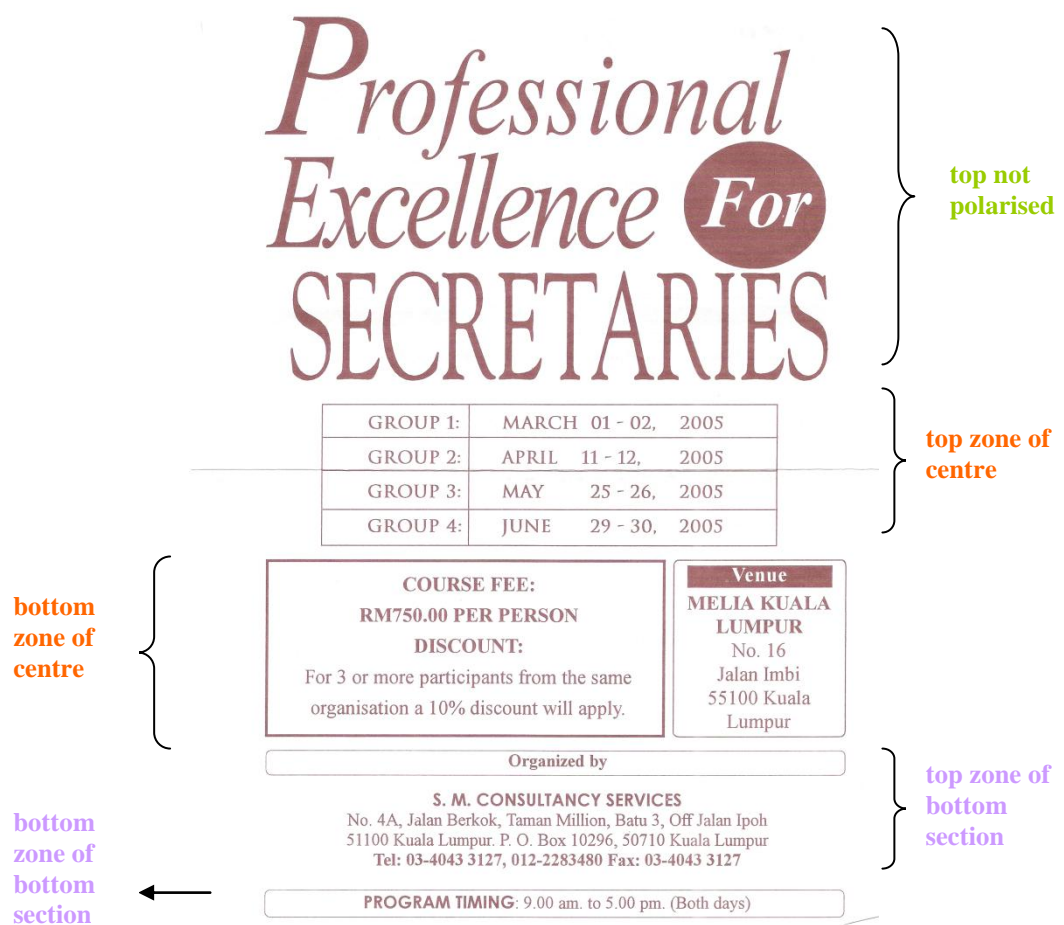


Figure 8.10
The triptych structure in Brochure 50
where the centre and bottom sections are polarised (Variation 4)

The top section of the brochure, which is not polarised, usually consists of the title.

The polarized centre is divided into a top and bottom zone where the top consists of

the programme information while the value and the programme information super clusters are in the bottom zone. Similarly, the bottom section is divided into a top and bottom zone. The signature is placed in the top zone and the programme information is in the bottom. This information is depicted in Table 8.11.

Table 8.11
The super clusters in the triptych structure
with polarised centre and bottom sections (Variation 4)

Section	Possible super cluster or combinations of super clusters in the sections
‘Ideal’ Top	title
mediator center	programme information programme information + value
‘Real’ bottom	signature programme information

Among the variations of the triptych structure, this is one of the two variations in which the concepts of Ideal/Real and Mediator centre are found to be applicable to the structure. Evidence from the data shows that the title that announces the generalised message of the advertisement is aptly placed at the top. The centre has two major clusters providing information about the programme and stating the worth of the programme. This information could develop interest of the readers in the programme advertised so that they would be encouraged to contact the organisers of the programme in order to know more about it. Contact information can be found in

the signature placed in the bottom section. Thus, super clusters in the center mediate between ideal and real. The placement of the signature is similar to the placement of a component of an advertisement, the action to take, which could lead consumers to the actual purchase, the last step in the hierarchy of effects model.

Rather similar to the variations discussed earlier, there is a mix of fixed and flexible arrangement of super clusters in the structure. The placement of the super clusters is found to be rigid as the title can only be in the top, value in the middle and signature in the bottom. A degree of flexibility is evident with the programme information super cluster for it can be placed in both the centre and the bottom sections. However, none of the super clusters can be freely placed in the structure. The arrangement of the super clusters in the structure is again found to correspond to the stages in the hierarchy of effects model that depicts the response of readers towards advertisements.

8.2.2.1.5 Variation 5: The Triptych Structure with a Polarised Centre

This structure makes up 2.9% of the brochures as only Brochure 6 exhibits such a structure. This structure is made up of an unpolarised top and bottom while the centre is polarised into a left and right section (Figure 8.11).

The top section of this structure consists of the title super cluster and its divided center has the justifier super cluster on the left while the programme information and incentive super clusters occupy the right zone. The structure's unpolarised bottom has the signature and the attention-getter super clusters. This description is depicted in Table 8.12.

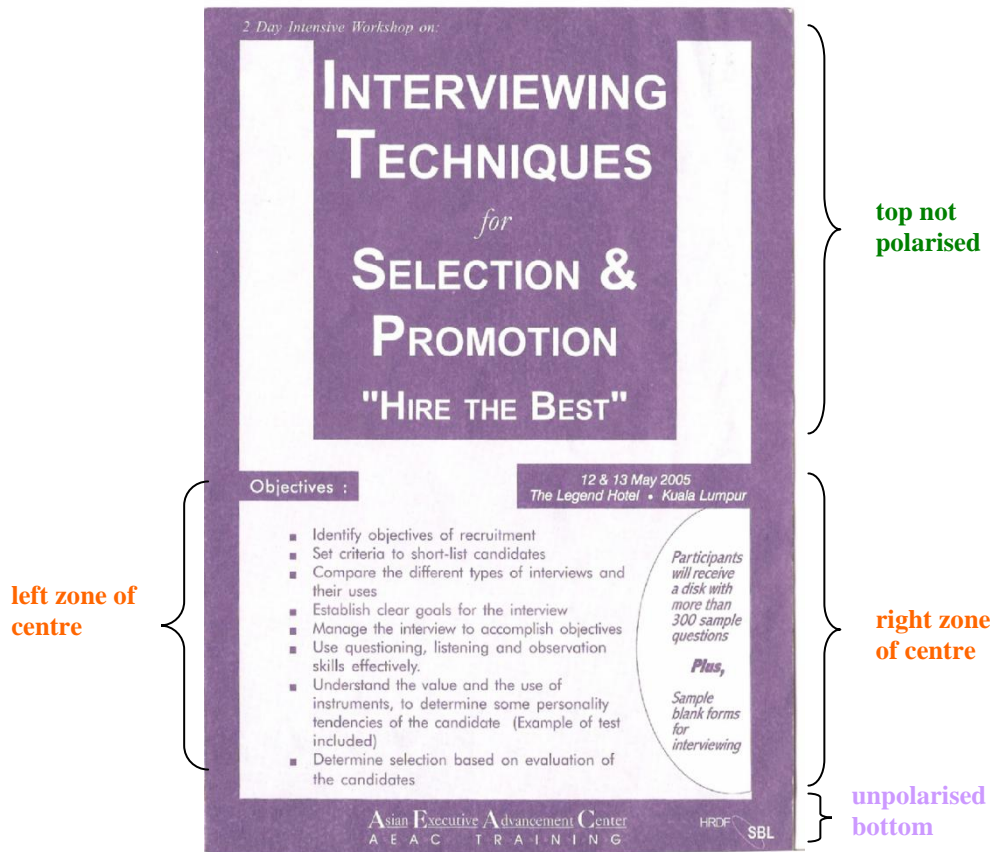


Figure 8.11
The triptych structure where the centre is polarised seen in Brochure 6 (Variation 5)

This variation is another way in which the information values of the top, centre and bottom sections are applicable to the structure. The top actually signifies the ideal through the generalised statement of the title of the programme. Similarly, the centre is able to mediate between the Ideal and Real through its justifier, incentive and programme information major clusters.

In addition, the super clusters in the bottom provide information which is practical thus reflecting elements of the real. Similarly, some of the steps in the hierarchy of effects model are also evident in this variation. The title develops awareness and knowledge of the programme (the cognitive stage), the justifier, programme information and incentive in the centre amplifies the knowledge and evokes

preference for the programme (the affective stage) while the signature in the bottom leads to the actual purchase or in this study to participate in the programme (the behavioural stage). Therefore, all the three stages of the model are found in this variation of the structure.

Table 8.12
The major clusters in the triptych structure
with a polarised centre (Variation 5)

Section	Super clusters present within the sections	
‘Ideal’ top	Title	
‘Mediator’ centre	justifier	programme information + incentive
‘Real’ bottom	signature + incentive (attention-getter)	

Another obvious characteristic of this variation is that it displays evidence of a rather fixed placement of the major clusters found in the structure. Table 8.12 shows that each major cluster, except for the incentive, has a fixed position in the structure meaning that each of the super cluster would not be found in any other section except for the one in which it is placed. The incentive can be placed in both the centre and the bottom sections.

8.2.2.1.6 Variation 6: The Triptych Structure with a Polarised Bottom Section

Only one brochure (Brochure 60) or 2.9% of the brochures has a polarised bottom section in the triptych structure. The bottom is polarised into a left and right zone

while its top and centre sections are not polarised. Figure 8.12 shows Brochure 60 which displays the triptych structure with the polarized bottom section.



Figure 8.12
The triptych structure with a polarised bottom section
in Brochure 60 (Variation 6)

The title super cluster, which is usually accompanied by an incentive in the form of an attention-getter, is placed in the unpolarised top while the centre, which is also not polarised, consists of the programme information super cluster. The bottom, which is polarised into a left and right zone, usually has the programme information in the left zone while the value super cluster is placed in the bottom right zone. Table 8.13 summarises the information about the super clusters in this variation.

Table 8.13
The super clusters in the triptych structure
with a polarised bottom section (Variation 6)

Section	Super clusters present within the section	
“Ideal’ top	Title + incentive (attention-getter)	
‘Mediator’ centre	programme information	
‘Real’ bottom	programme information	value

In terms of **placement** of the super clusters, there seems to be a recurrent pattern with reference to the earlier variations where there is a mix of fixed as well as restricted placements of the super clusters. The title, incentive and value super clusters have fixed positions while the programme information can exist in the centre as well as in the bottom section.

The analysis also shows that the information value theory is not applicable to the top section of this variation of the triptych structure. This is because the title, which signifies the ideal, and the incentive signifying the real, are found in the same space.

With regard to **advertising**, these super clusters are elements that are justified to be placed in the top of an advertisement since they are those that can attract the attention of the readers. The title, being the most salient element and the incentive presented in the form of an attention-getter are effective in grabbing the attention of readers. This reflects the awareness and awareness stages in the advertising process.

The information value theory is, however, applicable to the centre and bottom sections. The programme information super cluster in the centre, which provides factual information about the programme, mediates between the title and the Real which consists of practical information found in the value and programme information super clusters of the bottom section. In an advertisement, the bottom section usually consists of elements that facilitate the 'purchase' of a product such as providing contact information of the company selling the product. However, this variation does not have a super cluster that mirrors the last component of an advertisement, the action-to-take, and as such, it does not have the last step in the hierarchy of effects model, that is, the actual purchase step.

8.2.3 A Summary of the Triptych Structure of the Malaysian B2b Brochures

The vertical triptych structure is a more common structure found in Malaysian b2b texts as compared to the top and bottom structure. This structure, which is made up of the top, centre and bottom sections, is evident in thirty-four of the brochures or in 53.9% of the data. There are, however, six variations to the structure as some of the brochures have embedded other structures such as the left/right, top/bottom or even another triptych in the structure. Among the variations and also in comparison to the triptych whose sections are not polarised, variation (1) is more commonly found in the brochures (32.4%). In this structure, the top section is polarised either into a top and bottom zone or into a left and right zone; the bottom into a left and right zone or into a horizontal triptych where the centre is not polarised.

Even though the vertical triptych entails a predictable, linear structure, the variations of the structure results in more creative designs of the texts. The creativity is further

enhanced by the different possible combinations of the components or super clusters that are placed within the sections and zones of the structure. The combinations, in turn, provide information about the placement of the super clusters in the structure and its variations. The super clusters could be found fixed in certain sections and zones of the structure or they could be placed quite freely but are still restricted to certain sections. They could also exist quite arbitrarily within the structure, for example, the programme information super cluster is found placed in any of the sections or in all the sections.

With regard to the **type of super clusters** in the structures, all the nine super clusters could be found placed in the centre section of the structures. However, the top and bottom sections could possibly have eight super clusters only. The response solicitation major cluster is never found in the top while the title is never placed in the bottom section.

Most of the components in the triptych structure correspond to the components of an **advertisement** which in turn can be matched with the steps in the hierarchy of effects model. Since these steps can be further grouped to reflect the three stages of the model, it can be said that the components placed within the three sections of the triptych structure can also be grouped accordingly to reflect the three stages. Thus, it can be concluded that the sections of the triptych corresponds to the three stages of the hierarchy of effects model. This is depicted in Figure 8.13.

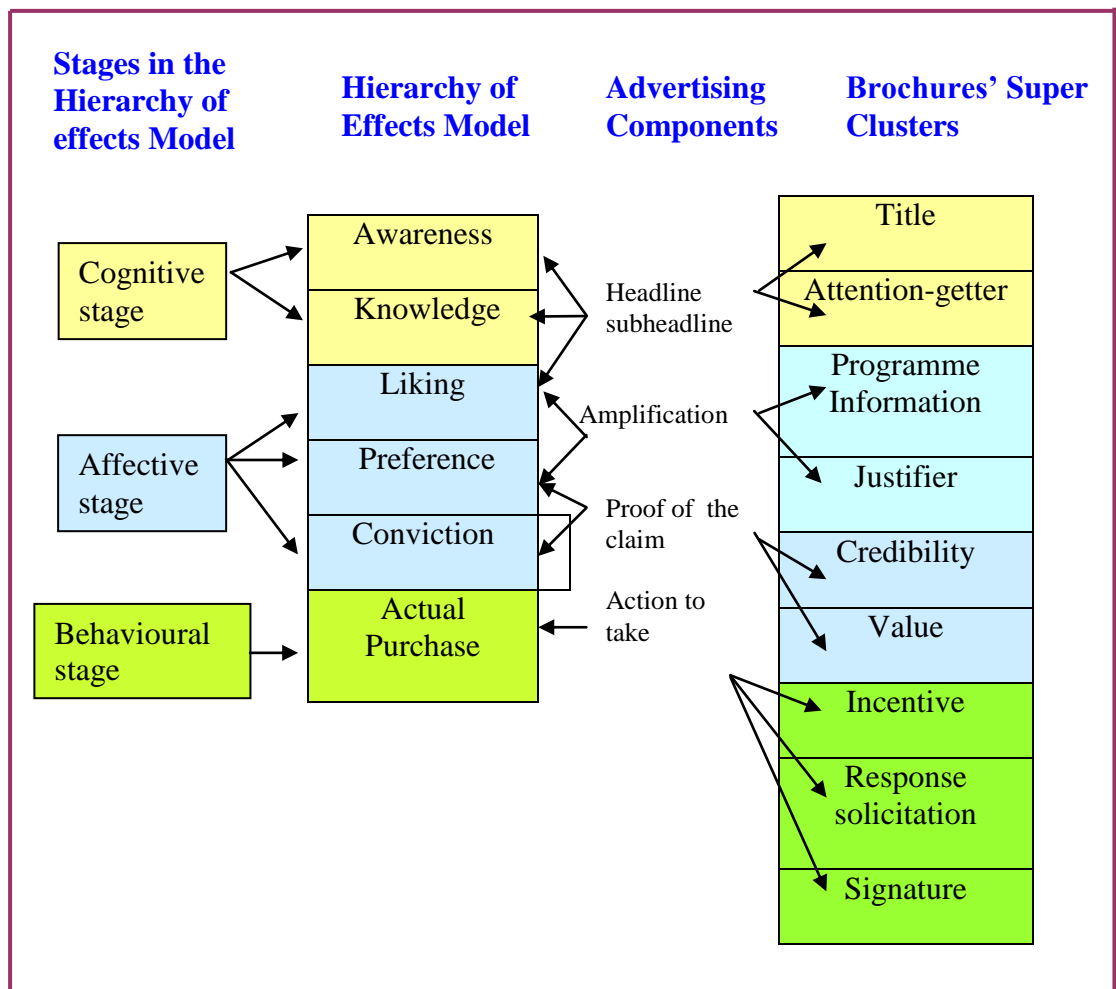


Figure 8.13
The major clusters in relation to the advertising components, hierarchy of effects model and stages in the model

This study adopts Kress and van Leeuwen (1996) theory in determining the meaning or value of the super clusters, the components, found in the structure. Their theory states that positions of the components would accord them with different information value. To a large extent the theory is applicable to the front pages of these texts even though the theory was introduced with regard to the front pages of newspapers. The fact is that even though business-to-business brochures are advertising texts, but, like the newspapers, they are information laden since “business buyers need detailed information to make intelligent buying decisions” (Clow and Baack, 2007:210).

However, as advertisements, the business-to-business texts could not help but be a bit more creative that repetition of some of the super clusters is inevitable in the sections. The repeated presence of the super clusters has rendered the theory to be invalid in some of the variations of the structure.

8.3 Summary

The analysis of the layout of the Malaysian business brochures found that the front pages of the brochures are usually structured along the **vertical axis** particularly into a top and bottom structure or into a vertical triptych. The triptych structure (53.9%) is slightly more common in the brochures than the top and bottom structure (46.1%). There are variations within the two structures and these variations are more commonly found in the brochures than the two structures themselves. The triptych has more variations within the structure than the top and bottom structure. It is also found that the sections in the structures contain super clusters that can be placed either in a non-linear or a linear structure, though linear is the preferred structure. In addition, the **placement of the super clusters** within the linear structure could be fixed, restrictive or even arbitrary. Fixed and restricted placements of the super clusters are found all the time in the structures while the arbitrary placement occurs only 50% of the time. The value super cluster has a fixed position while the title, credibility, response solicitation, incentive and signature super clusters are restricted in their placements but can never be freely placed. However, only the justifier, programme information and attention-getter super clusters can be arbitrarily placed within the structures.

In terms of the **type of super clusters** that can be found in the structures, the top section of the top and bottom structure can possibly have only four types of super clusters that is the title, signature, attention-getter and programme information placed in the section. However, the top of the triptych structure can have eight possible super clusters namely the title, signature, attention-getter, justifier, incentive, credibility, value and programme information. Similarly, the bottom of the top and bottom structure has slightly lesser super clusters placed in the section compared to the bottom of the triptych. Eight out of the nine possible super clusters are found to be placed in the triptych's bottom section as opposed to seven in the bottom section of the top and bottom structure. The title is never placed in the bottom of the triptych while the credibility and value super clusters are never found in the bottom of the top and bottom structure. Nevertheless, it is found that the centre section of the triptych can have all nine possible super clusters. Since there is no centre section in the top and bottom structure, no comparison can be made with the triptych structure.

The **information value** of the major clusters as identified by the information value theory of Kress and van Leeuwen (1996, 2006) is found to be more applicable in the triptych structure than in the top and bottom structure. The bottom of the triptych shows 85.7% occurrence of the theory being applicable to the section, the centre with 57.1% and the top, the least, with only 28.6%. The bottom of the top and bottom structure shows that the theory can be applied only 50% of the time while the top section is found to be not signifying Ideal and thus is not compatible with the theory. Nevertheless, this shows that even though the theory was developed based on the front pages of newspapers, to a large extent, it can be applied to the front pages of the Malaysian business-to-business brochures.

The findings also prove that the components of the top and bottom structure and the triptych structure of the Malaysian business-to-business brochures correspond with the components of **advertisements** and function along the lines of the effects that advertising has on its readers as reflected in the hierarchy of effects model. Furthermore, the three sections of the triptych structure namely the 'Ideal' top, 'Mediator' centre and the 'Real' bottom are found to correspond to the three stages of the hierarchy of effects model namely the cognitive, affective and the behavioural stages. This is because the components of the three sections of the triptych can be placed comfortably within the confines of the three stages of the model. Since sections of the structures of the brochures are modeled after Kress and van Leeuwen's discussion on compositional value of elements in the front pages of newspapers and that the hierarchy of effects model reflects readers' responses to advertisements, it can be concluded that *the front pages of newspapers can function as advertisements.*