# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ABSTRACT</strong></td>
<td>i</td>
</tr>
<tr>
<td><strong>ABSTRAK</strong></td>
<td>iii</td>
</tr>
<tr>
<td><strong>ACKNOWLEDGEMENTS</strong></td>
<td>v</td>
</tr>
<tr>
<td><strong>TABLE OF CONTENTS</strong></td>
<td>vi</td>
</tr>
<tr>
<td><strong>LIST OF TABLES</strong></td>
<td>xx</td>
</tr>
<tr>
<td><strong>LIST OF FIGURES</strong></td>
<td>xxiii</td>
</tr>
<tr>
<td><strong>CHAPTER ONE: INTRODUCTION</strong></td>
<td></td>
</tr>
<tr>
<td>1.0 Background of the Study</td>
<td>1</td>
</tr>
<tr>
<td>1.1 The Motivation and Rationale of the Study</td>
<td>4</td>
</tr>
<tr>
<td>1.1.1 Rationale for Analysing Genre within the Systemic Functional Theory</td>
<td>4</td>
</tr>
<tr>
<td>1.1.2 Rationale for a Multimodal Analysis</td>
<td>6</td>
</tr>
<tr>
<td>1.1.3 Rationale for Analysing Cohesion in Multimodal Texts</td>
<td>7</td>
</tr>
<tr>
<td>1.1.4 Rationale for Analysing Malaysian B2B Brochures</td>
<td>8</td>
</tr>
<tr>
<td>1.2 Objectives of the Study</td>
<td>11</td>
</tr>
<tr>
<td>1.3 Research Questions</td>
<td>12</td>
</tr>
<tr>
<td>1.4 Significance of the Study</td>
<td>13</td>
</tr>
<tr>
<td>1.5 Limitations of the Study</td>
<td>15</td>
</tr>
<tr>
<td>1.6 Thesis Organisation</td>
<td>16</td>
</tr>
</tbody>
</table>
# CHAPTER TWO: BUSINESS-TO-BUSINESS BROCHURES AND SYSTEMIC FUNCTIONAL MULTIMODAL ANALYSIS

2.0 Introduction  
2.1 Business-to-business Brochures  
2.2 The Business Promotional Discourse of B2b Brochures  
2.3 Genre Analysis  
2.4 Genre within Systemic Functional Theory  
  2.4.1 Genre versus Register  
  2.4.2 Generic Structure Potential (GSP)  
  2.4.3 Previous Research on the GSP of Various Genres  
2.5 Multimodality and Systemic Functional Theory  
  2.5.1 Multimodal Research and Semiotic Resources in Various Discourses  
  2.5.2 Multimodality and Business Promotional Discourse  
  2.5.3 Research in Multimodal Interaction  
  2.5.4 Empiricism and Multimodality  
2.6 Summary  

# CHAPTER THREE: THEORETICAL FRAMEWORK

3.0 Introduction  
3.1 Semiotics  
  3.1.1 Saussurean Semiotics  
  3.1.2 Peircian Semiotics  
  3.1.3 Modern Semiotics  
3.2 Systemic Functional Linguistics
3.2.1 System
    3.2.1.1 Language as a Tri-stratal System - Metafunctions 55
        3.2.1.1.1 The Ideational Metafunction 56
        3.2.1.1.2 The Interpersonal Metafunction 57
        3.2.1.1.3 The Textual Metafunction 58

3.2.2 Functional Variation of Language 59
    3.2.2.1 Context of Situation: Register Theory 60
    3.2.2.2 Context of Culture : Genre Theory 61

3.3 Clusters and Schematic Structure 62
    3.3.1 Clusters of Semiotic Elements 64
    3.3.2 Schematic Structure of Genre 65

3.4 Systemic Functional Multimodal Analysis (SF MA) 68
    3.4.1 Multimodal Genre Analysis 69
    3.4.2 Visual Analysis 70
        3.4.2.1 Composition Analysis 72
        3.4.2.2 Representation Analysis 73
        3.4.2.3 Interaction Analysis 76
        3.4.2.4 Multimodal Cohesion Analysis 78
            3.4.2.4.1 Principles of Composition 79
            3.4.2.4.2 Visual Resources of Colour and Typography 80
            3.4.2.4.3 Gestalt Visual Perceptual Principles 81

3.5 Business Brochures in the Advertising Context 81

3.6 Summary 86
# CHAPTER FOUR: METHODOLOGY

4.0 Introduction 88

4.1 Revisiting the Aims and Research Questions of the Study 88

4.2 The Research Design 89

4.3 Description of Data 92

4.3.1 Malaysian Business-to-business Brochures 92

4.3.2 Discourse Community of Genre 95

4.4 Data Collection 97

4.4.1 Business brochures 97

4.4.2 The Interviews 98

4.5 Analysis of Data 99

4.5.1 Systemic Functional Genre Analysis 99

4.5.1.1 Clustering Elements: Refining Baldry and Thibault’s (2006) Method 100

4.5.1.2 Establishing a Six-step Procedure for Managing Clusters in a Large Corpus 104

4.5.1.3 Coding of Clusters 106

4.5.1.4 Describing Clusters 109

4.5.1.5 Establishing the Generic Structure Potential of Business Brochures 109

4.5.1.6 Establishing a System Network for Business Brochures 110

4.5.2 Analysing Data from the Interviews 112

4.5.3 Analysing Visual Elements 112

4.5.3.1 Analysing Layout and its Components 113

4.5.3.1.1 Describing Layout of Business Brochures 114
4.5.3.1.2 Analysing Information Value of Super Clusters

4.5.3.1.3 Analysing Super Clusters in the Context of Advertising

4.5.3.2 Analysing Representation

4.5.3.3 Analysing Interaction

4.5.4 Analysing Verbal Text

4.5.4.1 Transitivity analysis

4.5.4.1.1 Material Processes

4.5.4.1.2 Mental Processes

4.5.4.1.3 Relational Processes

4.5.4.1.3.1 Intensive Relational Processes: Attributive

4.5.4.1.3.2 Intensive Relational Processes: Identifying

4.5.4.1.3.3 Circumstantial Processes: Attributive

4.5.4.1.3.4 Circumstantial Processes: Identifying

4.5.4.1.3.5 Possessive Relational Processes: Attributive

4.5.4.1.3.6 Possessive Relational Processes: Identifying

4.5.4.1.3.7 Causative Relational Processes: Attribute

4.5.4.1.3.8 Causative Relational Processes: Identifying

4.5.5 Analysing Cohesion of Semiotic Modes in Multimodal Texts
4.5.5.1 The Sources for Visual Compositional Resources of Text Cohesion

4.5.5.1.1 The Resource of Information Value

4.5.5.1.2 The Resource of Salience

4.5.5.1.3 The Resource of Framing

4.5.5.1.4 The Resource of Colour

4.5.5.1.5 The Resource of Typography

4.5.5.1.6 The Resource of Proximity

4.5.5.1.7 The Resource of Similarity

4.6 Summary

CHAPTER FIVE: THE FORM AND FUNCTIONS OF MALAYSIAN BUSINESS-TO-BUSINESS BROCHURES

5.0 Introduction

5.1 The Form of Malaysian B2b Brochures

5.2 Functions of Malaysian B2b Brochures

5.2.1 Functions of Business Brochures: Literature on Advertising

5.2.2 Functions of Business Brochures: Producers of Brochures

5.2.3 Functions of Business Brochures: Readers of Brochures

5.2.4 Functions of Business Brochures: Transitivity Analysis of Verbal

5.3 Summary

CHAPTER 6: THE COMPONENTS OF MALAYSIAN BUSINESS-TO-BUSINESS BROCHURES

6.0 Introduction

6.1 A Description of the Components in the Malaysian Business Brochures
<table>
<thead>
<tr>
<th>6.1.1</th>
<th>The Title Cluster</th>
<th>160</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1.2</td>
<td>The Detail Cluster</td>
<td>163</td>
</tr>
<tr>
<td>6.1.3</td>
<td>The Methodology Cluster</td>
<td>165</td>
</tr>
<tr>
<td>6.1.4</td>
<td>The Resource Material Cluster</td>
<td>167</td>
</tr>
<tr>
<td>6.1.5</td>
<td>The Content Cluster</td>
<td>168</td>
</tr>
<tr>
<td>6.1.6</td>
<td>The Focus Cluster</td>
<td>170</td>
</tr>
<tr>
<td>6.1.7</td>
<td>The Target Audience Cluster</td>
<td>171</td>
</tr>
<tr>
<td>6.1.8</td>
<td>The Training Provider Information Cluster</td>
<td>172</td>
</tr>
<tr>
<td>6.1.9</td>
<td>The Registration Cluster</td>
<td>174</td>
</tr>
<tr>
<td>6.1.10</td>
<td>The Call and Contact Cluster</td>
<td>177</td>
</tr>
<tr>
<td>6.1.11</td>
<td>The Testimony Cluster</td>
<td>179</td>
</tr>
<tr>
<td>6.1.12</td>
<td>The Fee Cluster</td>
<td>180</td>
</tr>
<tr>
<td>6.1.13</td>
<td>The Introduction Cluster</td>
<td>181</td>
</tr>
<tr>
<td>6.1.14</td>
<td>The Purpose Cluster</td>
<td>183</td>
</tr>
<tr>
<td>6.1.15</td>
<td>The Objective Cluster</td>
<td>184</td>
</tr>
<tr>
<td>6.1.16</td>
<td>The Benefit Cluster</td>
<td>185</td>
</tr>
<tr>
<td>6.1.17</td>
<td>The Illustration Cluster</td>
<td>186</td>
</tr>
<tr>
<td>6.1.18</td>
<td>The Catch Phrase Cluster</td>
<td>186</td>
</tr>
<tr>
<td>6.1.19</td>
<td>The Complimentary Item Cluster</td>
<td>188</td>
</tr>
<tr>
<td>6.1.20</td>
<td>The Certificate of Completion Cluster</td>
<td>190</td>
</tr>
<tr>
<td>6.1.21</td>
<td>The Discounts and Savings Cluster</td>
<td>192</td>
</tr>
<tr>
<td>6.1.22</td>
<td>The Claimable Fee Cluster</td>
<td>193</td>
</tr>
<tr>
<td>6.1.23</td>
<td>The Facilitator’s Profile Cluster</td>
<td>194</td>
</tr>
<tr>
<td>6.1.24</td>
<td>The Training Company Profile Cluster</td>
<td>196</td>
</tr>
<tr>
<td>Section</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>---------</td>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>6.1.25</td>
<td>The Accreditation Cluster</td>
<td>197</td>
</tr>
<tr>
<td>6.2</td>
<td>The Super Clusters and their Realisations</td>
<td>199</td>
</tr>
<tr>
<td>6.2.1</td>
<td>Description of the Super Clusters and their Realisations</td>
<td>200</td>
</tr>
<tr>
<td></td>
<td>6.2.1.1 The Title Super Cluster</td>
<td>201</td>
</tr>
<tr>
<td></td>
<td>6.2.1.2 The Signature Super Cluster</td>
<td>201</td>
</tr>
<tr>
<td></td>
<td>6.2.1.3 The Programme Information Super Cluster</td>
<td>201</td>
</tr>
<tr>
<td></td>
<td>6.2.1.4 The Response Solicitation Super Cluster</td>
<td>202</td>
</tr>
<tr>
<td></td>
<td>6.2.1.5 The Value Super Cluster</td>
<td>202</td>
</tr>
<tr>
<td></td>
<td>6.2.1.6 The Justifier Super Cluster</td>
<td>202</td>
</tr>
<tr>
<td></td>
<td>6.2.1.7 The Attention-getter Super Cluster</td>
<td>203</td>
</tr>
<tr>
<td></td>
<td>6.2.1.8 The Incentive Super Cluster</td>
<td>203</td>
</tr>
<tr>
<td></td>
<td>6.2.1.9 The Credibility Super Cluster</td>
<td>203</td>
</tr>
<tr>
<td>6.3</td>
<td>The System Network for the Generic Structure of B2b Brochures</td>
<td>204</td>
</tr>
<tr>
<td>6.4</td>
<td>Summary</td>
<td>207</td>
</tr>
</tbody>
</table>

**CHAPTER SEVEN: THE GENERIC STRUCTURE POTENTIAL OF MALAYSIAN BUSINESS-TO-BUSINESS BROCHURES**

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.0</td>
<td>Introduction</td>
<td>209</td>
</tr>
<tr>
<td>7.1</td>
<td>The Obligatory and Optional Super Clusters of B2b Brochures</td>
<td>209</td>
</tr>
<tr>
<td></td>
<td>7.1.1 The Obligatory Super Clusters</td>
<td>210</td>
</tr>
<tr>
<td></td>
<td>7.1.2 The Optional Super Clusters</td>
<td>213</td>
</tr>
<tr>
<td>7.2</td>
<td>Sequencing Super Clusters in the Generic Structure Potential of Business Brochures</td>
<td>215</td>
</tr>
<tr>
<td>7.3</td>
<td>Generic Structure Potential (GSP) of b2b Brochures in Comparison with GSPs of Print Advertisement within the Systemic Functional Framework</td>
<td>216</td>
</tr>
</tbody>
</table>
CHAPTER EIGHT: AN ANALYSIS OF THE LAYOUT AND ITS COMPONENTS IN THE MALAYSIAN BUSINESS-TO-BUSINESS BROCHURES

8.0 Introduction 225

8.1 The Layout Analysis of Malaysian Business-to-business Brochures 226

8.2 The Layout of the Malaysian Business-to-business Brochures 228

8.2.1 The Top and Bottom Structure of the Malaysian B2b Brochures 229

8.2.1.1 The Top and Bottom Structure with Sections not Polarized 230

8.2.1.1.1 The Ideal in the Top and Bottom Structure with Sections not Polarised 234

8.2.1.1.2 The Real in the Top and Bottom Structure with Sections not Polarised 235

8.2.1.2 A Variation of the Top and Bottom Structure: Polarized Bottom Section 237

8.2.1.2.1 The Super Clusters in the Top and Bottom Structure with a Polarised Bottom 238

8.2.1.2.2 The Super Clusters in the Bottom Left Zone of the Polarized Top and Bottom Structure 240

8.2.1.2.3 The Super Clusters in the Bottom Right Zone of the Polarised Top and Bottom Section 243

8.2.1.2.4 The Given/New and Ideal/Real in the Top and Bottom Structure with Polarized Bottom Section 246

8.2.1.3 A Summary of the Top and Bottom Structure of the Malaysian Business-to-business Brochures 247

8.2.2 The Triptych Structure of the Malaysian Business-to-business Brochures 249
8.2.2.1 The Vertical Triptych Structure in the Malaysian B2b Brochures

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

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

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

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

8.2.2.1.5 Variation 5: The Triptych Structure with a Polarised Centre

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

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

8.3 Summary

CHAPTER NINE: AN ANALYSIS OF THE IMAGES IN MALAYSIAN BUSINESS-TO-BUSINESS BROCHURES

9.0 Introduction

9.1 The Framework for Analysing Images in the Malaysian B2b Brochures

9.2 The Place of Visual Images in Malaysian B2b Brochures

9.3 The Representation and Interaction Analyses of the Images in the Malaysian B2b Brochures

9.3.1 The Representation and Interaction Analyses of ‘People’ in the Images of the Malaysian B2b Brochures

9.3.1.1 The Representation and Interaction Analyses of One-person Images

9.3.1.1.1 The Representation Analysis of One-person Images
9.3.1.2 The Representation and Interaction Analyses of Two-person Images

9.3.1.2.1 The Representation Analysis of Two-Person Images

9.3.1.2.2 The Interaction Analysis of Two-person Images

9.3.1.3 The Representation and Interaction Analyses of Images Portraying Groups of People

9.3.1.3.1 An Analysis of the Photographs Showing Images of Groups of People

9.3.1.3.2 An Analysis of the Images Depicting Groups of People in Illustrations

9.3.2 The Representation and Interaction Analyses of Images of things

9.4 Summary

CHAPTER TEN: THE VISUAL COMPOSITIONAL RESOURCES (VCR) OF TEXT COHESION

10.0 Introduction

10.1 The Visual Compositional Resources of Text Cohesion

10.1.1 Cohesion based on Information Value of Elements

10.1.2 Cohesion Based on Salience

10.1.3 Cohesion Based on Framing

10.1.4 Cohesion Based on Colour

10.1.5 Cohesion Based on Typography

10.1.6 Cohesion Based on Proximity

10.1.7 Cohesion Based on Similarity
10.2 The System Network for the Visual Compositional Resources of Text Cohesion 333

10.3 Summary 335

CHAPTER ELEVEN: CONCLUSION

11.0 Introduction 336

11.1 Overview of Study 336

11.2 Addressing the Research Questions 337

11.2.1 Question 1: What are the functions of b2b brochures in Malaysia and how are the functions reflected in the verbal and visual elements of the brochures? 338

11.2.2 Question 2: What are the components that constitute the generic structure of b2b brochures and is the generic structure of business brochures similar to that of other print advertisements? Can a system network of the genre be established to complement its GSP? 340

11.2.3 Question 3: What is the layout of the b2b brochures and does placement of the components in the layout adhere to the information value system proposed by Kress and van Leeuwen (1996, 2006) and to the hierarchy of effects model of advertising proposed by Lavidge and Steiner (1961)? 343

11.2.4 Question 4: How important are visual elements in Malaysian b2b brochures and what are their roles in the brochures? 347

11.2.5 Question 5: Can cohesion of the various semiotic resources in the b2b brochures be established based on visual-compositional resources? 349

11.3 Implications of the Study 351

11.4 Recommendations for Future Research 352

11.5 Conclusion 353

REFERENCES 355
APPENDICES


APPENDIX B: THE SIXTY-THREE MALAYSIAN BUSINESS-TO-BUSINESS BROCHURES 381

APPENDIX C: A SAMPLE OF CLUSTERING OF ELEMENTS IN THE MALAYSIAN BUSINESS BROCHURES 445

APPENDIX D: A SUMMARY OF FREQUENCIES OF CLUSTERS IN THE MALAYSIAN BUSINESS BROCHURES 452

APPENDIX E: DETAILS OF FREQUENCIES OF EACH CLUSTER IN THE MALAYSIAN B2B BROCHURES 453

APPENDIX F: THE FREQUENCIES OF THE NINE SUPER CLUSTERS IN THE MALAYSIAN BUSINESS-TO-BUSINESS BROCHURES 460


APPENDIX H: THE TRANSITIVITY ANALYSIS OF THE VERBAL TEXTS IN THE CLUSTERS 471

APPENDIX I: A TRANSCRIPTION OF THE INTERVIEWS WITH THE DISCOURSE COMMUNITY 476

APPENDIX J: CONSENT FOR USE OF DATA IN THE STUDY 482