

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Background of the Study**

Malaysia's vision to become a developed nation by the year 2020 (Vision 2020) has called for effective human resource development as this is vital for the successful attainment of the Vision. The benefits of effective human resource development are many, including higher productivity and efficiency, effective use of technology and better product quality and service (YB Datuk Dr. Fong Chan Onn, Minister of Human Resources of Malaysia: 2001). He further reiterated that higher productivity and greater flexibility and adaptability to technological changes are only possible through training and this in turn will enable Malaysian organisations to increase their competitive edge in the global market.

To further promote human resource development in the country, the Human Resource Ministry of Malaysia set up the Human Resource Development Council (HRDC) in 2001 with the objective to encourage employers especially in the private sector to retrain and upgrade the skills of their employees in line with their business needs and the industrialization strategy of the country. As such, the functions of the HRDC are: to assess and determine the types and extent of employees' training and retraining in keeping pace with the human resources needs of the industries; to promote and stimulate manpower training; and to determine the terms and conditions under which any financial assistance or other benefits are to be given. With this concerted effort from the Malaysian

government, human resource development in the country would be efficiently managed. The call for an effective human resource development has also paved the way for the mushrooming of the various training programmes pertaining to human resource development by the companies that provide the training or otherwise known as ‘training providers’ in Malaysia. Even though various means of promoting the training programmes have been adopted, promotion through printed materials such as brochures remain the most used medium of such promotion in Malaysia as it allows for personalization and high audience selectivity (Kotler, 2002).

The brochures produced by the training providers generally target corporate customers who usually use the products and services rendered by the providers to produce their own goods and/or services for end-users or other companies (Sobhie, 2003; Kotler and Keller, 2006; Arens and Shaefer, 2007; Dominick, 2007). These brochures are, therefore, known as business-to-business (b2b) brochures.

Since 2001, there has been an increase in the number of b2b brochures in Malaysia in line with the increasing existence of companies providing training to meet the country’s need for highly effective and productive human resource capital. The increasing presence of these brochures cannot be ignored and in fact should be given a place in the world of business advertising discourse in Malaysia. Furthermore, the potential size of the business-to-business market in the globalised world (Sobhie, 2003) would also place b2b brochures as important texts to be studied.

Despite being important texts in the business markets, little is written specifically about b2b brochures in the literature for most of the time they are subsumed in the information

about writing print advertisements in general. However, what is found written about the brochures in general, be it in print or electronic resources, merely provide guidelines on how to write effective business-to-business advertisements. Walker (2000:85) recognizes that “since guidelines are often neither detailed enough for exact application nor generalisable through theory, they can appear to offer contradictory advice”. Thus, specific information about the actual components present in the brochures, the structures in which they are placed and the relations between components such that they produce coherent text are needed in order to better understand the brochures in terms of their functions and place in the business and advertising world. This study seeks to provide the needed information.

In fulfilling this aim, the study is able to:

1. establish the generic structure potential (GSP) for Malaysian business-to-business brochures;
2. propose a system network for the genre of Malaysian business-to-business brochures where all actualized structures are considered;
3. refine the method for clustering elements in multimodal genre analysis as proposed by Baldry and Thibault (2006);
4. propose a six-step procedure for managing clusters in a large corpus;
5. validate the information value theory outlined by Kress and van Leeuwen (1996, 2006);
6. identify the various layouts and components of Malaysian b2b brochures;
7. provide information regarding the visual images in Malaysian b2b brochures, a usually neglected mode in printed text analyses and
8. propose a set of visual-compositional resources (VCR) to describe cohesion in texts.

## **1.1 The Motivation and Rationale of the Study**

The motivation of the study is based on a few factors. Firstly it aims to provide the much needed information on the components and the layout of an increasingly important genre of business-to-business brochures. This motivation is coupled by the need to understand the role of visual images in business brochures, a semiotic mode neglected in many business discourse analysis. Furthermore, this study is also motivated in providing empirical data in describing the genre of business brochures and in deciphering how such brochures are made coherent despite the fact that various semiotic resources are employed in forming its multimodal genre. These factors are further discussed in the following sections.

### **1.1.1 Rationale for Analysing Genre within the Systemic Functional Theory**

The b2b brochures as a genre is the least written about despite being one of the frequently used information format in advertising and promotion (Bivins and Ryan, 1991). Even in the 21<sup>st</sup> century, not much has been researched about such brochures despite the explosion of the information technology which has made texts and thus brochures too, a challenging set of data for research as they now incorporate more visuals, use more colours and are more creative in their layout (van Leeuwen, 2002). This provides the motivation to study the genre of the brochures and this study goes one step further by applying the systemic functional theory in its genre analysis as oppose to employing the English for Specific Purposes (ESP) or Bhatia's approach (1993) to analyzing promotional genre as carried out by most genre studies (Ansary and Babaii, 2005).

Genre can be generally defined as a goal-oriented activity, or an activity which has a specific communicative purpose that takes place in a specific discourse community using conventionalized knowledge of linguistic and discoursal resources (Swales, 1990; Bhatia, 1993). Similarly, Martin (1984:25) defines genre as ‘a staged, goal-oriented, purposeful activity in which speakers engage as members of our culture’. Genre analysis is, thus, concerned with establishing the characteristics of particular types of texts and with identifying the goals of the texts. Ventola (1987) acknowledges other semiotic systems besides language in her definition of genre. She states that genre “refers to goal-oriented, both verbally and non-verbally realized semiotic systems or social processes which are established and maintained within a society and which, thus, comprise the culture of the society” (Ventola, 1987:56).

This study will analyse the genre of b2b brochures within the systemic functional linguistics (SFL) approach. The strength of SFL lies in its relatively well-developed descriptions of genre and functional grammar and the adaptability of SFL modeling across various semiotic resources like music, image and action (Martin, 2002). Other approaches to genre analysis lack such adaptability to other semiotic resources apart from language. Thus, the functional approach adopted in this study could help in identifying the staged, goal-oriented schema comprising a particular sequencing of functional components - both obligatory and optional (Baldry and Thibault, 2006) of the texts and in determining the functions and relations of various semiotic resources in the genre. The ESP approach, a more common approach used in analysing genre, which emphasizes on communicative purpose and the formal properties of texts might be seen only as an ‘application of SFL’ (Bloor, 1998) although it does not make extensive use of the stratified metafunctional grammar (Hyland, 2002) and therefore lacks a systematic model

for language analysis. Further discussion of the functional approach to genre analysis is reserved for Chapter 2.

Research regarding multimodality within the SFL framework has been found to be lacking in empirical strength. This study will provide empirical data to support its findings by employing a relatively larger corpus than usually used in multimodal analysis as data for analysis. Sixty-three Malaysian business-to-business brochures will be analysed. As a consequence of using a large corpus, the study will need to use software in analyzing the data. The study is, thus, incorporating the reliability that is best assured by the quantitative power of the computerized corpus analysis with the specificity and qualitative detail that is typical of genre analysis.

### **1.1.2 Rationale for a Multimodal Analysis**

Texts, today, have become more multimodal due to the increasing use of new media technology such as the computer text and image capabilities, word-processing, desktop publishing and website design programmes which combine writing and design (van Leeuwen, 2002) such that visuals, colours and the multitude of layout design are at the disposal of text producers. In fact, every written genre has always been multimodal (Kress and van Leeuwen, 2001) for it deploys not only the signs of the linguistic system but also those of the visual-spatial meaning systems connected with orthography, typography, colour and page layout (Lemke, 2002). Despite this, few linguists have so far engaged systematically with multimodality in linguistic text analysis (van Leeuwen, 2002).

In the systemic functional context, the discourse analytical term ‘multimodality’ originates from the work of Kress and van Leeuwen in the 1990s (van Leeuwen and Jewitt, 2001) and was introduced to highlight the importance of taking into account semiotics other than language, such as image, music and gesture in conveying communicative content in texts. This means that multimodal texts draw on a range of visual, verbal, composition and other cues in their meaning-making. According to van Leeuwen (2005),

Multimodal, non-linear texts are texts that (1) foregrounds visibility, not just by using images, but also by using composition (layout), typography and colour; and (2) are deliberately designed to allow multiple readings, multiple uses, regardless of whether this is achieved through electronic technology or not.

(van Leeuwen, 2005:2)

The b2b brochures of this study are multimodal texts as they are designed using some if not all of the semiotic resources like words, images, colours, typography and page layout. This study will undertake a multimodal analysis of the corpus using the framework developed by Kress and van Leeuwen (1996). The aim of multimodal analysis is to integrate and correlate the representational, interactive and textual meanings realized by the different elements and also to analyse how they work together to create a unified text (van Leeuwen, 2005). This study will, therefore, analyse the visual and verbal elements of the b2b brochures in terms of their composition, representation and interaction in order to determine not only the functions of the brochures as realized through the elements but also how the brochures are made cohesive through the co-deployment of the elements.

### **1.1.3 Rationale for Analysing Cohesion in Multimodal Texts**

Cohesion in printed text has always been preoccupied with identifying connections between the verbal elements within the discourse and how they bring unity to the text. In multimodal texts where both verbal and visual elements are resources that make up their

composition, relations need to be identified between the different semiotic resources in order to establish cohesion within the discourse. According to Lemke (2003) and van Leeuwen (2005), identifying such relations between the different modes in a text is one direction in multimodal genre analysis which has not yet been developed.

Nevertheless, the few studies that have emerged in analysing cohesion in multimodal texts have tended to focus on establishing links between one semiotic mode with another such as between visual and verbal elements (Hassan, 2006) and between visual and visual elements (van Leeuwen, 2005). The verbal linking concepts as proposed by Halliday and Hasan (1976) have usually been applied when discussing such relations. This kind of linking can be described as establishing relations based on lexical or logico-semantic relations. There is a need, however, to establish cohesion based on other resources especially one that is based on visual resources. Kress and van Leeuwen (2006) state that even though elements in a text such as headlines and blocks of copy may be entirely verbal, “the semiotic means which bring them together into a coherent semantic structure are always visual” (Kress and van Leeuwen, 2006:57). Meeting this need is another rationale of the study. This study will, therefore, propose a set of visual compositional resources that could facilitate analysis of the integration of the semiotic resources in multimodal texts.

#### **1.1.4 Rationale for Analysing Malaysian B2B Brochures**

This study chooses to analyse brochures, in particular the b2b brochures of Malaysian companies that provide training in human resource development. The targeted clients are usually organisations in the private as well as in the public sector. The training advertised in the brochures cover a wide range of topics such as finance, management, industrial

relations, quality, communication, employee skills development and customer relations. These brochures are now important texts in business advertising discourse in Malaysia as many companies are promoting training programmes to meet the need to produce effective human capital in line with Malaysia's Vision 2020.

The b2b brochures are also an essential promotional tool in business markets in general. In such markets, organizations buy goods or services which in turn are used for the production of other products and services that are sold, rented or supplied to others (Kotler et. al., 2002). Promotion is thus targeted to specific market segments usually corporate customers. The advantages of advertising through brochures are that they allow the prospect's undivided attention since they are not subject to competing against adjacent advertisements; they do not have constraints in terms of form, colour or size; and that it is rather easy and inexpensive to change the advertisements (Clow and Baack, 2007) in the brochures.

A typical Malaysian b2b brochure is of the regular A4 size (8 1/2 by 11 inch) which can either be in a bi-fold or tri-fold form or left unfolded. These are either personally given or mailed to the prospective clients three or four times a year. These brochures will motivate the prospective corporate customer to ask for more information by requesting for an extended brochure, clicking on the company's website or arranging for a sales call (Kotler et. al., 1998). Figure 1.1 is an example of a Malaysian business-to-business brochure that advertises a training programme on finance specially targeting professionals who have no background in finance.

**PEMBANGUNAN SUMBER MANUSIA BERHAD**  
(545143-D)

**Attention to All SMEs Registered Under HRDF**  
Course Fee Will Be Debited Directly From Employer's HRDF Account  
Please Take This Opportunity and Register Now

**Finance For Non-Financial Professionals**

**SPECIAL TRAINING PROGRAMME**

Date : 29-30 November 2005  
Venue : KL/ PJ (To Be Advised)  
Time : 9.00 am - 3.00 pm

**Who Should Attend**

1. Directors
2. Head of Departments, Branch and Divisional Managers
3. Dept/Technical/Operations Personnel
4. All Managers and Executives
5. Anyone who wants to move up the career ladder more rapidly

**Content**

**MODULE 1: UNDERSTANDING FINANCIAL STATEMENTS**

- The Importance and Value for Managers to Understand Accounting
- Accounting Concepts and Rules
- The Contrast Between Financial and Management Accounts
- The Operating Cycle, Depreciation and Key Terminologies
- Identifying Assets, Liabilities and Capital
- Reading the Profit and Loss Statement and Balance Sheet
- Understanding the difference between Cash and Profit
- Reconciling Profit to Cash

**MODULE 2: PERFORMANCE MANAGEMENT**

- Interpretation of Financial Statements
- "How to Read the Financial Pages"
- Ratio Analysis as a Tool to Measure Business Performance
- Case Study - Review and Analyze Annual Reports

**MODULE 3: COSTS FOR MANAGEMENT DECISION MAKING**

- Direct and Indirect Costs
- Understanding Cost Behavior - Fixed and Variable Costs
- Cost Allocation, Apportionment and Absorption
- Cost-Volume-Profit relationship
- Breakeven Analysis and Calculation Methods
- Case Study - Short Term Decision Making

**MODULE 4: CAPITAL INVESTMENT MANAGEMENT**

- Risk and Uncertainty
- Business Risk and Financial Risk
- Time Value of Money
- Various methods of Investment Appraisal
- Evaluating Non-Cash Flow Factors
- The Link of Capital Budgeting to Cash Budget
- Case Study - Capital Expenditure Decision Making

This workshop includes group discussions and case studies (Calculator will be required for some of the exercises)

**Purpose**

This program is designed to facilitate Non-Financial Managers and Executives to be equipped with sound financial management knowledge and better understand financial reports, helping them to become better managers and leaders in their daily work and professional relationships, particularly their communication with the Finance/Accounts Department.

**Objectives**

After attending this workshop, participants will be able to:

- Read and comprehend financial reports
- Understand the difference between Profit and Cash
- Analyze Financial Statements
- Read the Financial Pages
- Make Better Decisions by understanding Cost Behavior
- Understand the Time Value of Money
- Use Investment Appraisal Techniques in Capital Expenditure Decision Making
- Participate effectively in Management Meetings
- Know what questions to ask and whether they are getting the correct answers

**Figure 1.1**  
**An example of a Malaysian business-to-business brochure**

A total of sixty-three Malaysian b2b brochures obtained from target customers is the data used in the analysis of the genre of this study. This is a relatively large corpus of advertising texts used in multimodal analysis as previous studies have used lesser number of data such as in Cheong's study (2004) which analysed five print advertisements and in Hassan's study (2005) which focused on twelve web pages. The criticism that multimodal research is lacking in empirical research (Bateman, Allen and Delin, 2002) has sparked the impetus for this study to use a larger corpus than used in other studies. A detailed description of the corpus is provided in Chapter 4 (Section 4.3.1).

In summation, the role of business-to-business brochures in Malaysian and global business advertising discourse and the knowledge deriving from multimodal genre analysis of the brochures would justify the selection of the corpus of the study.

## **1.2 Objectives of the Study**

This study aims to investigate the genre of b2b brochures by identifying the key verbal and visual components in the generic structure of Malaysian b2b brochures. This will be revealed through a relatively large corpus analysis of sixty-three brochures. Thus, the primary aim of this study is to identify the generic structure of b2b brochures using the functional approach of Systemic Functional Linguistics (SFL). This will reveal the components of the genre and the structure in which the components are placed. The SFL approach will not only identify the generic structure but will also be useful in determining the functions of a genre (Hassan, 2005) through multimodal analysis of the verbal and visual elements that realize the genre.

In SFL, genre is defined as a purposeful or goal-oriented activity in society (Martin, 1992). This suggests that there is a purpose the schematic structure of a genre is such and in multimodal texts of a particular genre, the same purpose should be reflected in the verbal and visual elements. Therefore, this study is also geared towards identifying the ways in which the functions of b2b brochures are well served through the verbal and visual elements. To further understand the role of visual images in the brochures, a less researched semiotic resource in text analysis, the images, will be further analysed in the study.

Finally, this study also investigates the relations between the semiotic resources in realizing the functions and generic structure of the b2b brochures. This information would help in understanding how global cohesion or cohesion at the macro-text level is established in texts that use different modes for realizing its meaning potential.

### **1.3 Research Questions**

The research questions arising from the aims are:

1. What are the functions of business-to-business brochures in Malaysia and how are the functions reflected in the verbal and visual elements of the brochures?
2. What are the components that constitute the generic structure of business-to-business 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 generic structure potential?
3. What is the layout of the business-to-business 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)?
4. How important are visual elements in Malaysian business-to-business brochures and what are their roles in the brochures?
5. Can cohesion of the various semiotic resources in the business-to-business brochures be established based on visual-compositional resources?

#### 1.4 Significance of the Study

This study will undertake a multimodal genre analysis of Malaysian b2b brochures where it will outline the generic structure of the texts by identifying the components and the structures in which they are placed. Subsequently, it will determine the relations between the components of the discourse in order to understand what makes the text a coherent whole. The significance brought forth by the analysis in the study will be outlined in the following paragraphs.

The study is significant, firstly, based on the **theoretical framework** use in the analysis of the study. Research in analyzing genre of promotional texts has usually adopted English for Specific Purposes (ESP) or Bhatia's (1993) framework which primarily focused on language as the principal semiotic resource that realizes the genre. This study will instead adopt the systemic functional framework as proposed by Halliday (1984) in analysing the genre of b2b brochures. This study would be one of the few if not the only study to have used systemic functional theory in describing the genre of promotional text pertaining to the Malaysian business market and in the context of systemic functional multimodal discourse analysis. As such, findings of the study add on to existing literature on the few researches carried out using brochures as data.

The **corpus** used in the study also adds significance to the study as research pertaining to analyzing multimodal genre of b2b brochures of Malaysian companies is currently unavailable. These brochures have become important texts not only in Malaysia but also in the world, in the wake of globalization and technological development. The generic description of b2b brochures based on the analysis undertaken would establish, in a highly schematised way, the layout of business brochures. This would provide the needed

information to text producers designing business advertisements for both local companies and companies abroad. Thus far, literature about brochure design provides only guidelines on brochure design. The findings of the study would have practical relevance to media studies, business communication and semiotics.

The widespread use of technology today has also brought with it the liberal use of design elements such as images, layout, colours and typography in text production. The increasing use of such elements has highlighted the importance of analyzing them to determine the functions of the **different modes of meaning making** in texts. This study would be of significance for it will describe the different semiotic resources found in the corpus and analyse the interplay between the different semiotic modes used in phasing together the different kinds of meanings and functions. According to Lemke (2005), it is imperative for genre theory to consider intertextual links for it is the cohesive links of this nature that may be shaping and constituting the genres of the future. Previous few studies in Malaysia have attempted to describe the use of visuals in promotional texts (Hajibah, 2006). However, the analysis so far has neither been extensive nor exhaustive in nature.

Multimodal analysis has been described as being lacking in **empirical evidence** (Bateman, Allen and Delin, 2000) and this study hopes to fill the gap by using a comparatively large corpus than those encountered in the literature. Simultaneously, a large corpus entails the use of software to ease the work of analyzing. Thus, the methodological framework will incorporate corpus analysis with genre analysis. This further adds significance to the study as the methodological design and the larger corpus would yield results close to reality (Flowerdew, 2002) besides ensuring reliability and credibility of the findings.

## 1.5 Limitations of the Study

One of the limitations of the study is that it analyses only the visual elements of images and layout. For pragmatic purposes, this study discussed other visual elements like colour and typography in the context of the different analyses. An in-depth analysis of colour and typography could have been included to provide information about their functions and characteristics in the brochures.

In addition, the verbal analysis of the study was restricted to the clusters used to exemplify the various components of the brochures. Thus, a limited number of clauses was involved in the verbal analysis. Furthermore, the verbal analysis was focused on transitivity analysis only, thus, basically identifying participants, processes and circumstances in the clauses. The study focused on only transitivity analysis as this analysis complements the representation analysis of the visuals in the brochures. However, mood and theme analyses of the verbal texts would have provided a richer description about the language used in the Malaysian b2b brochures.

Another limitation of the study is that the business brochures analysed were those that only advertised human resource training programmes and that they were obtained from companies situated in a particular free trade zone in Selangor, a state in Malaysia. Therefore, the brochures were those sent only by training providers within the state. Brochures produced by training providers from other states in the country and those that advertised other programmes were not included.

Finally, the number of participants from the discourse community who were interviewed to elicit the functions of the brochures is another limitation of the study. The interviews

were limited to five personnel from the human resource department of the companies who received the brochures, being readers of the brochures, and another five from the training providers who were the producers of the brochures. Even though, the number of respondents was justified in the study, a larger sample would be more representative of the discourse community.

## **1.6 Thesis Organisation**

This thesis is divided into eleven chapters. The first four chapters are contextualizing chapters, which frame the background, review related literature and outline theoretical resources and methodological approaches of the study. The next six chapters are analytical chapters that deal with the findings of the study and this thesis ends with a concluding chapter. The following will briefly describe the various chapters in the thesis.

Chapter 2 reviews related literature pertaining to the study such as surveying research in business and promotional genre, multimodality and research in analysing cohesion between semiotic resources in texts. Approaches to genre analysis with particular emphasis on systemic functional genre theory are also discussed in the chapter.

The following chapter (Chapter 3) discusses the theoretical resources of the study which mainly draws upon the systemic functional theory of Halliday (1984, 1994). This theory provides the platform for the genre, verbal and multimodality analyses of the data of the study. In addition, the chapter discusses the advertising framework in which the data will also be discussed. Finally, it highlights the three sources from which the study is proposing the analytical framework of visual compositional resources (VCR) of multimodal text cohesion.

Chapter 4 outlines the methodological approach of the study. This study incorporates genre analysis and multimodal analysis from the perspectives of the functional approach in analyzing the genre of b2b brochures. The genre analysis is further strengthened with interviews with the discourse community and verbal analysis. Thus, a multi-perspective analysis of the corpus is discussed. In particular, this chapter discusses how the study refined and expanded the method employed by Baldry and Thibault (2006) in clustering elements to meet the challenge of analyzing the large corpus of the study. Arising from the same challenge, a six-step procedure for managing clusters in large corpus is proposed in this chapter.

Chapters 5, 6, 7, 8, 9 and 10 are analytical chapters and therefore are necessarily descriptive. Chapter 5 begins with a discussion about the forms and functions of Malaysian b2b brochures based on the analyses of the data gathered from the corpus and from the interviews with the discourse community. The discussion is supplemented with description about the functions of business brochures from the literature and from the verbal analysis of the data.

The following chapter (Chapter 6) describes the components of the b2b brochures by identifying their functions, the mode in which they occur and their percentages of occurrence in the sixty-three brochures. Subsequently, a system network for the genre of Malaysian b2b brochures is established based on the findings regarding the components of the brochures.

Similarly, based on the findings about the components and their percentage of occurrences in the business brochures, a generic structure potential (GSP) for Malaysian

b2b brochures is proposed in Chapter 7. This GSP will be discussed in the context of other GSPs proposed for print advertisements analysed within the systemic functional framework.

Chapter 8 describes the various layouts of the business brochures and identifies the placements of the components within the layout and design of the brochures. It also discusses them in the context of the information value theory outlined by Kress and van Leeuwen (1996, 2006) and with the empirical approach undertaken by the study it will contribute to validating the theory. The outcome of the layout analysis will also be discussed in relation to the classic hierarchy of effects model proposed by Lavidge and Steiner (1961) which shows the effect of the different components in advertisements. This will determine the place of the components in the Malaysian b2b brochures in the context of advertising.

This chapter is then followed by an account of the visual images in the corpus (Chapter 9). As visual images are not usually elements of analysis in genre studies, this chapter provides due recognition to their presence in the business brochures and analyses them based on two elements of 'visual grammar' namely representation and interaction as described by Kress and van Leeuwen (1996, 2006). This will also provide information regarding their functions in the brochures.

B2b brochures are multimodal texts which make it essential to investigate the relationships among the different modes in the brochures such that cohesion in the text can be established. Thus far, many studies on cohesion in multimodal texts are limited to establishing links between the different modes in the text based on logico-semantic cohesion analysis. However, a set of visual-compositional resources of text cohesion

which incorporates Kress and van Leeuwen's (1996, 2006) compositional resources, Gestalt principles of proximity and similarity (Wertheimer, 1938) and visual resources of colour (Kress and van Leeuwen, 2002; van Leeuwen, 2005) and typography (van Leeuwen, 2005) is proposed in Chapter 10 to account for the visual cohesion of texts. This set of visual resources would complement the logico-semantic resources usually employed when analysing cohesion in multimodal texts.

The final chapter, Chapter 11, draws conclusions about the forms, functions, components and layout of the Malaysian b2b brochures. It will also bring forth information about visuals in business brochures and end with the proposal for analysing cohesion based on the analytical framework that centers on visual-compositional resources. Implications of the study and recommendations for applications of this study for further research will also be made in this chapter.