



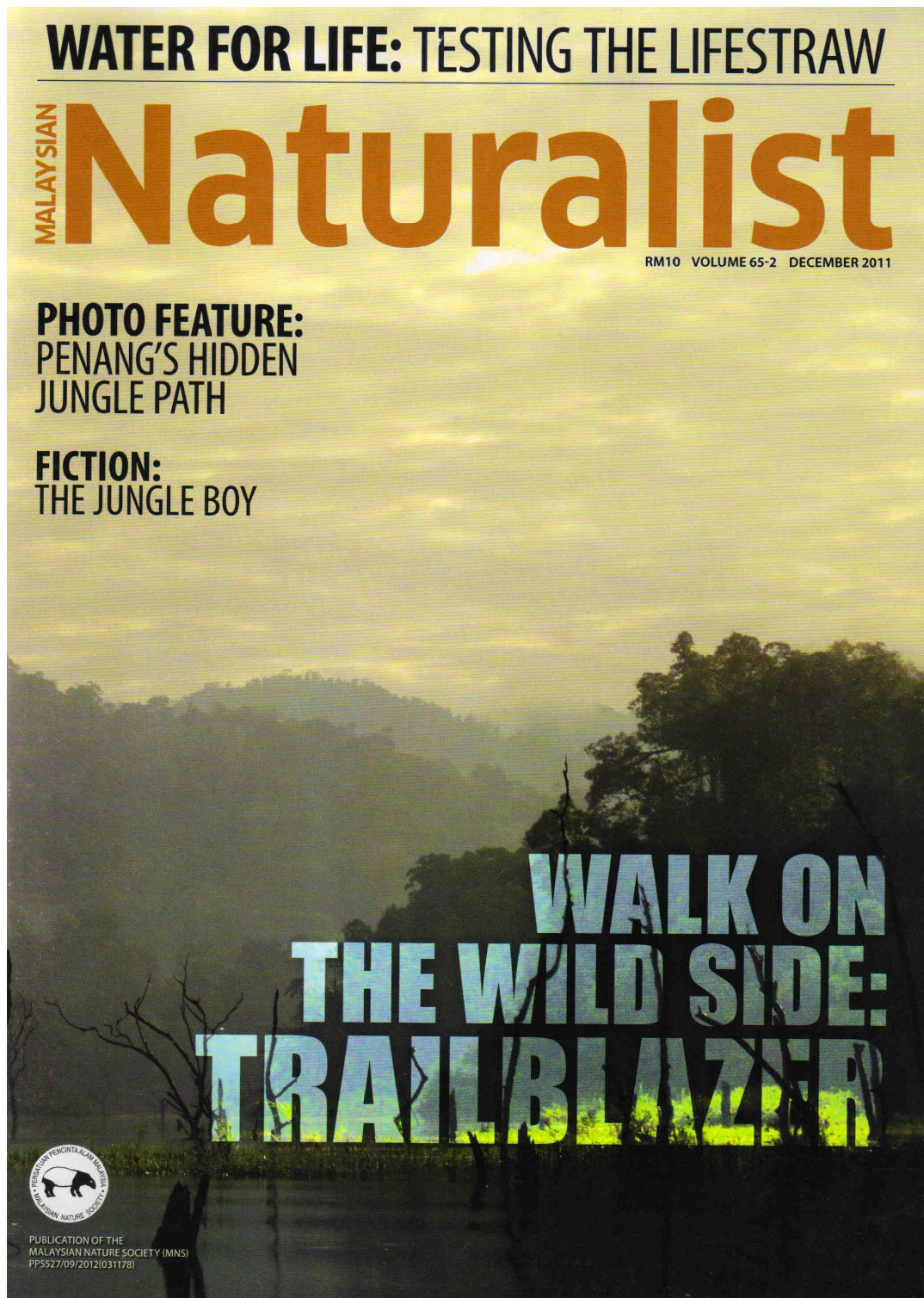
Cover Page 1: Malaysian Naturalist, Mac 2011.



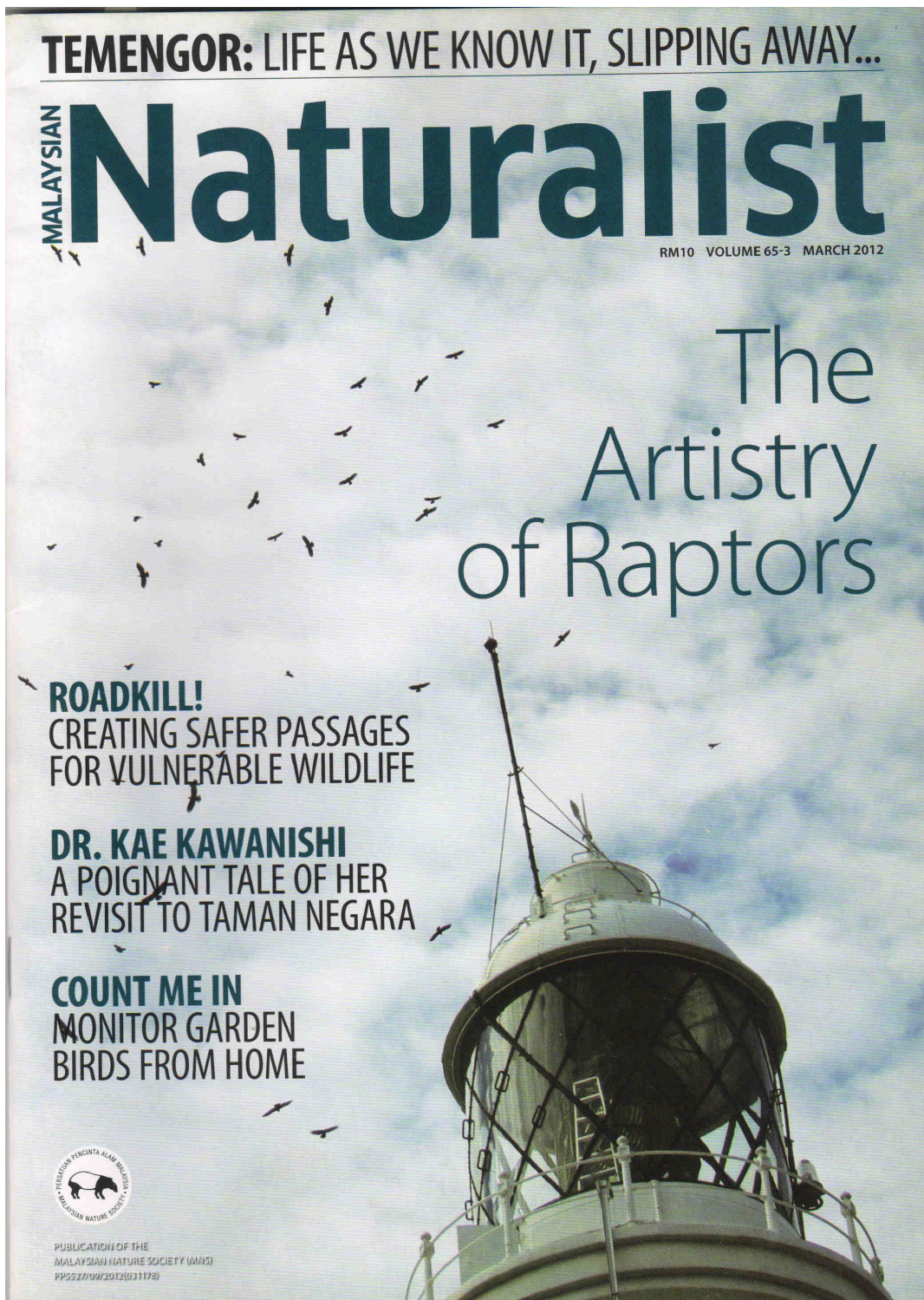
Cover Page 2: Malaysian Naturalist, Jun 2011.



Cover Page 3: Malaysian Naturalist, Sep 2011.



Cover Page 4: Malaysian Naturalist, Dec 2011.



Cover Page 5: Malaysian Naturalist, Mac 2012.

Volume 64-3, March 2011

MN Identifier: MN-201103

Page	Title	Document Type	Topic	Notes from Review	Associations	Remarks
5	Editor's note Protect the Planet's Lungs [GENRE MIXING]	EN		Accompanying contents Solicit action – announcement of an event Roles of the forests Facts Threats Appeal	International Year of the Forest Conservation Survival Climate change Readership Sustainability	Use of statistics to emphasise the importance Youtube clip – technology principle Use of metaphors – lungs
6	Untitled	LE	Moth	Identification		
7	A Milky in Melaka [GENRE MIXING]	BI	Stork	News Distribution Threats		
8-9	Getting to know the River Terrapins of Malaysia	AN CO	Terrapin	Distribution Characteristics – male/female Behaviours – diet, nesting Threats Suggestions	Conservation works	Passive suggestions
10-11	No Free Lunch	RS	Human-tiger conflict	An incident About the place News excerpt Outreach programme	Human-tiger conflict Better management practices (BMP)	Management discourse – safety and conflict resolution

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12-13	World's Smallest Frog Crawls out of Pitcher Plant!	NE	Frog	Family info Behaviours	Pitcher plant – symbiotic relations	Use of superlatives Website address (technology)
14-15	Found! The Tallest Tree in the Tropics	PL	Tree	Family info and local name Characteristics Uses (the resin as fuel)	Tawau Hill Parks	Use of superlatives Partly promotional
16-17	The Light that Shines On	TN	Ivan Vladimirovitch Polunin	Contributions and works Background and family Education Involvements in the Malaya Ecticism Famous works – fireflies, mudskipper Inspiration		Chronological description
18-19	Ant Mimic Spiders, nature's deceivers...	IS	Spiders	Behaviours – mimicry of a weaver ant Other species Warning		Website URL - promotion
20-21	Alien Invasion [GENRE MIXING]	IS	Beetle larvae	Lifecycle Characteristics and purpose Origin of exotic species	Curry leaf Local ecosystems	Referencing to the photos
22-23	Flight to the end of the world [GENRE MIXING] [INTERPRETIVE]	NP FI	Raptor migration	Fiction tale of migration Soaring and thermal rides Behaviours – flying in flocks to improve aerodynamic efficiency, and for the veteran's guides About the place – ancient times Activities during Raptor Watch event	Migration – East Asian-Australian Flyway Raptor Watch History – burial ground, local hero, naval battle, trading, etc.	Relate: Highway? Reveal: thermal gliding and flocking; raptors and mention of Jurassic Park (relate) Promotional Provocation not obvious

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						Teachable moment
24-27	One Did Not Come Home	OT	Outdoor safety while trekking in the jungle	Common beliefs Scenario on how people got lost Problems and ineffective solutions Anecdote – the solution Real-life cases	Vietnamese	
28-31	Reptiles Go Extinct ... Does It Affect Us? [INTERPRETIVE]	CO	Species conservation	Anecdote Questions about species extension and the impact of their answers Situation in Peninsular Malaysia Forest reserves Best practices for conservation	Species extinction Scientist access Conservation Elitism	Provoke: true, unsatisfying long term answer to the public with short term goals Arguments Universal concept: ugliness Metaphor: slippery slope Similes: library Quotes Reveal: Anti-conservationist Provoke: Colleagues – publications; we – the smart ones?
32-35	Tropical Montane Forest Soils and Carbon Fixation	PL CO	Montane forest	Climate change and global warming Forest benefits/roles Malaysian rainforest Montane forest and its functions Distribution Carbon sink Conservation needs/suggestions	Montane plants Decomposition Climate change Reforestation efforts	Statistics included Reveal: Carbon sink
36-39	Penang Island: Not Just An Eating, Shopping and Heritage Hub	TO PL	Mangrove forest	Of Penang Island and places of interest Mangrove forest	Food Tsunami Ecotourism	Tourism discourse – mixed frequently with natural history

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	[GENRE MIXING]			Mangrove trees – species, behaviours, phenomena (vivipary) Mangrove wildlife Suggestion	Success cases of Kuala Gula and Kuala Sepetang	Metaphors: hidden treasures
40-45	Forest of Malaysia	PH	Forest photos	Photo showcase with short title	Place name, forest type, fauna names	
46-47	Green Reads	BR	Flora of Peninsular Malaysia Catching Beetles	Volume contents in brief Forward looking statements Aims, purpose and benefits	Environmental damage	Promotional: Website and price tag

Data Summary Form 1: Malaysian Naturalist, Mac 2011.

Volume 64-4, June 2011

MN Identifier: MN-201106

Page	Title	Document Type	Topic	Notes from Review	Associations	Remarks
3-4	Frangipani Langkawi: Living the Passion [GENRE MIXING]	TR	Resort	Founder and company background Sustainable practices Achievements – awards and recognition	Green cause Environmental education	Promotional Advertorial
5	Editor's note	EN		The idea of best kept secrets Glimpse of mag contents Reminder – 2011 forest year		Genre chain? [relate to previous issue]
6	Untitled	LE	Naturalist magazine	Solicit action		
7	Friendly Visitor at MNS HQ [GENRE EMBEDDING]	OT	Snake	Characteristics and behavior Distribution		News in brief format
8-9	The fate of the Proboscis Monkey	AN	Monkey	Habitat Population Threats	IUCN Red List	
10-11	Cat Walks in Sungai Yu Tiger Corridor	PR	Poaching	Strategies in deterring poaching	Wildlife Conservation Act 2010 Public participation with wildlife and forestry authorities	Genre chain – insights from the information pathway diagram; links to CAT trailblazer (subsequent issue)
12-15	Be Friends with the Mangroves of Kuala Gula	PR	Friends of Mangrove	The setting SHB organization Environmental programme –	UN International Year of the Forest	Genre chain – International Year of the Forest (refer to past issue)

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				mangrove replantation Success stories Solicit action		
16-19	Appreciating Clouds	NP	Clouds	Functions	Moods	Use of quotes Use of URL links (technology principle?)
20-23	Prehistoric Mammal Remains from Bukit Takun Rock Shelter	NE	Mammal fossils	Description of the place Discoveries Advice and good practices	Archaeology history – prehistoric times Hunting techniques	
24-27	Merdeka Award Projects [GENRE MIXING] in the raptor write-up	PR	Raptors Fireflies Water birds	Source of funding Raptor counting experience and sightings Lifestyles and distribution Survey and assessment activities Programmes Thank you message Survey intro and members		
28-31	Death of a Mermaid [GENRE EMBEDDING] [GENRE MIXING] [INTERPRETIVE]	AN FI	Dugong	Life story of dugong Characteristics and behaviours Origin of name and comparison with elephant Threats and human hazards Population distribution Recommendations Pro-social advocacy	Fairy tale elements Children Breathing Myths and beliefs Other cultural beliefs and consumption	Universal concept of death and the simile of mermaid; cruelty; innocent – nature of dugong Emotional expressions – death to the mother and victim to the predator Personal anecdote – living the experience underwater Relate: human anatomy –

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						muscle, lactic acid, heart, heart attack; to dolphin for comparison; saving ourselves by saving them and the seas Provoke: selfishness, cruelty, development, etc.; blame on human greed
32-36	Inside the Quail Trap [GENRE MIXING]	NP NE RS	Secret garden	About the place Retrace past botanist discoveries Historical development Origin of the name Fauna and flora sightings Conservation importance	Geological phenomena – a wang Conservation Local legend	Puzzling title Use of similes e.g. like kuih lapis Use of footnote for definition of local term
37	Julian Waterfall, Usun Apau	OT	Waterfall			Quote of a photographer
38-41	Of Snakes and Tigers	NE	Jungle experience	About the place How to get there info Animal sightings Snake and wildlife encounters		
42-44	The Hidden Depths of Kenyir	TR NE	Lake	About the place How to get there info Accommodation and activities Attractions	Birds	Tourism discourse Use of quote “take only photographs and leave only footprints”
45-46	Peninsular Malaysia – the last stronghold for the Straw-Headed Bulbul?	BI	Bulbuls	Origin of name Distribution Illegal trade News Solicit action	Wildlife trade IUCN List CITES Wildlife Conservation Act 2010	

Data Summary Form 2: Malaysian Naturalist, Jun 2011.

Volume 65-1, September 2011

MN Identifier: MN-201109

Page	Title	Document Type	Topic	Notes from Review	Associations	Remarks
3	Gateway to Nature	TOU	Belum Rainforest Resort		Ecotourism	Promotional
4	Proboscis Monkey	OT	Monkey	Sightings		
5	Editor's note	EN		Popular question Glimpse of the content Announcement and invitation		
6-7	Untitled	LE	Frog	Appeal to the authority Skinning Ecological role – pollutants absorber and bug/insect control	IUCN List Water	Reveal the importance
8-9	The Fearless Georgetown's Colugo [GENRE MIXING]	NE	Flying lemur	Interesting facts – origin of name Characteristics and behaviours Juvenile and adult	IUCN List Eagle – diet	
10-11	Tiger, Tiger Everywhere?	CO	Tiger	The past (including elephant-human conflict) Statistical info (with graph)	Global Tiger Summit Tiger Action Plan Central Forest Spine Common Vision on Biodiversity National Policy on Biological Diversity Smart Green Infrastructures (SGI) –	Use of quotation on human-tiger conflict

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					eco-bridges, viaducts	
12-14	Fairchild and the Clitoria named after him [INTERPRETIVE]?	PL	Legume family	Parts of the plants and uses – food source, ornamental uses Medicinal properties Horticulture significance – botanical insecticide, lice and tick control on pets, fish eradications for water management History of a horticulturist	Food and cuisines Human anatomy Heritage building Horticulture	Relate: food menu of Asian restaurants; resemblance to female reproduction organ Medical discourse Historical discourse Reveal? Importance
15-17	Malaysia’s Amazing Leaf Beetles	IS	Beetle	Family and species Characteristics Anatomy	Comparison with other countries Agriculture Taxonomy and basic science	Scientific writing
18-21	Fighting Fires in Raja Musa Forest Reserve [GENRE MIXING] – nature, conservation, CSR	PL NP PR	Peat forest	Geography Ecological roles Characteristics Process in climate change mitigation Conservation site Rehabilitation efforts Fire fighting	Haze – Forest fire Climate change CSR support	Teachable moment [See The Star article] Relate Reveal
22-23	Pollinator Activities of the Kerlik [GENRE MIXING]	PL NP	Kerlik pollination	Distribution Characteristics Pollinator agents Sightings Time-based observation report Comparison with China studies	Animal pollinators Bird pollinators Insect (bees and wasps) pollinators	

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24-25	A Glimmer of Hope for the Rajah Brooke's Birdwing	CO NP	Butterflies puddling behaviour	Puddling behavior Geography Local community participation Past events that cause the problem Rehabilitation efforts	Ecotourism Threats Conservation	Use of intangible concept of 'hope' explicitly
26-29	A Tribute to a Great Bird-Watcher	TN	Guy Charles Madoc	Special book History		
30-33	John Stanisic – Snail Whisperer	TN	John Stanisic	The beginning Field guide Importance of species – indicate moisture stability;	Climate change	Mostly in the Australian context
34-35	Keeping Islands Rat-free for Pacific Birds and People	PR	Sea birds conservation	Geography Threats Eradication efforts Acknowledgment of the project sponsors	Invasive species IBA – Important Bird Area Safety and welfare of local people Conservation intervention	Intertextuality – voices from some speakers
36-37	Just Closure [INTERPRETIVE]	RS	Animal welfare	News brief Contestation of opinions – public, authorities, zoo owners, etc.	Euthanisation, humane culling	Intertextual – news excerpts; famous quote Intangible – justice and freedom; death; cruelty Teachable moment Use of analogy
38-41	Coastal Litter Sampling in Malaysia	PR	Coastal littering	Recent problem Cleanliness survey – objectives and parties, procedures, findings	Acts Civic awareness Waste disposal practices 3Rs	

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42-43	The Fireflies of Cukai River [GENRE MIXING]	TR	Fireflies site	River geography Comparative study with another fireflies site Measurement description		
44-49	Short Notes from Endau-Rompin State Park, Pahang	PR	Flora composition, diversity or vegetation	Geography		Columns: Acknowledgments, Researchers, Bibliography
50-51	Dancing for a Mate, Finding a Hunter		Pheasant	Characteristics & Origin of name Comparison with peafowl Behaviours Specialty: Mating dance Distribution & Threats		Quick facts column Intangible: Tidiness, love Intertextual: Acts and the law

Data Summary Form 3: Malaysian Naturalist, Sep 2011.

Volume 65-2, December 2011

MN Identifier: MN-201112

Page	Title	Document Type	Topic	Notes from Review	Associations	Remarks
4	Editor's Note	EN	Eco-travel	Seasonal greetings	Carbon footprint	Use of common saying: It isn't the destination that counts but the journey itself – as an ironic statement in environmental terms
5	The Common Mormon butterfly	OT	Butterfly	Host plant to the caterpillar		
6-7	Untitled	LE	Orang utan	Complaint letter – argumentative and judgments		
7	10 Green trips brought to you by Talisman Energy	OT	Green practices	Suggestions		
8-9	The Health-Conscious Beetle [GENRE MIXING]	IS	Beetle	Other names Characteristics Cycle of life	Pest Coffee beans	Use of personification in title and in relation to ginseng roots
10-11	Tiger Valley: Backtracking on Conservation	RS	Tiger	Tiger Valley idea National Tiger Conservation Action Plan Judgments and arguments against Suggestions	Animal welfare vs. conservation	Brief of MyCAT
12-15	Paper wasp at MNS Sepang Gold Coast EIC	IS	Wasp	Characteristics Life cycle	Natural pest controller Conservation (still new)	RELATE: Garden and sweetened water

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				Behaviour Role in ecosystem	Ecological service provider	Brief of EIC
16-19	Fauzi Husin, a self taught naturalist who shone: Tribute to a man who left us a natural legacy.	TN	Nature guide	Legacy – plant names Biography – childhood to demise Achievements and contributions Talents, skills, knowledge	Discoveries in botany	An emergent genre
20-23	The Coastal Resources of Pantai Cenang, Langkawi	TR	Beach and tourism destination	Geography Geological information Local economy	Fishing activities Seaweeds/sea grasses Corals	High intertextual elements of scientific terms
24-29	Trailblazer Journal	AD	Park border clearing Monitoring of poaching and encroachment	Volunteership Expectations and the unexpected Experience and observations Overcoming obstacles and difficulties	Primary jungle Jungle camping Humble and respect	Resembles the language of a spoken discourse
30-31	Rafflesia of the Peninsula	CO	Rafflesia	Distribution Threats Conservation place	Eco-tourism Biological aspects	
32	A Birdy Tale in Campus	BR	Birds	University campuses		For coffee table use
32	Majestic Stripes – The Malayan Tiger	BR	Tiger	Chronicles of the story of the tiger		For coffee table use A children pull-out: cartoon animals and subjects such as wildlife poaching for the young reader (CHILDREN?)
33-35	A Lovely Encounter at Manukan Island [GENRE MIXING]	TR	Mangrove tree	Characteristics Anatomical descriptions Comparison with other species Conservation suggestions	IUCN List Physiological and ecological aspects	

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36-39	Panti: The Southern Tip of Malaysia's Lowland Forest Corridor [GENRE MIXING]	TR	Bird sanctuary	Geography Attractions	IBA – Important Bird Area	Use of poem about the place
40-45	Water is Life: LifeStraw	GA	Outdoor gadget/tool	Background The tool and its features Testing plans and objectives Trial procedures and feedback Promotional information	Context in other countries Carbon footprint Universal concept: Vulnerability	Metaphorical title RELATE: Nature enthusiast problems REVEAL: Convenience and psychological acceptance PROVOKE: Drink from river stream near longhouse toilet! From the jetties as well. Even waterholes in Namibia – ultimate test drinking from pan water, said to be filled with bird droppings/faeces Tie back to environmental concerns An emergent genre?
46-49	Son of the Jungle (Part 1)	FI	A forest boy	Dream About home Family Way of life stories Invasion or encroachment		
50-57	Discover the Waterworks Walk	NE	Nature sightings	The past and present Observations along the trail		

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	[GENRE MIXING]			Snake behaviours Other sightings – insects, birds, monkeys Amazing story about flatworm’s fragmentation		
58-59	Blue-crowned Hanging-parrot: Hanging in there...	CO	Parrot	Species comparison Distribution information Geography Origin of the name – behavior Threats	CITES – Convention on International Trade in Endangered Species of Wild Fauna and Flora Illegal trade Wildlife Conservation Act 2010	Use of superlatives – the smallest Alliteration and powerful ending i.e. Hanging in there...for how long?

Data Summary Form 4: Malaysian Naturalist, Dec 2011.

Volume 65-3, March 2012

MN Identifier: MN-201203

Page	Title	Document Type	Topic	Notes from Review	Associations	Remarks
6	Editor's note	EN		News Content overview Call for action	Current happenings/events	
7	Three-striper on the ground	AN	Squirrel	Latin name Numeric expression Geography Characteristics Behavior Role in nature	Law Comparison with other country	Advocate conservation – future generations
8-9	It's not just about awareness	LE	Wildlife trafficking	Personal experience and observation	Awareness Youth Economics comparison	
9	Devastation of sea turtles	LE	Turtles	Instructions for action Procedures for conservation Advice on interaction		
10-11	No! To polystyrene at the National Zoo	LE	Styrofoam and polystyrene products	Background of products Provide recommendations	Zoo management Litter Hazards PR Environmental education	Myth through discourses of recycling
12	Volkswagen think blue	CSR	Green practices from work to home		Family with children	

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13	ISG Asia (Malaysia) lends a helping hand	CSR	Nature path clearing	Donation Manpower Contribution of furniture		
13	Say no to sharks fin soup	CSR	Shark's fin soup	Petition signatures		
14-15	Yellow-throated Marten	AN	Weasel	Local name Characteristics Numeric expression Geography/distribution Category of animal 'diurnal'	IUCN Comparison with other countries	
16-17	Enter the dragon: Err... What about the striped carnivore???	CO	Tiger	Geographical context/situation Judiciary cases	Comparison with other countries	RE: Chinese zodiac Universal concept? Lexis: 'slap-on-the-wrist' and 'whatever-it-takes' PR: future prediction Title – creative
18-20	Paying attention to garden birds	PR	Garden birds	Observation Background of survey Call for action	Garden Population stats	Nature writing as a backdrop or introduction that leads to the main content
21-23	Reef Rehab: Pangkor Island Safe Snorkelling Zone	PR	Coral reefs	Activity reporting	Participation from local community	
24-29	The Quantum World of Taman Negara	NW	Taman Negara	Personal reflections and corporeal experience with nature		
30-32	Paddling the Green Tunnel	AD	River exploration	Reflections	Rain	Intertext with past issue
33	It's a wonderful life	CPO	Pledge for corporate sustainability			Promotional
34-41	The Artistry of Raptors	NP	Raptors	Description of a nature phenomenon – migration Definition of bird class	Ecotourism Nature awareness Coastal rainforest reserve	Teachable moment

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	writing			Geography Special message to call for action		
42-45	Nomads in the Belum Temengor Rainforests: Modernity, Change and Their Future	HI	Indigenous people: the Jahai and Temiar	History Modernity	Displacement of home Exhibition	Teachable moment Informational and promotional writing
46-47	White-rumped Shama: Singing a Troubled Tune	AN	Bird	Call for action Characteristics Uniqueness and specialty	IUCN Etymology of name News on bird smuggling	Intertextuality: Laws and Acts
48-53	Son of the Jungle	FI	Indigenous tribe and invasion of the forest destroyers		Courage Family Brotherhood	
54-55	Temengor Forest: the unfortunate reality	PH	Urbanisation Indigenous people			
56-57	Towards Safer Passages: The Kenyir Wildlife Corridor Project	PR	Wildlife crossings Viaducts	Roadkills Camera trap surveys	National plans – National Tiger Action Plan and Central Forest Spine Master Plan for Ecological Linkages	Introduction to the research body is included to solicit participation
60	Penang's Eye of the Crocodile	NE	Rare mangrove tree	Geography distribution	IUCN list	Intertext with past issue and expert voices Use of analogy – giant panda Metaphor – panda mangrove
61	A Guidebook to the Macrofungi of Tasik Bera and Fraser's Hill	BR	Fungi/mushroom	Definition Characteristics Role in ecosystem Diversity		Price and availability info included

Data Summary Form 5: Malaysian Naturalist, Mac 2012.

<p>Death of a Mermaid Just like that of the little mermaid, a dugong’s journey is one that reads like a sad fairytale as these majestic princesses of the sea fight for their survival. TEXT & IMAGES BY: ASHLEIGH SEOW</p>	<p>Universal concepts – death; Relate – fairy tale; parts of human body</p>
<p>AN EARLY SUN WAS ALREADY WARMING the shallow waters of the bay promising a hot day ahead. The dugong and her calf swam leisurely across an inlet, like pale-skinned tourists against the emerald water, taking a swim after their breakfast browsing the seagrass buffet. Every day they moved feeding grounds, mowing their way through the sea grass plains like a grass-cutting crew, favouring the shallow warmer waters in the mornings in then moving to cool deep water in the hot afternoons.</p>	<p>Relate – the words ‘tourists’ and ‘buffet’ Genre mixing – natural history in fictional writing</p>
<p>They were fortunate to have found this large untouched bay. Their previous area was unable to sustain a viable population anymore as the rivers became increasingly murky and fouled with the metallic tang and bitter tastes of industrial chemicals, oils and household refuse as more of the coastline came under development. The once extensive sea grass began to die from poisoning or the lack of light for photosynthesis. Dugong populations either starved or migrated in search of greener pastures.</p>	<p>Relate – pollution (an environmental aspect) Art – the idiom ‘green pastures’ refer to a better situation</p>
<p>The mother stopped to rest and touched her calf with her flipper as it nursed. Dugongs have mammary glands on their chest like humans. She was 40 years old and this was her fourth child. Dugongs become reproductively mature at about the same time as humans, in their early teens, but pregnancies usually occur in the mid-teens. A dugong carries her baby for approximately 14 months before it is born in the warm shallow waters of a tropical bay and then it is brought to the surface for its first breath of air. The interval between births is about 3 to 7 years reflecting the long 18 months that the baby is nursed before it is able to feed solely on seagrass. It also requires guidance for some time after weaning before it goes its own way. The birth intervals can widen due to environmental stress, for example if there is lack of food and safety.</p>	<p>Relate – mother’s love; anatomy similarity; the word ‘child’ instead of calf Relate – birth of a child; also a universal concept</p>
<p>The common name ‘dugong’ comes from the Malay “duyong” meaning lady of the sea. Although their scientific name “Sirenia” comes from the Greek seiren (seductive sea nymphs), they should be more appropriately be considered “mothers of the sea” than mermaids. Their closest land relative is the elephant.</p>	<p>Disciplinary norms in natural history – origin of names and etymology Relate – similarity</p>
<p>Wild dugongs can live to their mid-70s if the environment is healthy and if they avoid dangers. Her first two calves had died before maturity. The first had died on a day like this when they had been relaxing on the surface and the calf was playing. It was her inexperience in not recognising the whine of the propellers. When she realised and started to dive it was too late for the calf – the spinning blades slashed its back; the blood a crimson bloom staining the blue-green sea. The craft stopped and the passengers chattered excitedly while the mother stayed to support and nuzzle the dying calf. After an hour she had to leave as the blood plume had attracted a bull shark, a powerful coastal predator. Now in deep shock the calf died no longer feeling pain as the shark shook and tore its remaining flesh.</p>	<p>Relate – blood and pain Emotional link – irony Universal concept – predators in nature</p>
<p>Living in shallow coastal waters the short-sighted dugongs are very vulnerable to boat strike especially from fast boats or larger craft which can drag the almost neutrally buoyant dugong into the propellers even if it is not on the surface. As a one time support diver with a seagrass monitoring project I can relate how stressful it is when large boats move just three or four metres above you and turbulence threatens to pull you up into the blades. Us divers can add more lead on our weight belts; the dugong cannot.</p>	<p>Reveal – danger and threats Relate – personal experience</p>

<p>Her second child did not survive also. They had been browsing the seagrass when she heard the propellers. They tried to flee but dugongs are slow swimmers, barely faster than a good human swimmer. They have to breathe but, unlike dolphins and whales, do not have a blow-hole at the top of their head just nostrils at the end of the nose like us. Breathing while swimming fast is not as easy for them.</p>	
<p>The boat caught up and a harpoon was hurled into the calf's back. She was older and stronger and fought the rope so the harpooner 'played' the line as though she was a fish. Eventually, when closer to the boat, a second harpoon was thrown to ensure the dugong did not slip off and sink. She soon stopped struggling – a pink froth bubbled from her nose – a lung was punctured. The mother could see that her daughter's breathing hurt. The boatmen pulled her head out of the water and held it by the side of the boat and started putting things under her eyes. "Minyak air mata duyong", (mermaid tears) are believed to be powerful love potion. When dugongs are caught these 'tears' are released and collected it is still alive. A rope was attached to the tail fluke and she was towed away, slowly drowning. In some places in southern Thailand and northern Malaysia, the mammary glands are cut off to make other types of love potions.</p>	<p>Intangibles – cruelty Cultural beliefs Cultural practice?</p>
<p>Dugong products are a valuable commodity. Besides the tears, the tusks, bones, teeth and tail are in demand for ornaments, 'medicines' or Arab dagger handles; the flesh is considered better than beef and the fat used in ointments or, in some places, fuel and lamps. Every culture on the Indian Ocean rim from Tanzania to the Arabian Gulf, Iran, India, South East Asia and the Western Pacific from China and Japan down to Australia and Oceania are traditionally devourers of the dugong.</p>	<p>Economical values Provoke – heinous or wicked culture and practices</p>
<p>Later the pair moved off to a patch of seagrass to spend the night. Sleep is a series of naps of 8-10 minutes after which they surface, breather and slowly sink to the bottom again. On one of these sleep cycles she woke fully mindful of a strange muted rumbling. While the calf still slept she began to see fish all moving in the same direction. She roused the calf and followed. The rumbling grew louder; she heard clanking. By now everything was in flight: sharks, grouper, sting rays, squid, fish of all shapes and sizes. The seagrass was illuminated by several small moons and a vast dark shape appeared; thousands of creatures caught inside a gigantic maw still open and feeding on fish. She swims desperately, the frightened calf beside her. They surface to breathe at increasingly short intervals as the lactic acid builds up in their tired muscles, each breath slowing them down. Their heart rate escalates. Soon the calf cannot keep up: the mother pauses, maternal instinct strong, but realises that her responsibility to survive and hope that the calf somehow escapes. The trawl comes remorselessly ripping up coral and sea grass like a bulldozer in a forest. Her tail is already in the maw when a blaze of pain engulfs her and then nothing.</p>	<p>Medical discourse Intangibles – destruction Art – similes</p>
<p>The net is hauled on deck. The crew sort the catch – commercial fish; rays, grouper, snapper are put in the hold but the by-catch of species considered worthless, often broken bodies barely alive, is tossed back to the sea. The calf, an air-breathing mammal, was fortunately not crushed and was caught just before the net was hauled up; it is tossed overboard alive, now on its own without its mother's guidance.</p>	<p>Intangibles – loss of loved one</p>
<p>The only 'fiction' in this story is in attributing these events to the life of one particular female dugong. Dugongs are regularly wounded or killed by boat strike; in Thailand, Indonesia, Malaysia and the Philippines, dugong tears, and other dugong body parts are collected and sold by local people to traders. Last year a dugong body was found in the Andaman Sea and an autopsy revealed that she had died of a heart attack, probably as a result of trying to escape the jaws of a trawl net.</p>	

<p>But the hazards of propeller blades and traditional dugong hunting is limited compared to the decimation of dugong numbers caused by city dwellers when we pollute and destroy their food resources and encourage unsustainable commercial fishing by our insatiable hunger for seafood. Every year many dugongs drown in fish nets, die from explosions caused by blast fishing and those “lucky” ones that survive all these hazards face malnutrition in those areas where industry and development are destroying the marine environment. Whether it is Singapore’s land reclamation which probably has made dugong extinct in the Johore Strait; pesticide and fertiliser run-off from agricultural activities like oil palm plantations; the woman who seeks ‘minyak air mata duyong’ to charm the man of her dreams; those who simply seek wealth or material gratification without a care for the environment or those who fail to take action we are all at fault.</p>	<p>Discourse of sustainability</p> <p>Provoke – threats from human</p>
<p>The largest populations of dugong are now in Australia where most research takes place, next is the Arabian Gulf and the third is New Caledonia in the Western Pacific. These places are at the limits of the range. In the centre, the Indian Ocean and Western Pacific coastal belt is fragmented by habitat loss, dugong are increasingly rare and possibly locally extinct. It is ironic that dugongs and other animals that are part of the cultural history of Asia are found wild in Australia in tens of thousands when they are rare in most parts of Asia. Dugong, saltwater crocodile, whale, shark, banteng, sambar deer, rusa deer, dingo, wild water buffalo and camel populations have proliferated there to the extent that tourist operators can guarantee sightings.</p>	<p>Discourses of geography</p> <p>Provoke – irony by invoking cultural values</p> <p>Provoke – comparison</p>
<p>All is not completely bleak in Malaysia. The government has endorsed interest in dugong research providing funding for aerial surveys in Sabah and Johor. After several years of research, Dr. Leela Rajamani from the Centre for Marine and Coastal Studies, Universiti Sains Malaysia, says that the population is small, numbering a few hundreds, and declining due to low reproductive and survival rates. Incidental entangling in nets and traps is common in all parts of Malaysia. Dugong habitat loss due to coastal development is prevalent in Peninsular Malaysia as opposed to mortalities caused by blast fishing in Sabah. What is needed, she believes, is top-down and bottom-up collaboration to help in conserving dugongs. All stakeholders including government agencies, NGOs, local communities living close to dugong habitats should work together in developing dugong management plans that are suitable to local conditions.</p>	<p>Intertextuality – voices from an expert</p>
<p>It is especially sad what is happening to dugongs. Almost alone amongst mammals, the dugong does not hunt or injure us, nor does it eat our crops or our domestic livestock; compete for food with us or our animals; damage our homes or property; transmit deadly diseases to us and the like. Even the charismatic dolphin competes with us for fish and has been known to be aggressive to humans at times. The dugong is truly inoffensive. But in a South East Asia in grim pursuit of gross materialism, dumping the by-products of that desire into the seas, dugong have nowhere to go but swim into extinction unless we realize that by saving the dugong and the seas we save ourselves.</p>	<p>Intangibles – harmless</p> <p>Provoke – comparison</p> <p>Universal concept – materialism, survival Metaphor – phrase ‘swim into extinction’</p>
<p>Malayan tapir icon</p>	<p>Art – symbol of conservation</p>
<p>Enclosed image/photo captions:</p> <ol style="list-style-type: none"> (1) Dugong feeding. (2) Dugong browsing seabed. (3) Dugong taking off. (4) Dugong drowned in fishing net. (A carcass is shown) (5) Injury from propeller strike. 	

Template 1: Analysis for professional practices in an interpretive nature article.

<p>Reptiles Go Extinct ... Does It Affect Us? Lee Grismer tries to shed some light to the simple but pertinent question of why the conservation of species from extinction is so important. TEXT & IMAGES: LEE GRISMER</p>	<p>Concept – Extinct RELATE – Us Interrogative Metaphors – shed some light Convention – text & images</p>
<p>ONCE, WHILE GIVING A PUBLIC PRESENTATION on my work in Peninsular Malaysia; I highlighted a new species of frog (<i>Leptotalax kajangensis</i>) we had recently discovered. I noted that this little frog lived in a cave 10m underground at the very top of an isolated mountain on the small, distant Malaysian island of Tioman in the South China Sea. After emphasising that this species is known I passionately argued that it deserved protection. After the presentation, an elderly gentleman came to me and asked, “Why is it important to protect this species and how would it affect me if it went extinct?” I was stunned at the simplicity of the question and felt chagrined by fact that I had no real answer. I blurted out the partly line that “every species is unique and it deserves protection, we don’t yet know what its potential benefits to humanity are and that every species is part of a large puzzle composing the ecosystem.” – true, but generally unsatisfying long-term answers to a general public that has real, short-term problems and concerns. The man politely thanked me and walked away but we both knew his question hadn’t really been answered.</p>	<p>Anecdote Scientific discourse Conventions Discourse of geography</p> <p>The ‘other’</p> <p>Concept – humanity; ecosystem RELATE – puzzle PROVOKE – long-term answers...short-term problems and concerns Strategy – ironic implications</p>
<p>Shortly afterwards I heard an official from an international conservation organisation on the radio being asked why bluefin tuna should be protected. Her reasons were even less germane than mine – “These are beautiful fish, they are sleek, high performance swimmers, they have incredible capabilities for accelerating.” – All laudable characters that have no bearing whatsoever on why this species should be protected. Using that line of reasoning we should never have let Mercedes-Benz stop production of the 300 SL in 1958 nor allowed Chevrolet to let the Corvette Stingray go extinct in 1968 – arguably the most beautiful, high-performance sports cars of their time with amazing acceleration. And by extension, this line of logic does not protect “ugly” or unremarkable species.</p>	<p>Accounts – adjectives</p> <p>Strategy – emphasize differences and strengthening arguments with comparisons RELATE – historical examples PROVOKE – Using that line of reasoning...</p> <p>Mathematical discourse – logic (intellectual connections)</p>
<p>So, would the extinction of <i>Leptotalax kajangensis</i> affect humanity? Most likely, not. It could blink out of existence and no one would ever notice. So then, why is it worth protecting? Species, any species (and some more than others), are worth protecting at least on principle alone. If we knowingly let the little frog on the top of the mountain go extinct then we are sending a clear, unmistakable message saying that it is acceptable to let some species die out. This is a slippery slope on which we dare not tread. If we allow the extinction of selected species then where do we draw the line? Who decides which species stay and which are expendable? What criteria are used to decide this?</p>	<p>Interrogative – question with an answer resembles spoken genres Strategy – comparisons i.e. and some more than others (intellectual) Strategy – generalisation of future actions/events PROVOKE – metaphor ‘slippery slope’: a logical fallacy (of type non causa pro causa) see: http://www.fallacyfiles.org/slip_slop.html; a relatively small first step leading to a chain of related events culminating in some significant effect. An exclamative sentence to express strong feelings/emphasis/emotion. RELATE – human rights; interrogative</p>
<p>Would this policy of selective extinction strengthen the general</p>	<p>PROVOKE – interrogatives</p>

<p>public's increasing toleration of the decline of top predators around the world even though we know this will drastically alter ecosystems (Stolzenberg 2008) and likely have direct, negative consequences on humanity (Diamond 2011)? These are just some of the issues we will have to face if we embrace selective extinction.</p>	<p>Intertextuality – academic discourse Conventions – in-text references</p> <p>Intellectual connections – adjective ‘some’ implies more unexpected issues</p>
<p>I find Peninsular Malaysia to be one of the most promising areas in Southeast Asia in terms of conservation. It has a remarkable amount of its natural habitat still intact and numerous state and national parks and wildlife reserves are in place to help insure the integrity of this habitat. There is, however, a growing concern about the rapidly expanding oil palm plantation in southern Johor and eastern Pahang. Additionally, the ongoing construction of a cable car from Taiping up the west flank of the Banjaran Bintang to Bukit Larut is heartbreaking to many. Contrary to popular belief, in general, Peninsular Malaysia is in good shape, its citizens are generally proud of their natural heritage, and they want it left intact.</p>	<p>Opinion-giver and accounts (descriptive)</p> <p>Current environmental issues</p> <p>PROVOKE – contrary statements Concept – popular belief</p>
<p>Many spend their weekends enjoying recreational parks (‘hutan lipur’) set aside for relaxing, trekking, and just getting out into nature. Societies such as the Malaysian Nature Society (MNS) are in place to help ensure these activities continue. Thanks to the Malaysian government, national parks and wildlife reserves are becoming very well-studied and scientists are allowed unprecedented access into some of the most ancient, pristine ecosystems in Southeast Asia. This progressive attitude positively positions Peninsular Malaysia as an example to other Southeast Asian nations as to how they might manage natural resources of their own parks and reserves.</p>	
<p>Other nations often establish national parks and reserves in the name of conservation but make it exceedingly difficult for scientists to gain legal access to study the processes that drive their ecosystems. This, in my opinion, is the second worst thing that can be done to the environment (the first of course, would be to destroy it). It is in many ways counterproductive to set aside a protected area and fail to take the opportunity to figure out how it works and then apply that knowledge to other endangered regions. This is tantamount to building a library to read them. We can learn a great deal by thumbing through the pages of the species in our natural libraries and this will go a long way towards helping us understand the natural processes that sculpt and maintain our current day ecosystems. Peninsular Malaysia is just such a library.</p>	<p>Strategy – comparison</p> <p>Strategy – analogy RELATE – library</p>
<p>And here the scientists need to play a more active role in educating governments and the general public by showing them why conservation is important and how it can be properly done. A common slogan I have seen for the last 40 years posted at the beginning of hiking trails in parks and reserves all around the world (and of course, each nation claims to have coined it) is “Take only pictures and leave only footprints”. At first blush, this folksy little Sarah Palin-esque phrase that rolls off the tongue so easily seems to make good sense.</p>	<p>Intertextual – popular quote</p>
<p>But in fact, it is quite misleading and in essence anti-conservationist. The problem is this admonition is applied to scientists as well as the general public by governments who do not understand that to effectively manage a species, it must be studied and some of its individuals must be collected. Therefore, scientists need to spend a</p>	<p>Strategy – Demystify a common myth Concept: anti</p> <p>Accounts – argumentative</p>

<p>little more time sharing their information with the general public and governments in a way that explains why it is necessary to sample a few individuals in order to save the species to which those few individuals belong.</p>	<p>Suggestion</p>
<p>One of the cornerstone issues in the role of conservation is taxonomy. Simply stated we cannot protect something if we do not know what it is or that it exists. Some of my colleagues have shelves crowded with jars of un-described species waiting in an interminable queue for their deserved attention. This does not bode well for conservation. More disturbingly, some of my colleagues have even told me that describing new species is “beneath them”. Unfortunately, the environment nowadays cannot afford this sort of self-anointed elitism and it will suffer needlessly because of it. My suggestions here are simple. First, if you don’t want to, or don’t know how to describe a species, give them to someone who does. Describing species is not hard but it may be too time consuming for many non-tenured people who need hypothesis-driven publications in top-tier journals.</p>	<p>PROVOKE – concept of elite: group of persons of the highest class exercising major share of influence and authority on others (powerful, gifted, educated) PROVOKE – academic context</p>
<p>In such cases, turn the descriptions over to students or someone else. This is an excellent way for students to learn how to write and to acquire peer-reviewed publications early in their careers. Second, publish survey papers detailing what you found and when and where you found it. Many of us are exploring unknown regions and the results of these efforts should not be relegated to being warehoused on a museum shelf or in a deep freeze for “future” use. By publishing the results of such surveys in peer-reviewed journals, local NGOs and other agencies in the region of concern are provided with a source of validated data for their own conservation efforts.</p>	<p>Reporting genre – instruction-based statements (imperatives) RELATE – museum and the concept of freeze</p>
<p>Again, many of us don’t have the time to write such papers but this does not diminish their relevance. Turn such efforts over to students to be used as both a learning process for them and to get the data out. And third, give local talks whenever possible. If there is a nature club or society in the region where you work, set aside one night of your trip to give them a presentation of the work you are doing in their country and explain why it is important to them. I have found this augments people’s interest in their natural heritage and they are proud to know that others are willing to come and study side by side with them in their country.</p>	<p>Strategy – presupposition ‘again’ Strategy – share previous success and effective approach</p>
<p>I find it disturbing that we are the only species on the planet that purposely destroys its habitat, all the while knowing that this will ultimately lead to our own demise. And we’re supposed to be the smart ones? We should be doing something to rectify this.</p>	<p>Emotional connections – disturbing Strategy – equating with the others i.e. ‘only species’ PROVOKE – interrogative Concept – death Hedging – should; implied obligations not imposed like ‘must’</p>
<p>Malayan tapir icon</p>	<p>Art – symbol of conservation</p>
<p>References/Literature cited</p>	<p>Convention</p>

Template 2: Analysis for professional practices in an interpretive conservation article.

<p>Newspaper excerpt – Title: Complaints led to raid; Photo caption: Malacca Zoo staff members carrying a sedated tiger, which was seized from Saleng Zoo earlier to a quarantine room on Tuesday.</p> <p>Newspaper excerpt – Title: NGOs laud closure of zoo; Photo caption: Officers from PERHILITAN removing a python during a raid at Saleng Zoo. (Inset) Some of the cages used to transport the animals that were seized.</p> <p>“The greatness of a nation and its moral progress can be judged bby the way its animals are treated”. – Mahatma Gandhi</p>	<p>Interdiscursivity across genres</p> <p>Art – Quote</p>
<p>Just Closure Shenaaz Khan, President of the Malaysian Animal Welfare Society shares her thoughts on the reactions on the closing down of the controversial Saleng Zoo in Johor. TEXT BY: SHENAAZ KHAN</p>	<p>Art – Both adjective and adverb for the word ‘just’</p>
<p>MANY AN ANIMAL LOVER WOULD SPEW the worn out quote of the famous little Indian man; a man whose threads of white and heart of gold bellied his fight for justice and freedom. But amidst framed photos of adulation and loud echoes of his wise words, the human race continues its destructive decline into decadence. In Malaysia, qualities of this unavoidable ugliness has spawned societal acceptance of institutionalised cruelty.</p>	<p>Children – Gandhi; complicated words are used throughout</p> <p>Universal concept – Justice, freedom Intangibles – cruelty</p>
<p>Last month, the Department of Wildlife and National Parks (PERHILITAN) proved that they were not just figureheads and took the unusual yet crucial step to not renew the permits of Saleng Zoo in Johor. Almost instantly though, a chorus of outrage from the zoo’s management, ignorant politicians and ill-informed Malaysians rang through the media. They reviled the allegations as being unsubstantiated and downright wrong. Roaring like the proverbial lion, Saleng supporters proclaimed the zoo impeccable, its owners godly and the permit revocation unjust. These objections were objectionable and unjustifiable. The contention by some that the zoo had not infringed any laws was beyond absurd. Amongst Saleng’s catalogue of crimes were 19 tiger cub carcasses chucked in a freezer, numerous permit violations involving totally protected species, the renting out of tigers for public viewing, illegal sale of wildlife, and most pressing being the deplorable conditions in which many of these animals were made to live in. Nonetheless the permit revocation was met with a disturbing level of apathetic ignorance.</p>	<p>Reveal – truth behind the scene</p>
<p>Public opinion has always been less tolerant than any system of law. Hence protestations to the zoo closure are baffling. Several naysayers have since questioned the necessity to shut down the zoo as it entailed loss of jobs for those employed by the establishment. It would appear to these indifferent few that protecting employment justified the brazen abuse and torture of animals in captivity. Some highly misguided individuals have labelled PERHILITAN’s actions as heavy handed and suggested that PERHILITAN instead hold Saleng Zoo’s hand in improving the conditions at their premises but merely salvaging the zoo is no remedy. They fail to understand that zoo operators are only committed to making changes their funding will allow and not the changes the animals need.</p>	<p>Culture?</p>
<p>All animals within a zoo are the sole responsibility of the zoo management and it is incumbent upon the management to ensure that all legislated codes of animal welfare are strictly adhered to. All animals in their care should be treated with the utmost care and their welfare should be paramount at all times.</p>	<p>Intangibles – welfare</p>
<p>It is important to underscore here the blatant violations perpetrated by Saleng Zoo with hideous regularity. The compounds and court cases it has amassed over the years bear testimony to its many transgressions. A pharmacy without</p>	

<p>a license to sell medication is not a pharmacy. It is a drug cartel. It is therefore considered an illegal entity and is subject to punitive action. Saleng is no different. Saleng illegally acquired irreplaceable wildlife from our jungles and then cramped them into little cages for profit. As much as Saleng appeared to be running a legal zoo, it was in fact headlining a circus of criminal activities.</p>	<p>Art – analogy</p> <p>Intangibles – crime Art – metaphor ‘circus’</p>
<p>Hitherto the recent Saleng permit revocation, the intractable problem of PERHILITAN’s habitual inaction painted a very poor picture of wildlife welfare in this country. Purging contempt on them would ordinarily be acceptable. PERHILITAN has characteristically been marked with sheer incompetence in dealing with zoo welfare. The length of time in which they took to finally revoke this flyblown zoo’s permits is a concrete illustration of this. It is unclear whether objective considerations or political pandering prompted this permit revocation. Nonetheless, their decision to revoke Saleng’s permits and remove all wildlife from their premises must be lauded. In fact, PERHILITAN should be pressured further into intensifying their crackdowns on errant zoos and expressly executing all welfare regulations immediately. It beggars belief that anyone who has since read the full tenor of Saleng’s illegal activities would argue that Saleng did not deserve to be punished for their various infractions. And though Saleng now attempts to barter, beg and bellow its way back into PERHILITAN’s good books, it is inconceivable that a zoo already besieged by countless compounds and complaints would continue to feign ignorance of its wrongdoings.</p>	<p>Reveal</p> <p>Art – metaphor ‘good books’</p>
<p>Of course, the inherent downside and primary concern about any zoo closure is where these animals would be banished to. This remains a genuine concern as Saleng is not an isolated case and is certainly not the only zoo with rampant problems of animal welfare violations. Hence transferring the animals from one concentration camp to another would negate the purpose of saving these animals. By supporting this move, we may well be committing the very faults we are protesting against. The inevitable and deleterious effects associated with the confiscation and transportation of the animals is undeniable. We must accept with great difficulty that the animals, having lived in captivity, are now mostly domesticated and releasing them back into the wild is neither feasible nor acceptable. But permitting them to be under the care of seasoned offenders would post greater injustice. We categorically cannot be apathetic to such profound breaches of laws, ethics and humanity.</p>	<p>Reveal? – Irony</p> <p>Reveal – disciplinary knowledge Intangibles – injustice Universal concepts – ethics, humanity</p>
<p>But then we are stricken with the ugly, unavoidable truth that, given the condition of most zoos and pseudo sanctuaries in Malaysia, the closure of Saleng may result in unfavourable yet necessary actions. With little funding to relocate these animals, insufficient resources to assimilate them into new surroundings and fear of further abuse, we need to recognise that, sometimes, there is a legitimate need to euthanize animals. This would be one of them. And until a radical and evolutionary transformation takes place within our zoos, humane culling may well be our eventual solution. Destroying a healthy animal may seem an unspeakable wrong, but it comes from a solemn desire to ensure that no animal shall be condemned to a life more gruesome than death.</p>	<p>Universal concepts – death (emotional connections i.e. ending a life to relieve pain and suffering), humanity Provoke – comparison with death</p>
<p>Malayan tapir icon</p>	<p>Art – symbol of conservation</p>

Template 3: Analysis for professional practices in an interpretive opinion article.

<p>Figure: A Chinese zodiac wheel with tiger segment being highlighted; Caption: The lunar calendar already has one mythical animal. Let's make sure the tiger doesn't join the dragon in the realm of fantasy.</p>	<p>Interdiscursivity across genres Relate – myths, fantasy</p>
<p>ENTER THE DRAGON: Err... What about the striped carnivore??? TEXTS & IMAGE BY MELVIN GUMAL & SHENAAZ K.</p>	<p>Art – Question</p>
<p>Humans, when they can afford the time and expense, try to rejuvenate themselves with life and hope when they go on a deserved vacation to usher in a new year. They also sometimes make New Year resolutions aimed at improving their lives or those of their loved ones. If we were tigers, we would probably have expected that the paramount Year of the Tiger, 2010, would have been one that increased hope for a better recovery of our species, especially when humans promised more funds for conservation, staff for our protection, as well as time and energy from just about every concerned human to prevent our demise.</p>	<p>Universal concepts – holiday, new year Relate – culture? Art? – Assumption</p>
<p>The Year of the Dragon will mean that two years have elapsed. Thus, does it mean that tigers would be relegated down the ladder of priority of conservation concerns or will we hope that the year of the mythical dragon will come to our rescue?</p>	
<p>Funds have not been limited in the Year of the Tiger or even in the following year. Staff, time and publicity on the species have also increased. In fact publicity in the local media on general news or the demise of tigers in 2010 was 583% more than that of the next iconic species, i.e. the elephant (91 media highlights for elephants as compared to 531 for tigers). In simplistic terms, why then has there been a potential decline in the number of tigers even after such concerted efforts, not just in Malaysia, but across the tiger-range countries? The probable reason is that efforts by poachers have also increased, much more so than our conservation efforts.</p>	<p>Intertextuality – statistics</p>
<p>According to some word-of-mouth sources, the black-market value of tigers is now more than double that of 2005, and this is largely due to increased demands for tigers or their products, coupled with increased scarcity of the animals. In recent tiger-centric conferences and meetings, it was announced that wild tigers have now largely disappeared from Cambodia and Vietnam, and are on the precipice in Myanmar and Laos. Meanwhile, wild tigers are under siege in Malaysia, Indonesia and parts of Thailand and India.</p>	
<p>The only places where tigers seem to be recovering are those with ample political will; adequate, committed and well-equipped staff, sufficient prey and habitats, focused funds, an educated and concerned public, and a judiciary that has good understanding of the importance of these animals, not just to our culture and identity, but to our pride – that we have the generosity as humans to want such a species to co-inhabit our lands. Some of these places are Nagarhole and Kaziranga National Parks in India and Huai Kha Khaeng Wildlife Sanctuary in Thailand. A philosophy in the approach taken by these national parks is that of 'whatever it takes to protect'. This includes arming their rangers (with guns) as there are frequent shoot-outs with poachers, and long-term jail sentences for perpetrators. These two points should not be</p>	<p>Reveal – participation and cooperation to make it work Intangibles – pride, generosity Provoke? – by comparison Art – metaphor 'whatever it takes to protect' Intertextuality – voices from the poachers</p>

<p>taken lightly or scoffed at, because non-Malaysian poachers in custody often repeat the statement ‘it is safer to poach in Malaysia as we do not get shot at, and we are seldom jailed’.</p>	
<p>The recent example of the ‘slap-on-the-wrist’ approach by the judiciary in Malaysia actually exemplifies this problem. In the past months of November and December 2011, two different groups of foreign poachers have merely been fined a maximum of RM 2,500 for illegally roaming in our protected areas and Permanent Reserved Forests and robbing us of our national treasures. They were not sentenced to a jail term, not even for a day. The Department of Wildlife and Forestry Department have done their jobs by catching these perpetrators. In some instances, they have presented their cases to our prosecutors to be taken to court, but the one weak link in our chain of defense has been the penalties or lack of will to prosecute. The amount of time taken to catch the poachers, lock them up in jails whilst awaiting custody and preparing the cases surely cost more than RM 2,500.</p>	<p>Art – metaphor of ‘slap-on-the-wrist’ Provoke (above)</p> <p>Intangibles – patriotism?</p> <p>Provoke – incompetence and corruption</p>
<p>In January 2010, a man was sentenced to five years imprisonment for stealing 11 cans of Tiger beer and Guinness Stout (The Star, 20 Jan 2010, ‘Jobless man gets 5yrs for stealing some beer’). Another man was sentenced in March 2011 to five years in jail after being found asleep in a house which he broke into (The Associated Press, 2 Mar 2011, ‘5-year sentence for Malaysia burglar found napping’). More recently, on 3 January 2012, a man was jailed for a month for stealing two boxes of underwear worth RM30 (The Star, 4 Jan 2012, ‘Driver jailed for stealing undies’). Surely these criminal cases are far more trivial than, or at least at par with such wilful and purposeful intent to rape our nation of its treasures. Thus in the cases involving wildlife, one wonders who is negligent.</p>	<p>Intertextuality –reference case</p> <p>Relate – national treasures (again) Provoke – comparison</p>
<p>The much lauded Wildlife Conservation Act (WCA) 2010 has failed to increase the sentencing trend for wildlife crime. When cases are indeed brought to court, the level of competence displayed by prosecutors is alarmingly poor. Many prosecutors are only vaguely familiar with laws pertaining to wildlife but appear unaware of the gravity of wildlife crime. Prosecutors have been known to fumble through citations, to the detriment of a case. And with WCA 2010’s enhanced penalties, the accused are arming themselves with credible and knowledgeable defense lawyers. Anson Wong, the notorious wildlife trafficker who now sits in prison, he earned himself the right to appeal his 5-year sentence owing to the efforts of his defense lawyer who wowed the Court of Appeal judges. Unfortunately, the defense arguments were not challenged by the prosecution and glaring discrepancies were not addressed. Hence the lackluster performance of the prosecutors during the appeal hearing left the judges with little choice but to grant Wong the right to appeal.</p>	<p>Intangibles – ignorance, lack of care, awareness, crime Provoke – prosecutors’s incompetence (again)</p> <p>Art – the strong word ‘lackluster’ represents high degree of lack in force/conviction</p>
<p>The Judiciary, similarly, while seemingly independent, defy the principles of law when sentencing wildlife-related-cases. Wong was an exception to the rule because Malaysia’s image took a bashing with his petty initial sentence and the judge subsequently threw the full brunt of the law at him. But in most cases, judges appear indifferent towards wildlife crime, hence the questionable fines.</p>	<p>Universal concepts – principles of law</p> <p>Provoke – judges’s indifference (unconcerned or no particular interest)</p>

<p>Given the depleting number of tigers across the tiger-range countries, it is therefore imperative that we start implementing the ‘whatever-it-takes’ approach, especially when the poachers themselves are already taking such an approach, given some encounters with armed poachers in the field.</p>	<p>Metaphor – the phrase ‘whatever-it-takes’ (again) Art – irony</p>
<p>Sadly, unlike humans, tigers do not have the option of going on leave and rejuvenating their spirits and making resolutions for a better recovery of their population in the New Year. They are becoming a persecuted race when their numbers are depleting across the years and across their range. We humans have to give them their leave to relax and recover. If we do not, it will be a downhill race (pun intended) and our country will sooner join those in the dishonourable list of countries that once upon a time had tigers roaming their forests. Let us hope that 2022, the next Year of the Tiger will not be a year of the extinct (or by then, mythical) tiger, but instead a thriving one where we can roar with pride ‘Enter the Recovered Tiger’.</p>	<p>Relate – rest and relax to recover Provoke Intangibles – honour, pride Whole – reference to the title</p>
<p>Malayan tapir icon</p>	<p>Art – symbol of conservation</p>
<p>Special Column: Title – MYCAT WATCH: Malaysian Conservation Alliance for Tigers (with logo); Caption – MYCAT is an alliance of the Malaysian Nature Society, TRAFFIC Southeast Asia, Wildlife Conservation Society – Malaysia Programme and WWF-Malaysia, supported by the Department of Wildlife and National Parks Peninsular Malaysia for joint implementation of the National Tiger Conservation Action Plan for Malaysia. www.malayantiger.net</p>	<p>Interdiscursivity across genres Disciplinary norms Principle of technology</p>

Template 4: Analysis for professional practices in an interpretive conservation article.

**** PREPARATION ****

1. Brief description of Interpretive genres

- > Principles of interpretation
- > Blending of writing styles (Interpretive writing)
- > Intellectual and emotional connections (resource-audience)
- > Tangible, intangible qualities and universal concepts
- > Goal-directed, objective-focus to encourage prosocial behaviours
- > Giving life/personalities to elements
- > Talks about the interconnections and interrelationships

2. Genre move analysis

- > MOVES
- > STEPS (or SUB-MOVES)
- > Typical/Obligatory/Subsidiary/Unexpected Moves

3. Principles of interpretation

- > RELATE
- > REVEAL
- > ART
- > PROVOKE
- > WHOLE
- > CHILDREN

**** CHECK FINDINGS OF MOVE ANALYSIS ****

- > Interpretive nature article x 1
- > Interpretive conservation articles x 2
- > Interpretive opinion article x 1

**** QUESTIONS TO ASK ****

1. Would you consider this article as an instance of interpretive genres? Why?
2. Does the proposed generic structure make sense to you? Why?
3. Are the discussions on moves and steps clear to you?
4. Can you identify the cognitive patterns (outlined in the principles of interpretation) for each move?
5. Do you have any other ideas or suggestions for me?

**** THANK YOU VERY MUCH FOR YOUR TIME AND HELP ****

Question sheets for peer-debriefers for Session 1.

**** PREPARATION ****

1. Genres in natural history
2. Interpretive genres as an emergent genre colony
3. The underlying socio-cognitive aspects of genre integrity
 - > Disciplinary culture – norms and conventions, goals and objectives and identities
 - > Professional practices – interpretation, teachable moments and interpretive writing
4. Conclusion: Genre ‘across colonies’ (in the context of interpretive genres)

**** CHECK FINDINGS OF INTERPRETIVE GENRES & PROFESSIONAL PRACTICES ****

- > Genre description of interpretive genres x 1
- > Practice of the principles of interpretation (with text excerpts)
- > Practice of interpretive writing (with text excerpts)

**** QUESTIONS TO ASK ****

1. Are the generic categories clear, systematic and feasible to you and why?
2. What is your opinion on interpretive genres being an emergent genre colony in natural history based on the given generic description and definition according to its distinct characteristics)?
3. Do you see how the disciplinary culture of and professional practices in natural history shape its genre integrity? These socio-cognitive aspects are closely linked to the discursive practices (construction, use and interpretation of genres) in natural history.

**** THANK YOU VERY MUCH FOR YOUR TIME AND HELP ****

Question sheets for peer-debriefers for Session 2.

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