

ABSTRACT

Currently, tertiary education looks beyond the borders of their respective countries when considering students. Given the rising popularity of study abroad programs (Hunley, 2010; Pedersen, 2010; Asaoka & Yano, 2009; Anderson et al., 2006; Langley & Breese, 2005), which is identified in a considerable amount of existing literature that concentrates on foreign students' experiences while studying abroad, little research exists concerning text and context analyses of the printed materials of those programs. This study focuses on the construction of information in study abroad program brochures. Utilizing Bhatia's (2004) multidimensional framework, this study examines the organizational pattern of 12 universities' study abroad program brochures within the context of Japan, Korea, China, Australia, and the United Kingdom. Concurrently, the communicative purposes, the incorporation of intertextuality and interdiscursivity, and socio-cognitive strategies in these brochures are explored. The results may help to provide explanations concerning understanding of the construction, interpretation, and usage in which study abroad program brochures are written to reach the desired target audience and also supplement universities with new information for later brochure designs.

ABSTRAK

Kini, pendidikan tinggi memberi fokus kepada luar sempadan negara masing-masing semasa mempertimbangkan kemasukan pelajar. Memandangkan populariti program belajar di luar negara semakin meningkat, (Hunley, 2010; Pedersen, 2010; Asaoka & Yano, 2009; Anderson et al., 2006; Langley & Breese, 2005) seperti yang dikenal pasti dalam pelbagai kajian sastera yang sedia ada yang memberi tumpuan kepada pengalaman pelajar asing ketika belajar di luar negara, penyelidikan yang wujud mengenai teks dan analisis konteks bahan bercetak program-program adalah terhad. Kajian ini memberi tumpuan kepada struktur pembinaan maklumat dalam brosur program belajar di luar negara. Dengan menggunakan rangka kerja multidimensi Bhatia (2004), kajian ini menganalisa organisasi struktur 12 brosur program belajar di luar negara universiti dalam konteks Jepun, Korea, China, Australia, dan United Kingdom. Dalam masa yang sama, tujuan komunikatif, aplikasi 'intertextuality' dan 'interdiscursivity', serta strategi sosio-kognitif dalam brosur turut diterokai. Keputusan yang diperolehi dari kajian ini boleh membantu untuk memberi penjelasan mengenai pemahaman organisasi struktur, tafsiran, dan penggunaan brosur program belajar di luar negara. Di samping itu, brosur yang ditulis juga dapat mencapai sasaran yang dikehendaki serta membantu universiti dengan maklumat baru untuk mereka bentuk brosur pada masa hadapan.

ACKNOWLEDGEMENTS

I offer my sincere thanks to my loved ones for their support and my supervisor, Associate Professor Dr. Kamila Ghazali for the valuable guidance and advice.

TABLE OF CONTENTS

ORIGINAL LITERARY WORK DECLARATION	ii
ABSTRACT	iii
ABKTRAK	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
LIST OF TABLES/DIAGRAM	ix
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Background of study	1
1.1.1 Internationalization of higher education	1
1.1.2 The origin of study abroad program	5
1.1.3 Definition of a study abroad program	6
1.2 Purpose of study	7
1.3 Research questions	7
1.4 Significance of study	8
1.5 Rationale of study	8
1.6 Conclusion	9
CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction	10
2.1 Literature on genre analysis	10
2.2 Literature on move analysis	18
2.3 Literature on intertextuality and interdiscursivity	26
2.4 Literature on Internationalization of higher education	32
2.5 Literature on study abroad program	35
2.6 Conclusion	37

CHAPTER 3: METHODOLOGY

3.0	Introduction	38
3.1	Collection of data	38
3.1.1	Semi-structure interview	39
3.1.2	Specialist informant	39
3.1.3	Rationale and limitation for data collection	40
3.1.4	Selection of text type	40
3.2	Analytical framework	42
3.2.1	Data analysis	45
3.3	Conclusion	48

CHAPTER 4: FINDINGS

4.0	Introduction	49
4.1	Analysis of moves in the brochures	49
4.1.1	Mover 1: Headlines	51
4.1.2	Move 2: Establishing credentials	56
4.1.3	Targeting the market	64
4.1.4	Detailing the service	70
4.1.5	Typical user endorsement	76
4.1.6	Justifying the service	85
4.1.7	Soliciting response	94
4.1.8	Locating the service	97
4.2	Communicative purposes	105
4.3	Socio-cognitive strategies	106
4.4	The incorporation of intertextuality and interdiscursivity	
4.4.1	Intertextuality	109
4.4.2	Interdiscursivity	115
4.5	Conclusion	122

CHAPTER 5: CONCLUSION

5.0	Introduction	123
5.1	Overview	123
5.2	Significant findings	124
5.3	Implications	128
5.4	Suggestions for future work	129

REFERENCES	130
------------	-----

APPENDICES	141
------------	-----

LIST OF TABLES/DIAGRAM

- Table 1: Overview of moves in the SAP brochures
- Table 2: Highlighting university's established presence
- Table 3: Highlighting university's achievement
- Table 4: Stating university's association with ISEP / International Accreditation and other established universities to which the institution is affiliated
- Table 5: Highlighting well established professionals connected to the university
- Table 6: By stating university's commitment and promise
- Table 7: By appealing to the students' needs, expectations and desire
- Table 8: Introductory section to detailing the university service
- Table 9: Stating staff testimonials
- Table 10: Stating student testimonials
- Table 11: Describing academic support facilities
- Table 12: Describing non-academic support facilities
- Table 13: Describing the university location and its surrounding
- Table 14: Introduction of the country origin and/or capital city of the country origin
- Table 15: Stating ways to access the university
- Table 16: Communicative purpose(s) of the SAP brochure texts
- Table 17: Relationship between communicative purpose(s) and socio-cognitive strategies
- Diagram 1: World of discourse multidimensional analytical perspective