## **CHAPTER 1**

## **BACKGROUND**

Everyone lives by selling something-Robert Louis Stevenson

If there is one secret of success, it lies in the ability to get the other person's point of view and see things from his angle as well as from your own- Henry Ford

## 1.1 Introduction

The purpose of this study is to identify the rhetorical structure using a genre analysis approach. By analyzing the communicative purposes, the study aims to explain why the texts are written in the advertisements. The researcher analysed the rhetorical structure using the move analysis. This study also aims to discover the layout of car advertisements. This chapter covers the background of study mainly on the advertisements and newspapers which are the resources of the data in this study. In addition, this chapter also contains the aims, the research questions and the significance of the study.

## 1.2 Background of study

Advertising has become one of the integral parts in our lives and society since decades ago. Constantly we are bombarded with many advertisements in our everyday life, no matter where we go or whether we are inside or outside our house. Through advertising, marketers present their ideas, products, services and many more in order to achieve their

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marketing goals. The advertisements are conveyed to audiences through many mediums which can be found anywhere for instance, newspapers, billboards, leaflets, brochures and many more. Advertisements are one of the important elements in our everyday life, Williamson (1978) argued that "advertisements are an inevitable part of everyone's lives, even if one does not read a newspaper, watch television, the images posted over our urban surroundings are inescapable" (p. 11). Needless to say, we as consumers cannot escape from seeing an advertisement.

In order to create impressive content, the function of all written forms is not just giving information, but the content should also be persuasive, so that the readers know the writers' ideas and give effect to what the writers say. Many advertising nowadays gives some influence to the audiences where the audiences are convinced with the idea that the advertisers trying to convince the readers such as the advertising of slimming products. Female basically are influenced by the look of some celebrities who became the ambassador or model of the slimming sanctuary. However, consumers tend to interpret the advertising based on their own experiences on the product and neglect the advertisements that have lower priority or interest for them. Moreover, to persuade the readers, image and language elements are included in the advertisements as both elements may give the advertisements different views, values and ultimately meanings. However, not much research has been conducted in the areas concerning the used of both language and images in advertisements, particularly in car advertisements.

Therefore, the researcher decides to focus on the move and layout in car advertisements. This is in accordance with the idea that each move and layout may serve

one intention that helps in conveying the overall purposes of the advertisements. This is because advertising is so powerful where it can make us believe in something which is true or not true and make us remember about it, although it has been in the media for many years.

## 1.3 History of Newspaper in Malaysia

Newspapers in Malaysia has been used since decades ago as a source for gathering and giving information. Very much like any other developing country, European colonialism began the expansion of printing presses and mass media in the early 18 century. English-language Government Gazette newspaper or known as Malaysia newspaper nowadays, is the first newspaper that was published in Malaya. A few years later, the English- language Government Gazette changed its name to Prince of Wales Island Gazette (PWIG). This newspaper began publication on March 1, 1806 in Penang. A few years later, PWIG was taken over by the "British East India Company", which was owned by an Indian entrepreneur, A. B. Bone. Under the control of the new company, PWIG was not a commercial newspaper for locals anymore, but it is known as a newspaper for the colonialists and expatriates.

The company continues publishing PWIG newspaper for 21 years. The final edition of PWIG was published on July 21, 1827. During the last 21 years of its publishing, there were a few other Malay and English newspapers that were developed, but most of them were not as successful as PWIG newspaper. This was due to the poor economic status of the locals, mostly Malays which made the newspapers not commercial among locals.

Formal education also did not exist at that time where there were only a small number of educated people that really appreciate the need of printing presses and mass media. Thus, poor economics and education have made the development of newspapers quite slow and uneconomical for publishers.

Interestingly, not until 1876, a new Malay Weekly newspaper had come out in Singapore which was known as Jawi Peranakan. Along with the publication of Jawi Peranakan, a few other newspapers had developed mostly towards political and religious issues, namely Al-Imam (1906-08), Utusan Melayu (1907-21), and Lembaga Melayu (1914-31). After Japanese military admit defeat in 1945, many newspapers had made a comeback such as Utusan Melayu, The Straits Times and Malay Mail. These newspapers highlight the controversial issue of the Malayan Union in order to convince locals to oppose the British proposal for Malayan Union. After 20 years of Merdeka, the Prime Minister at that time, Tun Dr Mahathir Mohamad, had administered the growth of the media industry by privatizing the media policy under the New Economic Policy (NEP). Over the years, the newspaper industry in Malaysia has grown according to the trend that was triggered by economic and political issues.

#### 1.3.1 The Star newspaper

Newspaper is the main source of information for consumers as the newspaper is the most widely-read reading material in Malaysia. The newspaper has become the essential reading material from the olden days as television has not yet been invented or not yet popular among Malaysian. In Malaysia, there are several languages that are used in

newspaper typically English, Bahasa Malaysia and Mandarin. One of the most known English newspapers in Malaysia is The Star. The Star started as a regional newspaper in George Town, Penang on Sept 9, 1971. As the years go by and the agency sees the need for news towards readers, they moved on to become Penang's premier newspaper by early 1976. After the rapid growth of The Star newspaper, The Star went national on January 3, 1976. The Star also becomes the first Malaysian English newspaper to launch a World Wide Web edition that contains interactive contents. Currently, the Star has the most number of readerships compared to other English newspapers in Malaysia such as the New Straits Times, the New Sunday Times and The Sun. The number of readership or circulation of The Star and the Sunday Star compared to the other newspapers during the time of study can be seen below:

	Readership*	Circulation**
he Star (daily)	1,024,000	286,409
Sunday Star	973,000	295,552
New Straits Times	214,000	109,341
New Sunday Times	202,000	129,554
he Sun (daily)	-	300,550
he Edge	-	22,729

Figure 1.1: Number of Readership for Local Newspapers

The Star newspaper has the most number of readership in Malaysia. Therefore, the researcher has decided to choose The Star newspaper to collect the data with car

advertisements as the focus of this study. Besides, newspaper contains a lot of car advertisements with different brand names. Therefore, the newspaper is a suitable source of data for this study.

#### 1.4 History of Automotive Industry in Malaysia

The automotive industry in Malaysia is one of the most important and developing industries in the manufacturing sector. Malaysia started its automotive industry as early as other neighboring countries such as Indonesia and Thailand in the 1960s. In the early 1963, the Government of Malaysia began to encourage their people to start implementing and developing automotive industry as it is highly recommended by Colombo Plan Experts. The recommendation on establishing the automotive industry in the 1960s is to provide employment for Malaysians back at that time and also to reduce the high number of imported automobiles.

At about the same time, under the New Economic Policy (NEP), new policies for the automotive industry has been implemented by the Government to encourage vehicles to be assembled locally. Some of the policies are, certain components must be manufactured locally, applied import taxes and put a tariff system for complete build up (CBU) imports. Indeed, there are some other local automobile manufacturers who joint venture with European automobile manufacturers in assembling parts or certain components for automobile like Tan Chong Motors which assembled Nissan cars.

However, the government's effort to encourage manufacturing components locally was not very successful where there are only 15 assemblers that produce parts and components for European and Japanese manufacturers in 1980s. Over the years, imports were still very high and not until 1984 that the Government starts launching the Nasional Car Project, which was known as Perusahaan Automobil Nasional (PROTON) to guide local manufacturers in increasing their automotive technology.

A few years later, another local automotive company was established in October 1992. It is recognized as Perusahaan Automobil Kedua or PERODUA. PERODUA started an agreement with UMW Corporation Sdn. Bhd., Daihatsu Motor Co. Ltd of Japan, Med-Bumikar Mara Sdn. Bhd., PNB Equity Resources Corporation Sdn. Bhd., Mitsui & Co. Ltd of Japan and Daihatsu (Malaysia) Sdn. Bhd to expand their product range and exchange the technology for automotive manufacturing. Initially, Malaysia market for automotive nowadays has been dominated by PROTON and PERODUA automobiles.

#### <u>1.4.1 Import</u>

Imports of the automotive products in Malaysia are mostly in the form of complete knock down (CKD) s and parts of the components only. This is due to the high tariff that is invented by the government of Malaysia mainly for luxury cars (more than 2500cc). Although the government has imposed the tariff to reduce the imported automotive products, there are still a sizeable number of components and parts that are imported by manufacturers for local production. A total of CKDs and imported parts are increased

accordingly to the increasing number of passenger vehicle. Below are the total number of imported and local passenger cars that are sold in 2011.

MAKES	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
PASSENGER VEHICLES													
PASSENGER CAR													
AUDI	29	44	38	58	37	51	58	49	35	63	66	54	582
BMW	367	325	376	354	396	427	364	342	299	341	355	369	4,315
CHERY	3	1	3	1	13	9	4	8	7	1	5	. 6	61
CHEVROLET	52	25	28	58	111	137	110	84	42	72	66	86	871
FORD	389	335	412	442	284	306	378	565	446	477	342	172	4,548
HONDA	3,481	1,946	4,037	3,126	1,691	1,526	2,261	2,297	2,767	2,143	1,348	580	27,203
HYUNDAI	584	210	338	403	431	291	179	164	253	252	163	221	3,489
HYUNDAI-INOKOM	286	214	291	182	184	135	270	250	230	161	274	389	2,866
KIA	4	1	3	3	0	5	1	0	2	1	2	4	26
LEXUS	7	52	113	107	55	98	130	230	204	165	351	199	1,711
MAZDA	400	150	342	419	467	390	288	431	382	403	400	551	4,623
MERCEDES BENZ	402	401	411	476	494	476	511	502	480	441	420	363	5,377
MINI	15	25	25	22	26	25	18	40	29	21	23	32	301
MITSUBISHI	90	30	79	56	62	60	46	128	60	68	47	62	788
NAZA	495	461	746	731	732	713	575	558	338	544	472	568	6,933
NISSAN	1,526	770	1,035	719	727	627	630	609	1,202	936	698	527	10,006
PERODUA	12,525	10,131	14,627	10,840	8,295	6,166	13,005	14,229	10,408	15,201	12,680	14,480	142,587
PEUGEOT	639	281	304	357	407	317	259	325	253	264	310	373	4,089
PORSCHE	14	7	11	11	13	10	9	14	10	15	12	10	136
PROTON	13,791	10,264	15,255	11,527	12,221	11,461	10,425	13,637	9,327	10,461	9,736	9,430	137,535
RENAULT	5	2	9	17	17	4	1	0	0	1	0	15	71
SUBARU	2	1	0	1	1	0	0	0	1	0	1	1	8
SUZUKI	635	361	911	648	673	592	343	504	351	553	723	646	6,940
TOYOTA	3,390	2,845	4,795	4,241	3,116	3,266	4,314	4,881	3,666	4,473	3,865	2,618	45,470
VOLKSWAGEN	365	251	442	492	439	483	478	439	660	523	989	1,254	6,815
VOLVO	30	29	52	30	56	48	28	39	61	36	32	34	475
TOTAL	39,526	29,162	44,683	35,321	30,948	27,623	34,685	40,325	31,513	37,616	33,380	33,044	417,826

Figure 1.2: Number of Import and Local Passenger Cars Sold in 2011

## 1.4.2 Rationale for Investigating Car Advertisements

A car is always to be seen as a need to every Malaysians. It plays an important part in transporting people from one place to another. Therefore, the rationale for studying car advertisements is because a car has become a necessity product for many Malaysians nowadays. One car for every household is considered a standard or minimum number for a Malaysian household to have. As Malaysia;s economic growth increases, Malaysian needs transportation that can cater to their fast and busy life. Thus, buying a car is somehow a must for Malaysian nowadays. Because of the needs of a car, most car companies make use

of many advertising space to advertise their cars, such as the billboards, the television, the newspapers and many more. One of the common media spaces that most of the car companies' chooses are newspaper advertising.

This is because reading newspaper is one of the common activities for Malaysians as it will give them the information and news from around the world without the needs to put some effort to watch the news on television. The high growth of newspaper readerships makes advertising industry thrive and many companies use newspaper to advertise their products. One of them is the car companies. Car advertisements are placed by car companies in the newspapers as to give the urge or power to the potential buyers to choose the car for themselves. Therefore, an advertisement in a newspaper is the best place to offer a car that many Malaysians aspire to own.

Based on previous studies that are done on cars, there are five criterias that most Malaysian will look for in a car advertisement which are:

- 1) Model of the car
- 2) Engine capacity of the car
- 3) Price of the car
- 4) Safety of the car
- 5) Comfort of the car

However, only three criteria can be measured, the model of the car, the engine capacity and the price of the car. Safety and comfort of the car cannot be measured. These

two criteria, safety and comfort are hard to measure where different people have different opinions about the safety and comfort of the car. For instance, some people might believe that HONDA cars are safer and comfortable but some might not believe so.

## 1.5 Purpose of study

This study aims to identify the communicative purposes, rhetorical structure and the layout of car advertisements.

The main purpose of this study is to look at the communicative purposes for car advertisements. The need to identify communicative purposes of car advertisements is important as to know why the advertisers use both language and layout in the advertisements.

The second purpose of this study is also to identify the rhetorical structure of the advertisements. It attempts to investigate whether there is a certain move in an advertisement particularly in car advertisements. This study also provides the information on the steps used in designing the advertisements to advertisers, educators and anybody who is interested in advertising their products. This information would help them in selecting the best moves or modes for their advertisements as to make the advertisements more convincing for readers.

The third purpose of this study is to reveal the layout of car advertisements. This is because layout becomes one of the important elements in advertisements where it is often neglected in many discourse analysis. Moreover, the layout might seem direct and simple to readers, but it includes decisions to where the image and language should be placed. Elements like image and text which are that is placed in different parts of the advertisements, may give different views, values and meanings to the advertisements.

## 1.6 Research questions

To achieve the objectives, three research questions were drawn up. Consistent with the purpose of the research as well as the theoretical frameworks, the following research questions were used to guide the investigation:

- i) What are the communicative purposes of car advertisements?
- ii) What are the specific moves that contribute to the rhetorical structure of car advertisements?
- iii) What are the layouts of car advertisements?

#### 1.7 Significance of study

This study was conducted to provide knowledge to educators and students of English as a second language who need more information on how genre analysis works in persuading the readers of the advertisements and also to provide information on the layout particularly on car advertisements. Genre analysis might be useful for advertisers in convincing the readers of their products as the language used in the advertisements may influence the potential customers or readers.

This study is also important to the consumers because it will help them to understand how genre analysis makes the advertisements more convincing for them. This will assist them to be aware of the advertisements that could cause harm to them where they will probably end up buying ineffective products (in terms of safety, components and etc.). This is because most of the consumers are not aware of the language used in the advertisements as they are normally more concerned in buying the products. Therefore, by conducting this study, consumers will have prior knowledge in interpreting the advertisements in order to choose the best products for them.

Apart from that, potential buyers may understand the advertisements better as the layout in the advertisements improve the message of the language used in the car advertisements. The existence of both layout and genre analysis help the stories of selling car more convincing to the potential buyers. Furthermore, this study also helps the readers to understand the advertisements better as the layout can create a linear reading path with the presence of framing, salience and many more.

This study also hoped to contribute to media students that wants to know more on the advertisers' knowledge in using the moves as the main components in achieving their communicative purposes. Needless to say, media students may better understand how genre analysis 'moves' and layout work on advertisements that can be useful in making the advertisements.

# 1.8 Conclusion

This chapter has discussed the background of the study and provides a brief description of the newspaper and history of automotive industry in Malaysia. The rationale and purpose of the study have been discussed and research questions are drawn. It has also discussed on the significance of the study.

## **CHAPTER 2**

## LITERATURE REVIEW

## 2.1 Introduction

This chapter discusses the definition of advertising, its functions and theoretical frameworks for advertising. It also discusses genre analysis and the framework used for the study. Besides that, it also discusses the communicative purposes of car advertisements and multimodality concept of layout which are found in the study. Finally, this chapter gives an overview of related studies in the field of genre analysis and multimodality.

## 2.2 Definition of advertising

Advertising is a type of channel that has certain pictures or visuals or words or phrases that marketers usually used in promoting their products. The audiences are convinced through various types of advertisements such as television ads, brochures, pamphlets and etc. There are many definitions of advertising that are used in advertising studies. This is because different people have different perceptions and opinions. Thus, the definition of advertising itself can be varied according to the people 'understanding.

Wells, Moriarty, and Burnett (2000), stated that advertising is "paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience." (p. 6). Another definition of advertising as pointed out by Turow and McAllister (2009) is "advertising is the activity of explicitly paying for media space or time in order to

direct favorable attention to certain goods or services" (p. 2). Turow and McAllister (2009) also emphasized that there are three points that are crucial for the definition of advertising which are advertisers usually pay for the space that they advertised, advertising is present and advertising also involves persuasion (p. 2).

Clearly, these researchers have made different efforts in defining advertising. Although both definitions apply different choices of words, the explicit meaning behind those definitions are the same which is, advertising is definitely a pay communication medium that advertisers used to promote their product or service, and it involves persuasion, which is to influence the customers in buying their products or services.

## 2.2.1 Advertising in General

Advertising is a powerful tool in marketing a product. As for this study, which involves car advertisements, advertisers have to be smart in implementing strategies to target these two groups of consumer. One of the strategies for advertising is that, they would have to make use of the role of language in the advertisements, especially if the advertisement is targeting a certain demographic group. In order to get viewers to get what are being delivered, advertisers have to be meticulous in choosing the right words to be inserted into the advertisements, as stated by Tanaka (1994, p. 130-131) that the vital purpose of advertisers developing an advertisement is to increase the sales of the product not only targeting the biggest potential consumer of buying it but also attracting non-interested consumers. This is in accordance with O'Shaughnessy and O'Shaughnessy (2004, p. 39) that by creating a connection between the brands and the subculture value of

the targeted audience of the advertisement, advertisers will be able to gain emotional support from the viewers, and this process requires language and vocabulary of the targeted audience's subculture elements to be applied and used wisely, in order to achieve this purpose. However, it is undeniable that visuals such as great colorful graphics and pertinent gorgeous images of products will create a huge impact on the memory of consumers. Therefore, how the advertisement message is structured should be important for advertisers to ponder on (Smith, 1996). If an advertisement manages to influence consumers into making purchasing decisions for the product, the advertisement must be an effective one as it is able to create such impact on consumers who views the advertisements.

As a result, most people are interested in advertising. Consumers are exposed to the advertising almost everyday and seeing hundreds of advertising and yet, advertising still considered to be something of a mystery. This is because marketers always changing their ways in creating the advertising as to persuade the customers. They change their ways of creating the advertising according to their advertising goals. They know that in today's world where traditional ways of advertising somehow often fail, so they need to redefine their notion of what is advertising and also identify on how to make the advertising more interesting than any other advertising agencies.

### 2.2.2 How advertising works

Advertising is a form of communication. It is a process of sending messages to the audience or consumer. It is used to get consumer attention, provide information as well as to create some kind of response from the consumer. Advertising begins its communication

with a source (S). The source is normally the advertisers or the marketers. The source or sender will encode the message into words and pictures. The message is then presented through a channel or medium (newspaper, radio, television, etc.). The message is then decoded by the receiver. The receiver will interpret the message and gives response to what they had read or seen. This process is called feedback. If the sending process is complicated or interrupted by something such as a bad connection, the message will be unsuccessful.

However, advertisements also have a certain sustainable structure. Each component has its functions in the process of persuading the potential consumer and cannot, therefore, be neglected. Researchers in marketing, psychology and many more have identified two types of order effects in persuading readers, which are primary and recency effect (Haugtvedt & Wegener, 1994, Hogarth & Einhorn, 1992). It is said that the order effect exists when "an outcome varies with the order in which the phenomena occur". According to Wen-Bin Chiou, Chin-Sheng Wan and Hsin-Yi Lee (1997), "primary is obtained when the relative weight accorded to the first piece of the evidences is the greatest meanwhile recency is obtained when the relative weight accorded to the last piece of the evidence is the greatest". Haugtvedt and Wegener, (1994) and Hogarth and Einhorn, (1992) have stated that consumer information processing would be affected if the marketers use presentation order for advertising. "The primacy effect refers to previous information exhibiting greater effect than subsequent information; while the recency effect refers to subsequent information generating greater effect than earlier information" (Haugtvedt & Wegener, 1994).

It means that the primary effect tends to make people remember the first information that is advertised in the advertisement, however the recency effect tends to make people remember the most recent information that is advertised. For example, during the launch of the iPhone, consumers are fed with the stories of the upcoming release of the iPhone. There are a lot of previews for the iPhone so that the consumers get a positive perspective on the product. Therefore, the recency effect comes in control of the last message of the product. The marketers will strive the positive perspective of the product by making the product eye-friendly such as making the packaging more attractive, highlighting the sophistication of the iPhone and many more. Thus, this primary and recency effect helps in promoting the products.

## 2.2.3 Role of advertising

Over time, advertising has played many different roles. Advertising started out its roles as a way to identify a good and until today, its roles as a good identification still continue. As technology evolves and advances in industrialization, advertising has become a medium in creating demand for a product which is done through two techniques namely hard sell and soft sell approach. The hard sell approach is when the advertisers use reason to persuade customers while the soft sell approach is used to build an image for a brand and touch consumers' emotion (p. 6). According to Wells, Moriarty and Burnett (2010), there are four roles of advertising in society. The roles are marketing, communication, economic and societal role.

#### i) Marketing

Marketing is a process of satisfying consumer needs and wants. This can be achieved by providing goods and services to the consumer. In marketing, the advertisers are responsible in selling company's product such as goods, ideas or services. The marketing department will use some tools that are important in marketing which is how the product is produced (the way the product is designed and packaged), price, place and promotion in order to sell the company's product. In addition, they are also involved in developing the brand name identity which is giving the product a distinctive elements from other competitors products.

## ii) Communication role

Advertising is a type of medium that connect buyers and sellers in the market place. It is used to transmit different types of market information originally from the sellers and straight to the buyers. This includes sales promotion, public relation, direct response, personal selling and etc.

### iii) Economic role

Over the years, advertising has created a great impact to the economy. Advertising is seen as a source of getting a more rational economy where it helped the consumers to access the value of the product through pricing as well as other information such as quality, location and reputation. In addition, advertising is seen as so persuasive to the consumers

that it can make the consumers less likely to switch to an alternative product although the price is highly expensive from the alternative product. This is presumed to be the way that advertisers used by focusing on the positive attributes of the product to influence a consumer's decision. There are certain researches that show consumer normally depends on the images and emotions in making decisions.

## iv) Societal role

Advertising is seen as a process in improving products. It also informs consumers about new products that are in the market place. It helps consumers generally in choosing the most preferable product. It also helps consumer to compare products and features and keeps consumers informed about new innovations and issues about certain products or services.

## 2.2.4 Functions of advertising

Wells, Burnett and Moriarty (2010, p. 10) state that there are seven basic functions of advertising. The seven basic functions are:

- 1) Build products and brand awareness
- 2) Provide product and brand information
- 3) Persuade customers
- 4) Provide incentives
- 5) Provide brand reminders

- 6) Reinforce past purchases
- 7) Creating brand experiences

Advertising can build products and brand awareness to the consumer and also build or creates brand image. Advertising also functions as a medium that provide product and brand information whenever the consumer needed it. It can also persuade people by using persuasive language or image and provides incentive to the consumer to make them to take further action which is buying the product. The other functions of advertising are to provide brand reminders. It can be achieved through highlighting the company's award and company profile in the advertisement. Advertising also functions to reinforce past purchases from their old customers as well as creating brand experiences.

This is in accordance to Weilbacher (2003, p.7) statement that "an advertisement, any advertisement, has a very difficult task if it is to capture the perception of a consumer and an even harder time, once perceived, to make a net addition to what the consumer already knows about the brand".

Goddard (1998, p. 10) further argues that, advertising not only functions as a brand promoter but it can also enhance the image of an individual, as well as the organization. To put it simpler, advertising is not just used to sell a product, it also used to develop a favorable image of the individual and the organization that sells the product.

Similar to others, Aaker (1975, p. 17), states that advertising not only functions to create business, but also helps in maintaining the existing business. However, Cook (2001,

p. 10) argues that advertising is not only used in selling a product or service, it is also used to create a plea or warning to the readers. The advertisements may work to inform the readers about the drawbacks of the product such as cigarettes, drugs and much more.

#### 2.2.5 Theoretical framework in advertising

#### AIDA model

AIDA model in fact, is an original sales training acronym which had been created in the early 1898. AIDA model is created by "American advertising and sales pioneer" *E. St. Elmo Lewis*. He created this model to acknowledge the steps that salesperson engage in order to sell their products or services (White, 1980). Lewis conducted this study in order to explain the mechanisms and the psychology of personal selling in the life of an insurance market and he found out that there are four steps that customers follow when they want to buy new products or services. Customers are more persuaded when they engage in these four steps. The four steps are:-

- i) Attention
- ii) Interest
- iii) Desire
- iv) Action

The AIDA model is also known as a motivating model where it contributes to motivate people to act on an external stimulus which is buying new products.

#### 1) Attention

This move is known as attention because customers normally try to accept new products when the products capture their attention. The first impression of the products is crucial because different customers have different opinions. If the salesperson wants to sell their product, they need to be quick to grab customers' attention. Customers normally will pay attention if the salesperson uses a picture that can catch the customers' eye.

## 2) Interest

After the customers give their attention to the products, they become interested in that particular product. In this move, the customers usually will require more information about the products and this is the most challenging stage where a salesperson needs to give ample information in order to persuade the customers to take further action.

#### 3) Desire

If the customers are pleased with the information given, they will start to desire it.

This stage is where a salesperson needs to build trust with their customers. The salesperson also needs to help the customers in understanding their products better.

#### 4) Action

If the customers' desire is strong enough and they are satisfied with the products, then they will take further action which is buying the products. This is the last step of the AIDA model which shows that the customers will probably take further action after they are convinced by the three steps earlier.

#### Advertising Response Model (ARM)

In the advertising response model, the readers normally will be exposed to the advertising and then they will usually undergo the communication process. In this communicating process, the readers will choose whether they want to use the central or peripheral route (Abhilasha & Purris, 1994). If the readers choose to use the central route, they will likely use more thinking and choose only the brands that are familiar to them. After they undergo the brand rating, they normally will buy the brands that they are interested in. In contrast to the central route, the peripheral route is related to advertising. The readers normally attracted to the advertising that they see and choose the products that are promoted in the advertisements. Figure 2.1 shows the concept of advertising response model (ARM).

#### Advertising Response Model (ARM): Conceptual Model

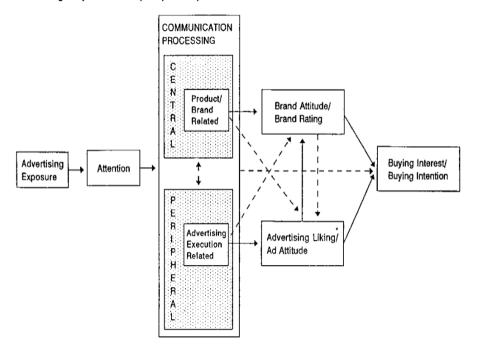


Figure 2.1: Advertising Response Model

## 2.3 Definition of genre

Genre is a study of certain action or analysis, which is normally found in linguistic context. According to Swales (1981b, 1985 and 1990) in his summary of his books, genre is:

"It is a recognizable communicative event characterized by a set of communicative purpose(s) identified and mutually understood by the members of the professional or academic community in which it regularly occurs. Most often it is highly structured and conventionalized with constraints on allowable contributes in terms of their intent, positioning, form and functional value. These constraints, however, are often exploited by the expert members of the discourse community to achieve private intentions within the framework of socially recognized purpose (s)." (Swales, 1981:24, in Bhatia, 1993).

However, Bhatia (1993) found that the definition lacked elaboration and he had expanded the definition of the genre on the psychological factor. Bhatia (1993), had summed up the definition of the genre in his own word which is "each genre is an instance of a successful achievement of a specific communicative purpose using conventionalized knowledge of linguistic and discourse resources" (p. 16).

According to Mohammad (2011), "genre had to do with identifying the totality of the accepted linguistic conventions, practice, style, and restrictions in any given communicative event; it focused on the schematic structure of discourse in any given community of professionals or otherwise" (p. 63)

Bloor and Bloor (1993) further described genre as a specific element in a social practice that can be taught and explained because it has recognized characteristics. Meanwhile Ruse (1992, p. 129) defines genre as "a category into which a literary work can be put according to type and purpose, and also to whether the work conforms to a particular set of techniques." Comedy, drama, horror and novel are the examples of a genre that can be found in literary work. Holmes (1997, p. 322) briefly defined genre "as a class of texts characterized by a specific communicative function that tends to produce distinctive structural patterns."

Along the same lines, Roseberry (1997) sees genre as a sequence of moves where these moves functions to accomplish the overall communicative goal of the text. For Miller (1984), genre is defined as a type of social action that is occurring in a particular discourse

community. Whereas Hastings (2002, p. 174) defines genre as "a type or category into which literary works can be grouped according to form, technique or purpose."

## 2.3.1 Concept of genre

According to Swales (1990, p. 33), the definition of the genre concept has been expanded by Webster dictionary as "distinctive type or category of literary composition" (p. 33). It easily refers to "a distinctive category of discourse of any type, spoken or written with or without literary aspiration" (Swales, 1990, p. 33). Swales also consider four different areas of genre which are, "genre in folklore studies, genre in literary studies, genre in linguistics as well as genre in rhetoric".

In folklore studies, genre is seen as a form. Some of the forms in folklore studies are myths and legends. These forms are derived from the permanent interest among folklorist in the traditional pre-history. Swales (1990, p. 35) stresses that these folklores most function to stress sociocultural value. He continues that these folklore is interpreted as to give lesson to another. He also added that a folklore study has "an archival or typological convenience rather than as a discovery procedure" (p. 35). He added that a community will view genre in folklore studies as an action that can carry out to achieve something else and it is the community perception of how a text is normally interpreted and considered important to the analysts.

In literary studies, literary critics or theorists generally specify genre as classes of text. However, today, the genre is not only viewed as a class of text, but also seen as a

codification of discourse properties that are institutionalized (Todorov, 1976). Swales (1990, p. 37), argues in his book that

"An appreciation of genre is a necessary because if not sufficient condition for an appreciation of literature. It is necessary because it not only provides an interpretative and evaluative frame for a work of art but more to the point, the frame is as much textual as it is cultural, historical, socioeconomic or political"

Fowler (1982) added that the value of genre is to provide a communications system for the writers.

In linguistics studies, genre is seen as coinciding with speech events. The concept of genre later explained by the systemic linguist which states that

"The field, tenor and mode act collectively as a determinant of the text through their specification of the register, at the same time they are systematically associated with the linguistic system through the functional components of the semantics (Halliday, 1998, p. 122).

Besides using field, tenor and mode to mediate the relation of context, the genre also comprises of a system that can accomplish social purposes which leads to analyzing discourse structure. This is in accordance with Martin (1985, p. 250) arguments that state genre is language that is used to get things done or to accomplish something. The language might be in the form of poems, narratives, recipes and many more.

On the other hand, a genre in rhetoric is mostly used in classifying discourse. As Kinveary (cited in Swales, 1990) classifies discourse into four main types which are expressive, persuasive, literary and referential. This type of genre is normally used in

political speeches. These different types of discourse are classified particularly according to the focus or aim of the communication itself. If it is focus to the sender, then it can be classified as expressive, if it is aim on the receiver, it means persuasive, if it is on the linguistics form, it normally is referential meanwhile if it represented realities, it is known as referential.

All these definitions of genre are summarized by Swales (1990,p:44,45) as below

- 1) "A distrust of classification and of facile or premature prescriptivism"
- 2) "A sense that genres are important for integrating past and present"
- 3) "A recognition that genres are situated within discourse communities, wherein the beliefs and naming practices of members have relevance"
- 4) "An emphasis on communicative purpose and social action"
- 5) "An interest in generic structure (and its rationale)"
- 6) "An understanding of the double generative capacity of genres- to establish rhetorical goals and to further their accomplishments"

#### 2.3.2 Characteristics of genre

According to Swales (1990, p. 9) the main characteristics of genre is it works towards the sets of common goals. Swales further elaborates that genre is a class of communication events that are used to fulfill communicative purposes. It is said that any major changes in the communicative goals are likely to create another different genre. Members of some discourse communities will likely to be familiar with the particular genre

that are used in the communicative events. As stated by Bhatia (1993, P. 43), the shared set of communicative purposes would shape the genre and gives it intended meaning. There are certain standard practices within the particular genre. These standards might help in distinguishing personal letter from business letter. The member of discourse communities will find it as odd if there is a mismatch in the use of generic resources.

### 2.4 Genre analysis

Meanwhile, genre analysis is a study of the behavior of certain text or context. Bhatia (1993) defines genre analysis as a "thick description of functional varieties of written and spoken language than that offered by any other system analysis in existing literature" (p. 39). Later in his another study on genre analysis, Bhatia (2002), had come out with a new definition of genre analysis, which is "genre analysis is often viewed as the study of situated linguistic behavior" (p. 4).

#### 2.4.1 Purpose of genre analysis

The purpose of genre analysis is to provide the means of a specific genre. Genre analysis is also used to provide an explanation on how genre is done as well as how genre can be interpreted by community members (Bhatia, 1993, p. 43). Bhatia further explained that genre analysis is a "thick description of academic and professional texts". It has become an important instrument to reach at an important form function, "a correlation which can be utilized for a number of applied linguistics purposes including the teaching of English for specific purposes".

Clearly, the purpose of genre analysis is to identify with the function of communicative events in a different genre. This can be done through the identification of the communicative purposes of the genre.

## 2.4.2 Orientation of genre analysis

Bhatia (1993, p.) states three orientations in genre analysis namely linguistics orientation, sociological orientation, and psychological orientation. These orientations have different functions in genre analysis.

The linguistics orientation is concerned about the differences or lack of certain linguistics features used in the texts such as lexical, grammatical or rhetorical. Further elaboration is made by Bhatia (1993) that the incidence of certain linguistics feature had made the gradual progress in language description and eventually fit into the other.

The sociological orientation, however, highlights the sociological concern of a genre. It focuses on the standardize features of the genre that makes it possible for members to define the genre. This orientation stresses that the text itself is not good enough for processing the meaning but it is considered as an ongoing process of negotiation in the issues of life social roles, prerequisites, and many more (Bhatia, 1993, p. 18).

The psychology orientation on the other hand, concerned the tactical aspects of genre construction. It is referring to the cognitive structuring, typical areas of enquiry, which highlights the strategies that has been made by the individual to execute his or her intention. As mentioned above, a tactical aspect which is also called a strategy, is used in order to create a greater effectiveness in a socio cultural context. It is normally exploited by individual in response to write more effective text in a particular genre. An example of tactical aspects is newspaper reports.

#### 2.5 Moves

Swales (1990, p. 10) defined moves as a functional unit which is normally found in a text and it also used for identification purpose. The moves are also defined as a tool "to identify textual regularities" in a genre writing. Another definition of moves is "describe the functions which particular portions of the text realize in the relationship to the overall task" Connor, Davis, and De Rycker (1995, p. 463). Move is a medium that helps in genre analysis studies since every move in a text facilitate in identifying communication purposes and functions of a text. This is in accordance to Connor and Mauranen (1999, p. 51) studies where they stated that moves could "contribute to the fulfillment of the overall communicative purpose of the genre". It shows that move is used in the genre as a helping tool in order to discover the semantics and the purpose of a certain text.

#### 2.6 Steps

Swales (1981) investigates the academic research papers and he found out that writers in different fields have the same similarities in organizing the article introduction. He explains that there are three moves that are always occur in the article introduction and most of the moves are associated with optional strategies called steps to make the move

more convincing. The concept of steps is first adopted by Swales in his research on article introduction. He points out that the steps are a regular pattern that are appearing in most of academic research papers. A move refers to the writer's purpose of the texts while steps is the lower text unit than move where it is used to assist the move to a more detailed perspective. The steps can be used in different rhetorical strategies as to accomplish the specific communicative purposes. As a result, the choice of steps within a move may be varied according to a writer's creativity.

## 2.7 Genre in Sales Promotion

Promotion can play a crucial role in shaping the consumer behavior as it aims to attract not only potential buyers, but non-interested buyers in persuading them to buy a particular service or product. Bhatia (1993) has addressed the genre issue in sales promotion, giving a special focus on sales promotion letter. In addition, Kathpalia (1992) in her research also proposed several moves in her study on advertisements. Bhatia's suggested that there are seven moves in a sales promotion letter. The moves are "Establishing credentials, Introducing the offer, Offering Incentives, Enclosing documents, Soliciting response, Using pressure tactics and Ending politely". However, in this study, only Kathpalia's framework will be used to analyze the 48 car advertisements selected, as the framework is considered to be more pertinent and has a narrow focus on printed advertisements as a whole, not only limited to the sales promotion letter as what proposed by Bhatia (1993).

## 2.8 Bhatia's four communicative purposes

Bhatia (1993) states that there are four communicative purposes for promotion letter which are, to persuade, to capture attention, to offer an appraisal of the product or service and to encourage further communication. Bhatia (1993) exclaims that the promotion letter is used to persuade the potential customers on buying the product or service that are advertised in the promotion letter. Needless to say, to persuade the customers, the promotion letter must be attractive to capture the customers attention as to sustain the customers' interest in the product or service that are advertised.

## 2.9 Theoretical framework in sales promotion letter

There are two primary theoretical frameworks for a sales promotion letter that are widely used which are Kathpalia's framework and Bhatia's framework. These two frameworks, functions as a channel in capturing customers' attention and eventually convinced them to buy the products or services that the marketers have advertised.

#### 2.9.1 Kathpalia's Framework

There are 9 moves that can be identified in advertisements as suggested by Kathpalia (1992) in her study.

## i) Headlines: Attracting Reader Attention

According to AllBusiness.com, in print advertising, "the headline is considered to be the most important element, because it invites the reader into the advertisement". Kathpalia (1992) states that there are several types of headlines which are targeting a market, curiosity headlines, appraising the offer and offering incentives, urging action and offering incentives.

## ii) Justifying the Product/Service

Kathpalia (1992) argues that under the Justifying the Product/Service move, there are two other sub movies that followed. They are normally the importance of product/service and establishing a niche.

## iii) Targeting Market

This move suggests that specification is given by advertisers regarding to whom the product or service should be consumed for. By establishing this move, Kathpalia (1992) argues that there are several ways that this can be achieved, which are re-establishing contact with old customers; making new customers by assigning them privileged status or simply specifying targeted market.

#### iv) Appraising the Product/Service

Kathpalia (1992) explains that under the move of Appraising the Product/Service, the product or service is identified, described and the value is indicated if all these are not done in the headlines at the beginning.

## v) Establishing Credentials

This move suggested that evidence for the product or service is provided in order to strengthen the claim on whatever that advertisers have claimed before. For example, by emphasizing to the audience the goodness of the product based on the brands of the product or service itself. This is because most people would be willing to pay more for a brand that they already trusted.

#### vi) Endorsements/testimonials

People love to hear stories from others. In the marketing field, customer satisfaction has the top priority for marketers after a particular product or service is purchased. A satisfied customer will definitely repeat their purchase meanwhile a non-interested customer will begin to put faith in the product or service. Therefore, a testimonial can be used to create a huge impact on driving force to increase sales. According to Kathpalia (1992), testimonials are important in order to implement a stronger belief in the product that is advertised or marketed on.

# vii) Offering incentives

Kathpalia (1992) refers to this move as 'sweeteners' in trade. The 'sweeteners' can vary in different forms such as free gifts, discounts and special terms to attract customers.

# viii) Using Pressure Tactics

This move according to Kathpalia (1992) urges customers to decide buying or purchasing a product or service by including together time constraints (e.g. This offer is valid until...), number or quantity (e.g. As our room has the limited capacity of 100) and privileged status.

# ix) Urging Action

As stated by Kathpalia (1992), this move urges potential buyers or customers to take action upon their decision of purchasing the product or service by providing them with a contact number for example, to insist them on inquiring further contact or asking them to fill in the order form.

# 2.9.2 Bhatia's framework

In Bhatia's framework, there are seven moves that are employed in sales promotion letters. These moves are used to persuade selected group or customers to buy a product or

service. Since promoting products or services is quite difficult, Bhatia suggested that a sales promotion letter should have these seven moves which are:-

## i) Establishing Credentials

Establishing credentials are giving a good impression on his or her company by satisfied the customers' need. Establishing credentials are used as an approach to capture readers' attention and to impress the readers on the company's reputation. Establishing credentials normally can be found in the first paragraph of a promotion letter where the marketers' goal is to convince the customers on the benefits of products or services. Bhatia (1993) argues that

"Establishing credentials can be achieved by indicating the writer's perception of the interests and needs of the potential customer, and implying that s/he or the company can fulfill them by offering the products or services being promoted" (p. 50).

## ii) Introducing the Offer

Bhatia (1993) explains that this move is the most essential part of a promotion letter because it contains details of the product that the marketers want to offer. This move is essential because customers will not buy the product that they are not familiar with and this move could help in introducing products to the customers. There are three important aspects of this move according to Bhatia (1993) which are "offering the product or service,"

essential detailing of the product or service and indicating a value of the product or service" (p. 51).

# iii) Offering Incentives

After the introductory part, the marketers may offer some incentives to make the products more attractive for instance, discounts, rebates and many more. These incentives are implied in the promotion letter in order to persuade customers to buy their products as customers tend to like products that offer incentives rather than non incentives one.

# iv) Enclosing Documents

This move is suggested that the marketers should enclose their promotion letter by giving a detailed description of the products or services in the form of brochures, leaflets, flyers and many more. This is because it is important to keep the promotion letter within reasonable lengths so that the readers could grasp the main intention of the letter. Thus, the enclosing documents will help marketers to inform more about their products or services.

# v) Soliciting Response

Soliciting response is one of the most essential parts of the promotion letter because it contributes to the next stage of getting information about the products which is buying the products. To continue further communication, this soliciting response has become

crucial as the customers could make contact with the marketers and ask further information that they needed. As Bhatia (1993) mentioned in his book;

"... The reason why in sales promotion letters the writers often make it a point to include a specific telephone number and/or the name of the person who will be all too willing to answer any queries that the reader may have about the product or service" (p. 54).

# vi) Using Pressure Tactics

This move is used as a tool to push the customers that are already prone to buy the company's product or service to make an immediate decision. This move normally can be found at the end of the promotion letter to capture the attention of readers as they finish reading the letter. The marketers put pressure on the readers in order to make the readers take quick action or decision about the product or service.

# vii) Ending Politely

As stated by Bhatia (1993), a promotion letter should end on a polite, pleasant and courteous note in order to create a good impression to readers.

As mentioned above, both Kathpalia's and Bhatia's theories bring substantial effects in describing the move to certain texts. However, compared to Kathpalia's nine move structure theory, Bhatia's theory on promotional letter is not quite applicable for the current study. Although these two have many similarities in the communicative purposes

which is to capture the readers' attention, Bhatia's framework is not comprehensive. The framework in Kathpalia's theory is more suitable and applicable to the study of car advertisements. Hence, Kathpalia's nine move structure is observed as an effective framework for this study.

## 2.10 Social semiotics

To enhance the study of genre analysis, multimodality is used in this study. Semiotics is derived from the Greek word 'semelion' which means sign. Sign can be considered as an important element in semiotics which can be realized in any semiotics mode. In other words, the semiotic mode is influenced by the "social context" in which it exists and not necessarily exists in language. This is according to Halliday arguments that "the grammar of a language is not a code, not a set of rules for producing correct sentence, but a resource for making meaning" (van Leeuwen 2005. p. 3). Today, the contemporary semiotics, also known as multimodality, not only deals with language mode, but also stresses on the wide range of modes and the functions of semiotic mode in social context. To be more precise, multimodality highlights the importance of semiotic modes such as image and music with meaning making in every social context.

## 2.10.1 The metafunctional perspective on communication

The development of social semiotics within years has caused a shift in semiotic modes and the analysis of communicative strategies between theorist and semiotician. This analysis is started with Halliday in the 1960's and 1970's. Halliday's work in social

semiotics mainly focuses on systemic functional grammar, which is the understanding of a language. Halliday, in his work, has been developing a specific kind of semiotic work or a metafunctional framework to analyze the text. The three main kinds of semiotic works are ideational, interpersonal and textual metafunction. Ideational metafunction, is functions to create a representation, the interpersonal metafunction, however, is associated with interaction between readers and senders, meanwhile textual metafunction plays the part of bringing together interaction and representation into a particular text or in a particular communicative events.

Over the years, the social semiotics study has evolved and during 1980's and 1990's, Theo van Leeuwen and Gunther Kress have refined Halliday's metafunction framework which not only focuses on language but also include visual elements. Kress and van Leeuwen had extended Halliday framework with slightly different terminology namely representational, interactive and compositional. According to Kress and van Leeuwen, any image can represent anything and it also plays some interaction which can constitute a recognizable kind of text.

However, the need to analyze modes in more details has caused more shift in the social semiotics study. Thus, Rick Iedema has come out with the analysis of film and television where he elaborates on the previous work from Halliday and Kress and van Leeuwen theories. He modifies the theories into tele-filmic theory and shift the metafunction concept into representational, orientational and organizational.

# 2.10.2 Michael Alexander Kirkwood Halliday

Halliday is a social semiotician, who is interested in analyzing language. He sees language as an element that not only consists sentences, but also other elements. He states that "language does not consist of sentences, it consists of texts, or discourse- the exchange of meanings in interpersonal contexts of one kind or another" (Halliday, 1996, p. 89). He also sees language as a resource for making meanings and depicted that language is not a code of a text as Halliday states:

"Discourse is a multidimensional process and text as its product not only embodies the same kind of polyphonic structuring as is found in grammar, (in the structure of the clause, as message, exchanges and representation), but also since it is functioning at a higher level of the code, as the realization of semiotic orders 'above' language, may contain in itself all the inconsistencies, contradictions and conflicts that can exist within and between such high order semiotic systems". (Halliday, 1978: 96)

According to Halliday, there are three main kinds of metafunction that are used in social semiotics which are ideational metafunction, interpersonal metafunction and textual metafunction. The metafunctional framework is derived to analyze systemic functional grammar of language. This framework will help in understanding the "meaning potentials of language" better.

Ideational metafunction is utilized to employ the participants of the semiotic resources as Halliday defines ideational as something that happened in the world,

"Language has to interpret the whole of our experience, reducing the indefinitely varied phenomena of the world around us, and also of the world inside of us, the processes of our own consciousness, to a manageable number of classes of phenomena: types of processes, events and actions, classes of objects, people and institutions, and the like" (Halliday 1978:21).

Interpersonal metafunction is related to the participants and how these participants related in a text or in a communicative event for examples feelings, attitudes and many more. "Language has to express our participation, as speakers, in the speech situation; the roles we take on ourselves and impose on others; our wishes, feelings, attitudes, and judgments" (Halliday 1978: 21).

Meanwhile textual metafunction is the combination of ideational and interpersonal where participants and interaction connect to each other which brings together the meanings into texts. Later, Halliday framework has been modified by Kress and van Leeuwen where they bring out the importance of visual elements in semiotic resources rather than language alone. Kress and van Leeuwen believe that multimodality modes will make the texts more meaningful with the help of both language and image. They modify Halliday's theoretical framework with slightly different terminology.

## 2.11 Multimodality

Communication, in Stockl (2004) perception is rarely been monomodal. Stockl (2004, p. 10) believes that most of the texts come with multimodal modes and monomodal texts are an exception where it can only be seen in a little amount in some texts. Barthes

(cited in Kress and van Leeuwen, 1996, p. 16), states that language was superior to image. It is because the image is always dependent on language to give it meaning.

However, Kress and van Leeuwen, argues Barthes' statements where they think that images are connected to language but both independently give meaning to texts. To be more precise, both image and language, bring different strength to texts.

Multimodality analysis includes the analysis of both language and visual communication in all forms of texts. It is concerned with communication of meaning within texts such as an image, sound, page layout and many more. Eckrammer (2004), stated that image and language are the two different semiotic events that have always intertwined with each other in all forms of contexts (p. 213). According to Kress and van Leeuwen (as cited in Jewitt & Oyama, 2001), there are three elements in visual grammar which are representation, interaction and composition.

## 2.12 Multimodal genre analysis

Multimodal analysis is concerned with the practice of the use of semiotic resources in a text. It ranges from writing, electronic, printed and any other texts. This involved investigation of linguistics resources, as well as visual resources of the texts. Van Leeuwen (2005), argues that genre can be realized either in verbal or visual realization. Thus, it can be said that visual resources are one of the most significant modes of multimodal analysis.

## 2.12.1 Visual analysis

Written language in a print advertising can be persuasive messages if the writers know how to use style of language and know how to manipulate readers' minds. Although the written language can be persuasive, pictures can also be persuasive messages to readers if the writers use the correct pictures. Riding and Douglas (1993), stated that some people use fewer images and rely mostly on verbal communication, but there are some people that rely mostly on visual material where they said they remember better if the messages that the writers want to promote are associated with the pictures.

Robert and John (2007) suggest that there are three ways that images could persuade people in a text which are through iconicity, indexicality and syntactic indeterminacy. As for the iconicity, images could be functioning as an icon. These icons normally resemble the products that the company wants to advertise. Messaris (1997) stated that "another iconic function of images is that they can violate the reality they present". An image can make something look real even though it isn't.

Another way in which images persuade is through indexicality (Messaris, 1997). Indexicality means the images are capable to record what had happened to the products or services. In a brochure, the marketers can use the images or pictures to show that their products are useful and give benefits to users. Indexical images often function as a form of sign reasoning.

Syntactic indeterminacy is the third way in which images persuade readers. This means unlike words, pictures cannot convey precise relationships between things. Robert and John (2007) postulate that "the blessing is that a picture can be used to equate one thing with another, via association". It is said that pictures can imply an association without the marketers actually saying so. Messaris (1997) also stated that "what visual syntax lacks, especially in comparison to verbal language, is a set of explicit devices for indicating causality, analogy, or any other relationships other than those of space or time".

Kress and van Leeuwen also have created a visual analysis in extending the Halliday framework of metafunction. The table below illustrates the three metafunction that are refined by Kress and van Leeuwen.

Table 2.1: Comparison between Halliday and Kress and Van Leeuwen Theory

Text (Halliday theory)	Visual (Kress and van Leeuwen theory)	
Ideational	Representational	
Description of participants based on	Description of participants based on	
grammar and semantics	syntactic patterns	
Interpersonal	Interaction	
The relationships between participants based	The relationships between participants based	
on participants' roles	on angle, perspective and distance	
Textual	Compositional	
The relationship between representation and	The relationship between representation and	
interaction based on the structure of the	interaction based on framing, salience and	
texts such as Lexis or cohesive devise	placements of various elements in texts	

# 2.12.2 Gunther Kress and Theo van Leeuwen

As mentioned above, Kress and van Leeuwen have expanded Halliday theory of the social semiotic framework. They introduced the analysis of visual elements which

contribute to the multimodal approach in social semiotics. The visual grammar as proposed by Kress and van Leeuwen used three main metafunction in their theory.

Like Halliday, Kress and van Leeuwen identify three metafunction but with different terms which are represented, interaction, and composition. Representation is similar to ideational metafunction that is proposed in Halliday's framework, meanwhile interaction is similar to interpersonal metafunction, where as composition is slightly analogous to textual metafunction. The following section will explain the visual grammar tools in multimodal analysis.

# i) Representation

Kress and van Leeuwen (2006) propose that the representation is "an array of choices, of different ways in which objects and their relations to other objects and to processes, can be represented" (p. 42). The 'participants' of representation are either people, places or things. There are two kinds of process in representation which are narrative and conceptual. Narrative structure is familiar with the presence of vector meanwhile conceptual structure do not contain vector.

The narrative structure is most commonly recognized by the presence of a vector. A vector normally is a line, often a diagonal line that is present in a text. This line normally used to connect between participants in the texts. For example, body gestures (eyelines, bodies, etc.) of a participant in an image, an arrow connecting boxes and many more. Narrative representation is seen as the process of "happening" or "doing".

Similar to Halliday's framework, which have 'actor' and 'goals' as participants, in narrative structures, both 'actor' and 'goals' representing an action taking place between two parties. The 'action' more generally is the "participants from whom or which the vector emanates, or who themselves form the vector" (Jewitt and Oyama, p. 142) meanwhile 'goals' are the "participants in whom the vector is directed" (Jewitt and Oyama, p. 143).

The conceptual structure on the other hand, most commonly recognized without the presence of the vector. In this structure, the images are visually 'define' or 'classify' people, places and things. There are three basic patterns that can be seen in this structure which are classification, symbolic and analytical structure.

In classification structure, it helps in gathering people, places or things together into one picture. This is done through distributing the participants across the picture to show that they have something in common which is belonging to the same class.

Symbolic structure, however, constitute with the meaning or identity of the participants (places, people or things). In this structure, the meaning of one participant is created by another participant. According to Kress and van Leeuwen (1996), this structure normally relies on iconography to state the meaning of the participants through one or more characteristic for instance, size, color or position may connected with the means of gesture of the participants.

Finally, analytical structure is used to relate participants to each other. It is connected to participants in terms of a part-whole structure. Example of part-whole

structure are pie charts and maps. According to Jewitt and Oyama, there are two key participants in the analytical structure, namely "the carrier (the whole) and any number of 'possessive attribute' (the parts)".

## ii) Interaction

Kress and van Leeuwen (2006) also argue that "the interpersonal metafunction help clarify the interactive elements in images by offering an array of choices for representing different interpersonal relations, some of which will be favored in one form of visual representation, others in another" (p. 42). Images can create connections between the represented and the viewer. There are three important elements in interaction which are contact, distance and point of view.

Facial expression and gestures in any pictures could create a demand when they make contact with the viewer. These expressions can demand anything from the viewer such as when the participant in the picture is looking down at the viewer, it shows pity whereas when the participant is looking directly to the viewer, it shows different meaning. Kress and van Leeuwen (1996), call this picture as demand pictures where participants in any pictures indirectly pointed or demanded something from the reader or viewer. Apart from creating a demand from the viewer, gestures in the pictures also can create an offer to the viewer such as hand on hips or legs. These gestures might offer some information about the participants in the pictures.

Distance is also one of the features in interactive meaning. This is because images can bring participants of the pictures closer to the viewer. Every detail of the participants' face and expression are visible to the viewer. Thus, it can bring out their individuality and personality in the pictures. A close up picture does not mean that the participant is in a close relationship with the viewer, perhaps it is rather seen as they are represented or should belong to the viewers' group. For example, a close up shot such as head or shoulder would suggest an intimate or a personal relationship, meanwhile a medium shot could suggest a social relationship.

The third element in interactive meaning is point of view. The context in the pictures might influence on how the viewer looks at the image by creating certain expectations. Point of view of one viewer might be different from other viewer as it is influenced by certain aspects such as the reason of the viewer looking at the pictures or the intention of using the images.

## iii) Composition

Composition "makes a range of resources available: different compositional arrangements to allow the realization of different textual meaning" (Kress and van Leeuwen, 2006, p. 43). There are three crucial keys in composition, namely information value, salience and framing. These three keys help in finding and bringing out the hidden meanings of certain texts such as brochure, advertisements and many more.

Information values are created by the placements of the elements of composition in the pictures. This is realized by depending on whether the elements of composition are placed on the left or on the right, in the center or in the upper or lower composition of the pictures.

Kress and van Leeuwen (1996), state that left placement will create a 'given' structure meanwhile a right placement is known as 'new' structure. Given structure means that the information presented in the picture is something the viewer already knows. The term new means, the information that is not yet familiar to the viewer. This new structure normally will create more attention from the viewer as it is something that is not yet already agreed upon by the reader. Therefore, the new structure is pointed as problematic, whereas given structure is pointed as commonsensical.

As for top and bottom, Kress and van Leeuwen (1996) call it the ideal and real structure. The top is also seen as ideal meanwhile the bottom is presented as real structure. For something to be ideal, it means that it is a generalized information about the participants in the pictures. Apart from that, for something to be real, it means that the information given is more specific, more oriented or more real information. Finally, the center means what it is. Elements of compositions that is placed at the center of the picture is seen as "what hold the marginal elements together" (Jewitt and Oyama, 149).

Framing indicates the connection between elements of composition in a picture. According to Jewitt and Oyama (2001, p. 149), "framing indicates the elements of a composition can either be given separate identities are represented as belonging together".

Disconnection can be realized in many ways, for example, through framelines, empty spaces, color contrast and much more. On the other hand, connections can be created through similarities or rhymes of color or through the absence of frameline and empty spaces.

The term salience indicates that some elements in the picture can be made more eye-catching than other elements. Eye-catching elements can be varied from size, color contrast (especially red), tonal contrast and many more. Simply put, salience is anything that can stand out of the elements in the pictures.

# 2.12.3 Rick Iedema

Iedema continues Halliday's and Kress and Van Leeuwen's work in social semiotics and metafunction with a little bit of modification. He is taking out the social semiotics and metafunction into the next level by focusing his attention on tele-filmic texts. According to Iedema, the three metafunction that Hallidays' and Kress and Van Leeuwen's work on can be used as a tool for the analysis in all meaning- making text (2009, p. 191). He provided a shift in modes that can be used to develop the communicating purposes and also provided a structure for analysis of tele filmic texts. Iedema made some changes with the term on the three metafunctions. He changes it by calling orientation rather than interpersonal, organization for textual and representation for ideational.

#### 2.13 Related studies

There are several studies that had been done on genre analysis of advertisements in Malaysia. These studies summarize that genre analysis can be used in any text as long as it is in linguistic context. One of the studies is the skin care products advertisements by Teo (2008) shows that not all moves in Kathpalia's framework were used in skin care advertisements. She found that the most frequently used moves in skin care advertisements is appraising the product which is found in all the advertisements that she analyzed. The second most frequent move is establishing credentials which also appear in all the skin care advertisements. In addition, the least moves in those advertisements that she analyzed is pressure tactics which can be found only in 3% of the advertisements. Teo (2008) also found that only six moves of Kathpalia's framework are prominent in skin care products' advertisements which are appraising products, establishing credentials, justifying the products, targeting the market, urging action and testimonials.

Zanariah (2003), who did a study on a genre of print advertisements for hospitality and tourism, reveals that only six moves occur frequently in hospitality and tourism advertisements namely headline, targeting the market, appraising the product, endorsement/testimonials, additional information and urging action.

Another study done by Yong (2001) on advertisements in a private institution, shows that eight moves frequently used in the advertisements. The moves are, the headline, targeting the market, justifying the institutions, appraising the institutions, establishing credentials, endorsements/testimonials, offering incentives and urging action. Yong (2001)

stated that these eight moves work for communicative purposes of institutions. Hajibah (2008) attempts to analyze higher learning brochures and her study focuses on the move that the writers use in order to attract public attention. She found out that the communicative purposes of higher learning brochures are viewed to be more promotional than informative.

Furthermore, Faridah (2006) who did a study on bank advertisement also reveals six moves which are prominent in advertisements. Headlines, targeting the market, justifying the products, establishing credentials, offering incentives and urging action are the most frequent moves in bank advertisements. There are other studies of genre analysis that are done in Singapore for example, Yang (2001), studies about genre analysis of research article in applied linguistics, Tan (1999), studies on genre analysis of the Cambridge 'O' level mathemathics examination and Christianty (1996), focuses on letter complaint and adjustment in the context of Indonesia.

Meanwhile, in multimodality studies done by Rajandran (2008), which focus on bank brochure, he found that image and language help in creating a coherent text. He found that communication not only depends on language itself, but also need to have an image as to make the brochure as a complete picture of the services that are provided in a bank. Multimodality gives the brochure more complete picture of communication where the text itself is not only limited to language. With the help of multimodality, the brochure can increase consumer interest in the bank as the brochure will be more entertaining for the consumers. Another study that is also done by Rajandran (2009) shows that a layout of a Malay newspaper could be more persuasive if there is photos and graphics. He found out

that the layout of the newspapers tends to use basic layout where the layout is dynamic. The placement of both image and language in the newspaper is always changeable and varied. These will help readers understand more about the layout. Together with the layout, photos and graphics facilitate readers to interpret the news better. Fauziah (2010) on the other hand, investigates multimodality in business brochures. She explains that there are three structures of multimodality which are interaction, representation and composition and claims that the information value theory is applicable to most sections in the layout of the brochures. These three structures help in accomplishing the communicative purposes of the brochures and somehow make the brochures more entertaining to read.

There are other studies that had been done outside Malaysia for example Meurer and Machado (2008). Maurer and Machado (2008) focused on the analysis of verbal and visual of a multimodal online news articles. Based on their analysis, they found out that with the help of multimodality, they can determine the social activity that is taking place in the online news articles. Together with the text, multimodality can create a connection to convey the meaning of the article. Thus, it shows that image and language are not two independent elements.

To sum up, from the studies that had been done, it shows that different types of advertisements apply a different kind of moves and multimodality features in attracting the customers' attention. However, despite the differences that it has, there are certain moves that are prominent in all advertisements namely targeting the market and urging action.

# 2.14 Conclusion

This chapter has reviewed several definitions of advertising, genre analysis and multimodality. This chapter also discussed the theoretical framework for genre analysis and multimodality which are Kathpalia's nine move structure and Kress and van Leeuwen visual grammar theories. Finally, a number of related studies of genre analysis and multimodality have also been included in this chapter.

# **CHAPTER THREE**

# RESEARCH METHODOLOGY

# 3.1 Introduction

This chapter covers the methodology of this study. It gives a brief information on how the data is collected and how the data is analyzed in this study. It also explains the frameworks that are adopted for this study and also describes on how the results are calculated and presented.

## 3.2 Methodology

In this study, the car advertisements are examined for its communicative purposes, its rhetorical structure and multimodal elements. The rhetorical structure is identified using the moves analysis by focusing on the obligatory and optional moves of the car advertisements. Composition structure is used to identify the layout of the advertisements. Both moves analysis and layout analysis are given emphasis due to the fact that language and layout are related to each other and together, they bring certain texts to a whole new level.

# 3.3 Communicative purposes

Bhatia's (1993) states that a promotional letter serves four communicative purposes.

The four communicative purposes are:

- 1) To persuade
- 2) To capture the attention
- 3) To offer an appraisal of the product or service
- 4) To encourage further communication

The research will attempt to see whether Bhatia's communicative purpose is similar to car advertisements communicative goals. Bhatia's four communicative purposes will be used as a guide in analyzing the communicative purposes of car advertisements. This is because it has always been difficult to identify specific communicative purposes as what the advertisers real intentions are. Thus, Bhatia's four communicative purposes is applicable to this study as his promotional letter is very similar to advertisements where it belong to the same genre because the overall communicative purpose of both texts is to promote something. Hence, this study will make use Bhatia's four communicative purposes on sales promotion letters to explain whether the car advertisements share similar communicative purposes in promoting a product or service.

# 3.4 Definition and terms

The terms which are used in this study are described below.

## 3.4.1 Move

A move has been described as a unit which has particular communicative functions.

Bhatia (1993) states that "each move helps to complete a small portion of a particular

communication intention, then all moves add up to serve the overall communicative purpose of the genre". Other researchers such as Connor and Mauranen (1999), describe moves as "a functional unit, used for some identifiable rhetorical purposes". Each move can vary in different field of study, but somehow can be quite similar where it depends on the communicative goals of the text itself. Moves sometimes embody a strategy of steps to make the texts more convincing to the readers.

# 3.4.2 Steps

The concept of steps is mainly practiced by Swales in his study on article introduction. The steps used in the texts normally support the moves as to make the move more interesting. It assists in providing a more detailed perspective of a text.

## 3.5 Data Collection

This section will describe how data from the newspapers are collected. The data of this study are collected from a local newspaper which is The Star. The Star is chosen because it has the most number of readership for an English newspaper in Malaysia compared to other newspapers such as the New Straits Times and The Sun. The data collected are from October 2011 until March 2012. The rationale for using these months is because people normally will purchase a new car during the festive seasons such as Chinese New Year, Deepavali and Hari Raya. According to The Star newspaper dated January 31, 2011, the sales of new cars are higher in the festive season. According to the The Star newspaper, the spokesman for the car maker said the figure is higher than expected during

Chinese New Year. Some of the cars that are selling like hot cakes are Kia, Peugeot, Proton, Toyota and Honda. Thus, the advertisements from these months will help them in choosing a new car.

Since this study aims to investigate car advertisements, the researcher first selects all advertisements of cars in the newspaper from The Star. The advertisements are then reduced to those which is priced below RM170, 000. Finally, a total of 48 advertisements of car is selected which have 17 brand names (Table 3.1). These advertisements are analysed using Kathpalia's (1992) nine-move framework and Kress and van Leeuwen (2006) analysis, which is layout as they have been found to be applicable in this study.

Table 3.1 Number of car advertisements

No	Brands	Number of car advertisements
1	Volkswagen	3
2	Toyota	6
3	Suzuki	3
4	Honda	3
5	Nissan	4
6	Kia	4
7	Proton	5
8	Ssanyong	1
9	Mitsubishi	4
10	Peugeot	3
11	Chevrolet	2
12	Citreon	1
13	Mazda	2
14	Perodua	2
15	Isuzu	1
16	Chery	1
17	Hyundai	3
	Total	48

# 3.6 Research design

This study adopts Kathpalia nine move structure in the analysis of the rhetorical structure. Kathpalia nine move structure stresses the importance of moves that the advertisers used to sell their product in an advertising. In addition, Kathpalia nine move structure contains a move that will help readers to understand the advertising better. This study also stresses the importance of multimodality in advertisements where Kress and Van Leeuwen visual grammar analysis is adopted to analyze the data.

The data analyzed in this study is derived from a local newspaper which is The Star as it has many readerships compared to other newspapers. The advertisements that are chosen normally have multi semiotic modes such as words, images and typography. This is so important where this kind of multi semiotic modes is needed in analyzing the data. Therefore, Kathpalia nine move structure is adopted for the analysis of rhetorical structure and Kress and Van Leeuwen visual grammar analysis is used to analyse the multimodality mode of the car advertisements particularly on the layout of the advertisements. Verbal analysis is also will be used to analyze the communicative purposes of the advertisements.

#### 3.7 The theoretical framework

Kathpalia's (1992) nine-move structure, which has been found useful in other genre studies of advertisements, is adopted to analyze the data collected for the study. As discussed in chapter 2, Kathpalia's nine move structure is a quite competent theory compare to other theories such as AIDA, Bhatia and Advertising response model (ARM)

theories as to analyze the rhetorical structure of car advertisements because her study indicates the special move structure of advertisements which is quite similar with this study in the way of the resource of data. Hence, nine move structure as a suitable structure will be utilized in the study and the detailed contents of nine structure is listed below

- 1. Targeting the Market (TM)
- 2. Justifying the Product/Service (JP)
- 3. Appraising the Product (AP)
- 4. Establishing Credentials (EC)
- 5. Endorsements/Testimonials (E/T)
- 6. Offering Incentives (OI)
- 7. Pressure Tactics (PT)
- 8. Urging Action (UA)
- 9. Headlines (HL)

## i) Targeting the Market (TM)

According to Kathpalia, targeting the market is where the advertisers specify their appropriate market for the products that they want to advertise. There are a few possibilities to achieve the target market for example, re-establish contact with old customers, find new customers by giving them privileges status as well as specify the target market. Simply put, some product might not be suitable for all people, thus it is a good move for advertisers to specify their customers rather than choosing vague market.

## ii) Justifying the Product/Service (JP)

Justifying the product is used to persuade people or potential customers of the benefits of the products and to indicate the importance of the product or service that the advertisers want to offer. Normally the advertisers emphasize on the certain occasion to promote their products or services in order to boost their sales. For instance, Chinese New Year, Father's Day and etc. This move also consists of establishing a niche where the advertisers indicate a gap in the present product and prepare a solution to overcome the gap. Needless to say, it is used to express the needs and problems of potential customers.

# iii) Appraising the Product (AP)

This move is the most important move in advertising as it is used to introduce the product as well as to highlight the positive features of the product or service. There are three sub moves in appraising the product or service, namely identifying the product, describing the product, and indicating the value of the product. The focus of this move is to describe features and characteristics of the product or service to make it more tangible. For example, the potential customers can visualize the color, size, shape and many other features of the product by describing it through vivid language.

## iv) Establishing Credentials (EC)

This move attempts to promote the company by providing evidence of positive image or reputation of the company. It is used to raise the confidence of potential customers

as the customers are willing to pay more on the company that are reputable rather than an unknown organization that offer lower price products or services. The company establishes its credentials by mentioning their achievements in their business field and also highlighted the awards that they had won for their products or services. These include identification of the brand name, company profile, guarantees and warrantees, its assets and many more.

## v) Endorsements/Testimonials (E/T)

This move attempts to make the potential customers believe in the products' benefits by using proof from testimonials such as celebrities, public figure, satisfied users and many more. It is manifested to make the customers believe that the product has worked for other people so it probably can also work for them. Customers normally need powerful proof of the benefits of the product to gain their confidence in certain products. The comments from the satisfied customers will be used as a guideline for them whether they want to buy the product or not. There are various possibilities of testimonials that can be used in an advertisement for instance, using direct quotes, using report of use or sale, approval or recommendation from an establish organization, as well as using consumer surveys in publication.

# vi) Offering Incentives (OI)

This move is intended to encourage potential customers in buying the product. This can be achieved through giving out incentive or popularly known as sweeteners in selling business. This move is very popular in advertising as customers usually love incentives.

This sweetener can be varied in different advertisements. Some advertisers might use the free gifts to attract the customers and some might offer discounts. This move indicates the 'sweeteners' in the advertisement, whether advertiser offers, free gifts, discounts, and special terms in order to make the offer more tempting and hard to resist.

## vii) Pressure Tactics (PT)

This move is manifested to create an urge to potential customers to make quick action on buying the product or service. This can be done through making certain constraints such as offer a time limited product, limited free gift as well as a limited number of entitled customers. It is important in hastening the potential customers buying decisions.

# viii) Urging Action (UA)

Urging action is used as a final attempts by the advertisers to get some action from the potential customers on buying their product or service. There are several methods that are used by advertisers to urge the customer action. These include, fill in the order form, giving out requesting enquiries and many more. The most popular urging action among advertisers are to fill in the order form and giving out their website so that the potential customers may contact the advertisers if they have any enquiries related to the product or service. This move is suitable for customer who has not made up any decision yet. The customer can use the information in the advertisements to make the order or to call for inquiries if they are still not certain about buying the product or service.

## x) Headlines (HL)

The headline is the most important part in the advertisement as it is used to attract or grab readers' attention. Most of the advertisements have headline to stimulate interest on the product. The objective is to make the readers want to know more about the product by continuing reading the advertisements. It is the first attempts of advertisers to make the advertisements look more interesting in the readers' eyes. Headline normally identified in different form. Some advertisers might use question, opinion, and comment to gain readers' interest and some might use different idea. Usually, the headline is in bigger font than any other moves and might be made colorful than others. The idea is to grab readers' intention on the advertisements.

# 3.8 Steps

The concept of steps is mainly practiced by Swales in his study on article introduction. The steps used in the texts normally support the moves as to make the move more interesting. It assists in providing a more detailed perspective of a text. The structure in the car advertisements consists of nine move and several steps. Each move has several steps as each move implies one or a set of communicative purposes and each step helps to complete parts of the communicative purposes of one move. In her study, Kathpalia has stated different steps that are used for each move that are found in the study. She found out that the steps helps to strengthen the move in convincing the readers on the advertisements. Thus, Kathpalia's steps in analyzing move will be used in this study.

Kathpalia's steps method is chosen for this study as it is one of the most detailed for studying moves analysis of car advertisements. Therefore, the moves or steps in the structure will be discussed in greater detail to ensure the understanding of how the car ads accomplish their communicative purposes through the nine structures. The steps in Kathpalia method are listed below.

Table 3.2 Steps Used in Kathpalia's theory

Move	Steps
Headline	Appraising the products
	Justifying the products
	Targeting the market
	Offering incentives
	Urging action
Targeting the market	Nature of potential customers
	Use of unique selling point
Justifying the product	New product or concept launch
	Improved features
	Added benefits
Appraising the product	Product detailing
	Product evaluation
Establishing credentials	Company or brand name
-	Company register number
	Company history
	Award winning or achievement
	Company trade mark
Endorsement or testimonial	Official citation of achievement
Offering incentives	Free gifts or contest
	Rebates
	Free warranty
	Free termed insurance and maintenance
	Lower interest rate
Pressure tactics	Time constraint
	Limited offers
Urging action	Company website
	Telephone number

## 3.9 Data Analysis

This section will describe the analysis of the data by firstly outlining the analysis of advertisements using Kathpalia's nine move structure. It is then followed by a description of analysis of the verbal elements which is the communicative purposes of the advertisements. Finally, this section will outline the analysis of the layout. To analyze the verbal data in the advertisements, both qualitative and quantitative analyses will be used in this study. Every move and mode in each advertisement will be identified and analyzed. In order to organize the data, examples of each move and mode found in each advertisement will be recorded in a table. The advertisements will be analyzed based on Kathpalia's (1992) nine-move structure and a short explanation of each move and mode will be given in the finding section. The number of advertisements which contain a particular move or mode are obtained by frequency count and the percentage of advertisements which contain a particular move or mode is calculated as follows:

# Number of advertisements which contain a particular move or mode X 100% 48 (Total number of advertisements)

The identification of the prominent level of the moves that are found in the advertisements was based on an adaptation of Howe's (1995) four grade system of strength level. The four levels are most strong, quite strong, slightly strong and not strong. The following is the system that is used to calculate the prominent level of modes and layout.

Table 3.3: Howe's four grade system

Level	Range of frequency	Important
Not strong	0% - 25%	Not prominent
Slightly strong	25% - 50%	Not prominent
Quite strong	50% - 75%	Prominent
Most strong	75% - 100%	Prominent

Based on the table above, Howe's differentiate his system by grading them using percentage. If the range of frequency of the data collected is more than 75%, then the level of the data is most strong while if the range of frequency is 50% to 75%, then it is considered as quite strong level. Although both of the levels are different from the range of frequency, they are still prominent in the study.

Besides using Kathpalia nine-move structure, the layout of the car advertisements are also analyzed. This layout is analyzed using Kress and Van Leeuwen visual grammar analysis.

## 3.10 Unit of analysis

The analysis of moves is based on several linguistic clues. In this study, the unit of analysis for the moves is included the phrase, the sentence, the modality changes and tense.

Example: Reinforced by its rigid safety structure, the enhanced i10 makes your drive an innovative experience.

Based on the example above, the use of sentence division is employed to identify the moves. Linguistic means 'makes your drive an innovative experience' can be considered as targeting the market move.

Unit of analysis is also used to differentiate between each move because in most cases, moves are embedded with each other in one text. The unit of analysis will helps in identifying the existence of different moves in one sentence.

Example: The Honda Hybrids are fuel efficient with enhanced performance for driving enjoyment

Based on the above example, there are two different moves identified in the text. The use of phrase division in this case, suggested that appraising the product move and justifying the product move are embedded with each other in one sentence. The phrase division of 'fuel efficient' is considered as justifying the product move while enhanced performance for driving enjoyment' is identified as appraising the product move.

Therefore, the unit of analysis is used in identifying the moves in the advertisements as to make the analysis more precise and valid.

# 3.11 Analyzing layout

The visual grammar analysis that is created by Kress and Van Leeuwen (1996, 2006) is used to analyze the layout. The description and the components of the layout will be provided in the results and discussion section of the analysis. These descriptions and

components can be a guide to the advertisers on the design of a typical car advertisement.

The percentage of the different types of layout will be counted and tabulated in order to determine the common type of layout in the car advertisements.

Visual grammar consists of three components, namely composition, representation, and interaction. Composition analysis is used in analyzing the layout of the advertisements while representation and interaction analyses are used in analyzing visual images such as color, people and many more. However, in this study, only one component which is composition as it can analyze the layout of the advertisements. Composition analysis based on three elements which are information value, salience and framing. Figure 3.1 shows the meaning of composition theory proposed by Kress and van Leeuwen (1996,2006).

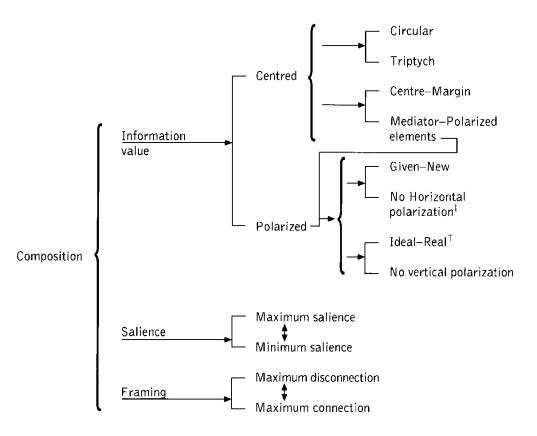


Figure 3.1: The meaning of composition (Kress and van Leeuwen 1996/2006:210)

It is useful to look at the information value, salience and framing as to look at the layout of car advertisements. This is because the placements of these elements might help in describing whether language and image give different meanings or not in the advertisements layout. A layout might provide a space for images and language to interact in the advertisements. Thus, the analysis of information value, salience and framing will help in describing the layout of car advertisements.

### 3.11.1 Describing layout

The layout of car advertisements will be analyzed using Kress and Van Leeuwen visual grammar analysis. Kress and Van Leeuwen (2006) stated that the layout will be identified based on their structuring whether it is structured on the vertical or horizontal axis. There is also a possibility that the advertisements used the combination of horizontal and vertical structuring in their layout. If the advertisement is using horizontal axis, it means that there is a top and bottom section of the structure meanwhile if it is on the horizontal axis, the structure is normally divided into left and right section.

According to Fauziah Taib (2010), there are several visual clues to identify the section in the advertisements namely typography, the body copy and also the relative size of each section. Typography is used to set apart a section from another section and it is done through the bold font or capitalization of the letters. There are also advertisers that used body copy to separate each section from another. The body copy is normally in smaller typeface than the title of the advertisements. The layout can also be identified through different colors used in the background of the advertisements. Framing also is one

of the components in layout where it can create boundaries between sections. Example of framing are empty spaces and frame lines. .

### 3.11.2 Analyzing the information value of the advertisements layout

The analysis of the information value of the advertisements will be done after describing the layout of the advertisements. This is because the information value of the component in the layout can be described in terms of their placements or positions in the layout. Kress and Van Leeuwen (1996) state that the position of the elements in the layout is related to different information value. For instance, components which are placed at the top of the layout are considered to be ideal or generalized information while those placed in the bottom part are considered to be more complicated which is filled with practical information. Furthermore, there are also different information values between left and right zone. Left zone is considered as given information meanwhile right zone are considered as new information. There is another placement which is centered and margin. An element that is placed in the center is the nucleus information that is supported by the elements in the margin (Kress & van Leeuwen, 1998, p. 196).

#### 3.11.3 Analyzing the salience of the advertisements layout

Salience refers to the degree which elements are judged based on visual clues such as size, sharpness of focus, color contrast and many more. Salience can create a hierarchy of important element in the layout whether it is given-new, ideal-real or centre-margin (Kress & van Leeuwen, 1998,p. 200). There are a few ways for either the image or

language in a layout to be salient in an advertisement to catch reader's attention. For instance, borders between black and white is considered to have high salience.

### 3.11.4 Analyzing the framing of the advertisements layout

. Framing on the other hand, refers to the degree of connection of disconnection between elements in a text. Framing include line, color contrast, shape and many more. The stronger the degree of framing of each element, the more it is seen as a "separate unit of information". For example, the color contrast between top and bottom section of an advertisement. The color of black and white in an advertisement can create a stronger division between ideal and real information of the advertisement. Framing creates the image or language in the advertisements layout to be joined or disjointed (Kress &van Leeuwen, 1998, p. 203). Framelines can vary from very thick or very thin, depending on how the advertisers want to create the advertisements. Framing enables readers to be more prone to read the information that are connected with the language than those are not (Kress & van Leeuwen, 1998, p. 205).

### 3.11.5 Identifying Clusters in a layout

Clusters refer to a certain group of items which has similar values or positioned that are occurring closely together in a text (Baldry & Thibault, 2006). Analyzing cluster on the other hand is an observation of two of more mutually groups that have certain variables. The members of the groups are sharing the properties in common. For example, company website, QR code and company telephone number can be considered as contact

information cluster. The elements that occur in the advertisements might be divided into several clusters. These clusters are then used to see whether it helps in contributing to the analysis of the layout. According to Fauziah Taib (2007, in Fauziah Taib,2010), "linguistic clues, visual cues of framing and functions of elements as other parameters need to be considered when clustering elements in texts". These clusters will be identified first before analyzing the information value, salience and framing of the layout.

Each cluster signifies the implicit meaning to the layout and could influence readers' perceptions of the car advertisements. The clusters in each advertisement can be changed depending on the advertisers' goals. The clusters are the elements that are found in move analysis such as in the urging action move, where the advertisers use contact information to create urge to the customers. In describing layout, contact information is also known as given and ideal information on the layout where it signifies the information that are not familiar or new for the readers. Thus, it shows that elements in move analysis can be used to analyse the layout of the advertisements. This proves that move analysis is related to layout analysis. Example of clusters that can be found in this study are signatures, incentives, justifiers, achievements and many more.

#### Validity concern

Another coder was engaged to in help in coding of moves, steps and to verify the layout of this study. Coding is also based on reading and work done on moves and multimodality. There are a lot of reading materials that are used as a guide to do the analysis such as Kathpalia (1992), Bhatia (1993, 2002), Swales (1981, 1985, 1990) and

many more. As for the multimodality study, work done by Kress and van Leeuwen (1996,2006), Rajandran (2009) and Fauziah Taib (2010) are used as a guideline to analyse the layout.

# 3.12 Conclusion

This chapter has discussed on how the data will be collected and how the researcher will be analyzing the data. In short, this chapter has discussed about the methodology and frameworks of this study.

## **CHAPTER FOUR**

## **RESULTS AND DISCUSSIONS**

## 4.1 Introduction

This chapter presents the results of the analysis from the car advertisements. The analysis is divided into three parts. First, the analysis of moves found in each advertisement. The analysis of the rhetorical structure of car advertisements is identified and categorized and the example from the advertisements will be cited, tabulated and counted according to the formula stated in chapter 3. Second, the analysis of advertisements communicative purposes and the last one is the analysis of visual grammar, particularly in the layout of each advertisement. The frequency of occurrence of each type of layout identified is conducted to determine the layout to the advertisements.

## 4.2 Communicative Purposes of Car Advertisements

The result shows that the communicative purpose of car advertisements is similar to any other advertisements that are advertised in the newspapers which is it attempts to persuade the readers. Based on the analysis, result shows that the advertisers try to persuade the readers to buy the products or services by providing the product information in the advertisements. The advertisers use all means of information to attract reader's attention and to convince readers that the product is good or suitable for the customers. For example:

Unlike most sedans, the all new Volkswagen Jetta has it all. The combination of an award winning TSI engine mated to a 7-speed direct shift gearbox DSG results in impressive power that is also economical. Even its boot space is a massive 510 litres allowing for a remarkably generous loading capacity. With 6 airbags and a maximum 5-star Euro NCAP safety rating, it's everything you deserve, but never knew you needed.

(Advertisement 45)

In the above example, the advertisers clearly indicate the advantage of buying the car to the readers. Many customers may not realize the existence or the benefits of the product or services until the benefits are being told to them. Therefore, the advertisers try to persuade readers by giving the information to the readers. Needless to say, in order to persuade and get the feedback from the readers, the advertisements must achieve the communicative purposes.

Based on the advertisements, analysis shows that the advertisements clearly states its communicative purposes by using some elements such as headline, justifying the products and many more. Therefore, the other communicative purposes of car advertisements is to capture the attention. A car advertisement headline must capture readers' attention and it can be seen in most of the car advertisements collected. It is used to grab the attention of potential customers on continuous reading of the advertisement. For example:

WHO SAYS ONLY SUPERHEROES CAN SAVE THE PLANET?

(Advertisement 22)

Based on the above example, it shows that advertisers use catchy phrases to capture reader's attention. Apart from that, the headline is also written in bigger typography than any other text in the advertisements. Consequently, the customers will be more attracted to read the rest of the information in the advertisements.

The other communicative purposes of car advertisements is to offer appraisal of the product. In the advertisement also the marketers addresses the potential customers by stressing the word 'you', 'family' and many more to identify the customers' need of the product that has been advertised. It then provides information about the products as to make the product is important or necessary for the readers. The marketers then provide the positive features of the product to introduce the product to their potential customers. For example:

One solution with two answers. The sophisticated new Prius enhances its legacy with a refined exterior and elegant interior. The all-new PRIUS c brings with it a new hybrid style of agile driving dynamics and exceptional safety features. That's why they are setting the benchmark for cars of the future. It's time to rethink the way you drive.

(Advertisement 37)

In the example, the advertisers provide positive features of the car to promote the products. In the advertisements, the marketer also tries to convince the readers about the product by mentioning their company profile, positive comment from third party (research, data collected) and previous users of the product to convince the readers about the goodness of the product. This is important as to raise customers' confidence where they may consider

in buying the product. Thus, it is clearly shown that the advertisers try to offer an appraisal of the product.

Lastly, the marketer provides the information on how the advertisers can be reached or contacted mostly at the bottom of the advertisements. This information is to encourage customers' further communication. For example:

Want to find out more about Innova? Scan this with your QR code application for more information. <a href="https://www.toyota.com.my/mobile">www.toyota.com.my/mobile</a>

(Advertisement 47)

In the above example, the advertisers provide contact information in the advertisements to encourage the readers to make further communication with them. This will help customers in gaining more information about the product. The customers may use the information if they want to know more about the product or planning to buy the product that have been advertised. Therefore, the contact information can facilitate the sale of the product.

In summary, there are four communicative purposes of car advertisements. The communicative purposes are:

- 1) To persuade
- 2) To capture the attention
- 3) To offer appraisal of the product
- 4) To encourage further communication

## 4.3 Rhetorical structure of car advertisements

The findings of the analysis show that the rhetorical structure of car advertisements contains nine moves which are:

- Targeting the Market (TM)
- Justifying the Product/Service (JP)
- Appraising the Product (AP)
- Establishing Credentials (EC)
- Endorsements/Testimonials (E/T)
- Offering Incentives (OI)
- Pressure Tactics (PT)
- Urging Action (UA)
- Headlines (HL)

Although nine moves can be seen in all the data collected, the moves are not in the specific order or placement. They can be placed anywhere in the advertisements. Based on the data collected, the language of each move in the car advertisements is easily understood where most of them usually have simple and direct language. The study also reveals that the advertisements is well constructed with the right choices of words to reflect the product that they had advertised.

The findings of the analysis of moves reveal that most prevalent moves in the car advertisements are urging action (UA) and headline (HL). Both of the moves are found in

all 48 advertisements collected which has the frequency count of 100%. The other moves such as targeting market (TM), justifying product (JP), appraising product (AP), establishing credentials (EC), offering incentives (OI), and pressure tactics (PT) are also prominent in car advertisements where the frequency counts for each of the moves are above 50%. The frequency count for targeting the market is 77%, justifying the product, 81%, appraising product, 93%, establishing credentials, 95%, offering incentives 75% and pressure tactics is 52%. The most important moves after UA and HL is EC followed by AP, JP, TM, OI and PT.

The above frequency counts on moves inform that there is only one move left that has a frequency count less than 50%, which is an endorsement or testimonial which takes up only 2% of the frequency count. Therefore, ET can be considered to be not as important or prominent as other moves in car advertisements.

The findings of the analysis of moves also found that in most cases, moves are embedded with each other in the advertisements. For example, "it is time you experienced the exhilaration of the Peugeot 308 turbo today". From the example given, it shows that both appraising the product (AP) and targeting the market (TM) moves are embedded in this phrase. The advertisement uses appraising the products to grab readers' attention, but at the same time, the word "you" is used to indicate their target market which is the reader of the advertisements. Thus, this made it difficult to analyze or identify each move in the advertisements.

### 4.4 Moves in car advertisements

This section discusses the findings of the analysis of move in car advertisements. Each move is discussed and examples are tabulated in a table to illustrate how the move functioned in the car advertisements. The analysis of this study also reveals that most of the moves are using steps to strengthen the moves. The steps also are used to make the products more appealing to the readers. The steps include the improve features of the product, QR code, lower interest rate and many more. This shows that the advertisers realize the fact that the readers need to be persuaded by mentioning all the positive features of the products.

## 4.4.1 Targeting the market

The targeting the market move function is to identify the suitable customer for the product or service that is advertised. This is because according to Kathpalia (1992), not all people are suitable for the product or service. Thus, the marketer needs to identify their market segment to whom the product or service is most suitable with. Kathpalia (1992) also states that there are some linguistic elements that categorize the product or service to that particular group of people.

As observed in this study, this strategy is found in the advertisements collected. The targeting the market move is important in this study where it takes up to 77% of frequency occurrence for all the advertisements. This shows that marketers realize the fact that readers need to be persuaded by mentioning the target market to strengthen the advertisements.

Moreover, car products is a product that is expensive and it needs much thought to buy the product. Thus, the readers will be more selective in choosing the right car for them. The realization of the needs is then utilized by the marketers to convince readers by mentioning the target market in the advertisements either directly or indirectly. This can be done through different ways depending on the purpose of the advertisements. Fan example of targeting the market is "just when you thought the powerful Santa Fe can't be improved anymore, in comes the Santa Fe premium" (Advertisement 13).

According to Faridah Jantan (2006), there are three steps of targeting the market, namely the target group identified explicitly, explicit citation of the nature of potential customers and the use of unique selling point. This study shows that this move can be done in a direct manner by pointing out to the people that the marketers aimed or targeted for. Below is the example of this move that is found in this study:

Step 1 a) target group identified explicitly

## Example 1:

Make your good times great with the all-new Avanza. An ideal MPV for your

family, ...

With all-new Avanza, every occasion is even better than before.

(Advertisement 8)

This example, aims to make a direct mention of the reader that needs a bigger car for the family. The needs are clearly identified to separate the target market from another.

In this example, the phrase your family is used to refer to parent that can satisfy the family needs as the family is growing bigger which is to own a bigger car. With the car, the parent will be able to have a great time driving it and most important things is it will fit all family members. Apart from that, every occasion that the readers attend will be meaningful if all the family members are present with the help of bigger car.



Figure 4.1: Example of targeting the market move

## Step 1 b) nature of potential customers

The other steps in targeting the market is to mention the nature of the potential customers. Customers that have nature awareness are likely to be different from others and their expectation on every car will also be different. Therefore, through a direct mention of their needs, the advertisements will be more persuasive to them. The following are examples that are found in this study:

## Example 2:

**Being green** has never been so effortless so you don't have to be a **superhero** to do your part.

(Advertisement 22)

## Example 3:

...that if everyone did their part for the planet, things will eventually get better, maybe slowly but surely. Every little step goes a long way towards *repaying our debt to the environment*. The Insight Hybrid lets me do just that.

(Advertisement 1)

This move is realized through the phrases *being green* and *repaying our debt to the environment* as found in examples 2 and 3. This is implied that people who by nature is concerned about the environment needs to earn this green car. The targeted group is those who love to do something good for the environment and by mentioning the phrase repaying

the debt and superhero, it is probably implied to trigger readers' consciousness on trying something new to save the environment.

Step 1 c) the use of unique selling point

The target market also can be seen through the use of unique selling point. Unique selling point strategy is where the marketer focuses on the uniqueness of the product by pointing out the needs and features that can solve customers' problems. This strategy is mostly used in the advertisements for targeting the market move. Some of the examples are:

## Example 4:

Cruze 1.8 LT Sport come with a *complete body kit with front side skirting*, 18" rims and door visors. This creates a racing-like ambience so real you can almost smell the track.

(Advertisement 7)

## Example 5:

Built with *top notch German engineering*, the Volkswagen Polo *responds to your every move*, as you flank through city short cuts only *you* dare to go.

(Advertisement 17)

The phrase you can almost smell the track and responds to your every move is used to grab the attention of customers that are interested in tough driving. With the help of

certain features of the car, the potential customers will most probably get the excitement when driving the car. Therefore, other moves such as justifying the product and appraising the product are also found embedded in this move as to make the message more convincing. To illustrate more on the targeting the market, the move is given in the table below

Table 4.1 Targeting the Market Move (TM)

Move	Examples	Steps
Targeting the market	The new Innova now comes with an	Nature of potential
	improved 8-seater interior and dynamic	customers
	bodystyling to complement your fast passed,	
	modern lifestyle.	
	With all this <i>space</i> and an exciting, trendy	Use of unique
	design, the Innova gives you endless	selling point
	possibilities.	
	So, what's in <i>your</i> Innova	
	Break free from old thinking. The new	Nature of potential
	Inokom i10 is fitted with world class features	customers
	like the responsive and economical 1.251	
	Kappa engine, 5 years warranty, 4 star euro	
	ncap rating and twin airbags for your peace	
	of mind.	
	Reinforced by its <i>rigid safety structure</i> , the	
	enhanced i10 makes your drive an innovative	Unique selling
	experience.	point

Table 4.2 Frequency of Occurrence for Targeting the Market Move (TM)

Move	Quantity	Percentage	Pro level
Targeting the market	37/48	77	Most strong

## 4.4.2 Justifying the product (JP)

The justifying the product move functions to give potential buyers the information that they need in choosing and selecting the best product for them. This can be done by

providing the important aspect of the product or service as well as the benefits that they will get from the product or service. For example, 'with the help of twin airbags, the car will be safer for the buyers'. Based on the analysis, all of the JP moves in the advertisements use positive words. The use of positive words is to convince potential buyers that the product is useful to solve their problems. An example of justifying the product is, "winner of the 2011 WTCC, the Cruze 1.8 Lt and Cruze 1.8 LT Sport come with a complete body kit with front and side skirting, 18" rims and door visors" (advertisement 7). The frequency of occurrence of JP move in the advertisements is 81.3%. Hence JP move is one of the most important feature in car advertisements. There are three steps that are used in this move which are new concept launch, improved features and added benefits.

Table 4.3 Frequency of Occurrence for Justifying the Product Move (JP)

Move	Quantity	Percent	Pro level
Justifying the product	39/48	81.3	Most strong

The examples are shown below:

Step 1 a) New concept launch

The step of new concept or product launch is where the marketers provide something new to the product or service that is not available in the previous product or service.

## Example 6:

The Polo now comes standard with additional features including *fog-lamps*, 17"

Boavista alloy wheels, MEDIA-IN interface with USB and front center armrest.

(Advertisement 17)

According to example 6, it shows that the new product being added in the car for instance *fog lamps* and *alloy wheels* which are implied security. These new products are added to satisfy the potential buyers' need who will probably want a car that is more secure. Having a car with a more secure feature is something that everybody wants. Realizing that an accident could happen every day, these protections or security could attract the customers in buying these cars.



Figure 4.2: Example of justifying the product move

## Step 1 b) Improved feature or concept

The step of improved feature, or concept informs that prior feature is being changed to enhance the performance of the product or service.

## Example 7:

The sophisticated new Prius enhances its legacy with *a refined exterior and elegant interior*. The all new Prius C brings with it a new hybrid style of agile driving dynamics and exceptional safety features.

(Advertisement 37)

In example 7, the phrases *refined exterior and elegant interior* show that the car has been improved to fulfill the buyers need in terms of comfort. The refined exterior and elegant interior feature are designed to give comfort to the customers as they want it when having long hours of driving. Thus, potential buyers do not need to worry on comfort if they buy this kind of car.

## Step 1 c) Added benefits

The step of added benefits is where the previous product or service is enhanced to give more benefits to the customers.

## Example 8:

An upgraded 2.5 litre engine that comes with a turbocharger, giving you more power on demand to get the job done better and faster. And not to mention, a healthy boost to your business.

(Advertisement 31)

According to example 8, it shows that the car has added power to the engine so that the job can be done faster. The word faster is used to strengthen the message on the benefits of the car. The use of these words is one of the marketers approach to attract customers' attention who are living a busy lifestyle.

The table below shows the justifying the product move that is found in the advertisements.

Table 4.4 Justifying the Product/Service Move (JP)

Move	Examples	Steps
Justifying the product	Malaysian born and red, the new SAGA FLX	
	is the hottest sedan in its class.	
	If you're looking for extra performance,	Improved features
	comfort and style, then consider those boxes	
	ticked. (Need and solution)	
	And best of all, because of it's so affordably	Added benefits
	priced, it won't burn a hole in your pocket	
	either.	
	Make the interior just as desirable with the	Improved features
	optional DVD-AVN system with reverse	
	camera.	
	An upgrade that is available for all Vios	
	variants.	
	Bringing the SUV experience of combining	New product
	performance and luxury to the next level	
	with more new feature.	
	New fog lamp garnish	

	New high gloss black roof racks	
	Chrome tailgate garnish	Improved features
	High quality Nappa leather	
	Front and rear skid plates	
Justifying the product	The combination of an award winning TSI®	Improved features
	engine mated to a 7- speed direct shift	
	gearbox DSG® results in impressive power	
	that is also economical. (Need and solution)	

## 4.4.3 Appraising the Product

The appraising the product move functions is to indicate the value of the product or service. This move plays an important role in segregating the product from another as it is applied to characterize the product as well as to promote it to the audience. Apart from that, AP move also functions to inform the customers about what the product actually is. For example, "life is an experience. And there is a whole world to be explored and enjoyed to the extreme. The Isuzu D-Max is engineered for extreme. Extreme mileage. Extreme weather. Extreme driving. Because life is an extreme activity. Driving anything less than a D-Max is like walking on the mild side" (advertisement 28).

According to Kathpalia (1996), this move normally focuses on three steps which are identifying the product, describing the product (product detailing) and indicating the product (product evaluation). These three steps provide information such as high quality features that are included in the product. Product detailing is an information about what the product has or have and what it can do for customers. Meanwhile product evaluation uses adjective or adverbs to make the product or service more tangible to the buyers.

Based on the analysis, it is found that all AP move in the advertisements uses positive words to identify the products. This move is realized in 45 advertisements collected which have the frequency occurrence of 93.8 %. Thus the AP move is a significant feature as it is utilized to convince the readers.

## Step 1 a) Product detailing

The step of product detailing focuses on the characteristics or features of the product or service. This strategy is normally place in a tabular form with the help of image to illustrate the product better. Below are the examples of product detailing that are found in this study.

## Example 9:

1.6 litre CamPro IAFM so you can brag about your extra muscle

Continuously variable transmission (CVT) leaves jolts and jerks behind

Leather finishing for a little extra luxury

15" alloy rims custom-designed for that sporty touch

Smoked rear combo lights styled to stun all onlookers

From the example above, the marketer uses tabular form and image to help readers in capturing the features of the products. It makes the reading process easy where it can contribute to facilitate in buying decisions.

## Step 1 b) Product evaluation

This step focuses on describing the features of the product or service. This is realized in two ways to be exact, through the use of adjectives and adverbs.

# i) Adjectives

## Example 10:

A *stunning* 7 seater that redefines the very concept of people movers. *Smooth flowing* lines surround an *innovative* cabin layout that provide more freedom with seats that can be folded with one simple movement.

(Advertisement 33)

## Example 11:

The Stavic SV 270 Xdi has more *power*, *space and luxury* than you have ever experienced in an MPV before.

...a *perfect* combination and provide the *best-in-class* performance and fuel efficiency.

(Advertisement 27)

## ii) Adverbs

## Example 12:

*Amazingly*, this performance comes from an award winning 1.41 TSI® engine that is economical as it is powerful.

(Advertisement 25)

## Example 13:

Reduce emissions and expenses by car-pooling in an MPV like the Avanza, which fits up to 7 adults *comfortably*.

(Advertisement 24)

In these examples, the adjectives and adverbs are used to evaluate the products. Apart from that, it is used to describe different aspects that are contained in the product. From the analysis, the product evaluation was used more often than product detailing. This is probably due to the product evaluation approach which is more effective in grabbing readers' attention as readers can relate it to their daily life. Realizing that this move is important in the advertisement, technical terms were regularly used to describe the features of the products.

Table 4.5 Examples of Technical Words

Advertisements (brands)	Examples
2 (Nissan Sylphy)	Fuel efficiency
4 (Chevrolet captive)	Tiptronic A/T with Eco mode
	Active rollover protection
6 ( KIA optima K5)	Auto leveling hid xenon headlamps
	High performance dampers
	2.0 DCVVT theta II MPI engine
25 (Volkswagen cross Touran)	220nm of torque
	7 speed direct shift gearbox DSG®
	1.4l TSI® engine
38 (Mitsubishi triton VGT)	2.5 litre variable geometry turbo (VGT)
	A flat torque of 350Nm
	Matte black roll bar

To illustrate more on appraising the product move, the table below is provided.

Table 4.6 Appraising the Product (AP)

Move	Examples	Steps
Appraising the product	It's time you experienced the <i>exhilaration</i>	Adjectives
	of the Peugeot 308 Turbo today	
	Dual air bags	Product details
	1.25l kappa cvvt engine	
	Reverse parking sensor	
	Information center	
	that if everyone did their part for the	Adverbs
	planet, things will eventually get better,	
	maybe slowly but surely.	
	Its <i>user friendly</i> Eco assist driver feedback	Adjectives
	The Honda Hybrids are <i>fuel efficient</i> with	Adjectives
	enhanced performance for driving	
	enjoyment	
	Aerodynamic boot-lid spoiler	Product details
	Modern and sporty interior	
	Stainless steel exhaust covers	
	Keyless push start system	

Table 4.7 Frequency of Occurrence for Appraising the Product Move (AP)

Move	Quantity	Percent	Pro level
Appraising the product	45/48	93.8	Most strong

### 4.4.4 Establishing Credentials (EC)

The establishing credentials move focuses on creating customers' trust. It attempts to gain customers' confidence, particularly in the quality and safety of the product. This can be realized through identifying the company's name. Having a reputable company can increase customers' confidence in the product since the customers are concerned about the credibility of the company that sells the product or service. For this kind or product which involves a lot of money, the quality and the safety of the products are put in the first place by the customers before purchasing and need to be guaranteed by the company. An example of establishing credentials is, "Peugeot, motion & emotion" (advertisement 21).

There are many steps that the marketer used in establishing credentials move. It can vary from mentioning the company brand name, award winning, company history and much more. This move, although it is used in many different ways in the advertisements, the goal is still to boost the sale as well as to promote brand loyalty in the customers.

In this study, establishing credentials is used by mentioning company or brand name, company registration number, company history, award winning or achievement and company trade mark. This may explain that marketers are aware about the significance of good reputation, especially in convincing the potential customers on buying the products. This move can be found in 46 advertisements collected which has the frequency occurrence of 95.8% and second most frequently used move in the car advertisements. AIDA model and advertising response model (ARM) lack the move which is found in Kathpalia's model. This is because the AIDA model only discusses the general steps that are used to motivate

people to buy the product but did not show in-depth knowledge on how the steps can be

achieved. The same goes with the ARM model as it only shows the thinking process of the

readers, but lacks explanation. AIDA and ARM model do not use establishing credential

move in their theories, thus it shows that these two models are not applicable to this study

as the results shows that establishing credential move is prominent in the current study. The

following are the examples of establishing credentials move found in this study

Step 1) Company or brand name

Example 14:

Nissan

Proton

Hyundai

Step 2) Company register number

Example 15:

Volkswagen group Malaysian Sdn Bhd (718267-U)

Toyota Avanza company number (060576-K)

Sole importer & distributor: Naza quest Sdn Bhd (880400-W)



Award winning or achievement

Figure 4.3: Example of establishing credential move

## Step 3) Award winning or achievement

## Example 16:

Award winning 1.4l .TSI® engine (Volkswagen cross Touran)

International engine of the year, car of the year 2011/2012 (Peugeot 3008)

Autocar ASEAN award 2010, car of the year 2010 (Hyundai Inokom i10)

# Step 4) Company trade mark

# Example 17:

Hyundai, new thinking, new possibilities

Toyota, moving forward

Proton, committed to do better

Peugeot, motion and emotion

To illustrate more on establishing credentials move, the table below is given.

Table 4.8 Establishing Credentials Move (EC)

Move	Examples	Steps
Establishing credentials	The Nissan Sylphy is truly the perfect gift	Company name
	for yourself and your loved ones	
	Winner of the 2011 WTCC, the Cruze 1.8	Award winning
	LT Sport come with a complete body kit	Brand name
	with front and side skirting	
	The 2010 World Car of the Year even	Award winning
	come in 7 (yes, 7) gutsy colours.	
	Our journey started with a dream to create	Company history
	innovative electric vehicles in 1966.	
	Today, we see that dream become a	
	reality with the revolutionary <i>i-MIEV</i>	Product name

Table 4.9 Frequency of Occurrence for Establishing Credentials Move (AP)

Move	Quantity	Percentage	Pro level
Establishing credentials	46/48	95.8	Most strong

#### 4.4.5 Endorsement or Testimonial

This move highlights the benefits of the product or service through mentioning positive comments from previous users. It serves a similar function with the EC move as it is used to raise consumers' confidence in the product. This is mainly realized by featuring a comment from a well known public figures such as celebrities, politician, sport personalities and many more. Apart from that, this move is also realized through providing testimonials from acclaimed authorities, official citation of achievement as well as comments from public users.

In the study of car advertisements, only one of the sample used endorsement or testimonial, thus the frequency counts for this move is only 2.1%. The reason for this could be the nature of the products that need to be tested out before purchasing and the testimonials from others is not very effective as different people have different taste on selecting the cars. Buying a car is not like buying any other tangible products such as beauty or health products where these products effectiveness can be visualized through previous customers positive comments. Therefore, this testimonial may not work on convincing the buyers in selecting a car as every car product is different from the other and car need to be viewed or test drive first before purchasing.

From this study, it was found that the effectiveness of the car advertisements does not rely on endorsements and testimonials from others to promote the sale of the products. This can be concluded that, the success of this advertisement is mainly dependent on the

product quality as well as the company good reputation. Below is the example of endorsement or testimonials that is found in the advertisement.

Table 4.10 Endorsements or Testimonials Move (ET)

Move	Examples		Examples Steps		Steps		
Endorsement or testimonial	Malaysia's best selling non-national			Official	citation	of	
	3-row MPV by Malaysian		achieven	nent			
	automoti	ve Asso	ciation	(2010)			

Table 4.11 Frequency of Occurrence for Endorsement or Testimonial Move (ET)

Move	Quantity	Percentage	Pro level
Endorsement or testimonial	1/48	2.1	Not strong

#### 4.4.6 Offering Incentives (OI)

The offering incentives move functions to catch the attention of customers on buying the advertised products. This move attracts the readers by offering a 'sweeteners' that could be hard to resist, such as free gifts, discounts and rebates. Having such an offer in the advertisement, it provides additional reasons for the customers to take some action on their buying decisions.

In this study, offering incentives move is realized through different steps such as free gifts or contest, rebates, free warranty, free termed insurance and maintenance and lower interest rate. This strategy is used in 36 car advertisements collected with the frequency occurrence of 75%. According to Kathpalia (1996), most of the company or manufacturer does not offer incentives throughout the year as to avoid heavy losses from promoting the products. For this reason, the company or manufacturer mainly utilizes this

move only at certain months of the year as in festive seasons or special occasions such as Father's day, New Year or Mother's Day. Since this advertisement were collected from October 2011 until March 2012, where there were few festive seasons such as Chinese New Year, Deepavali and Hari Raya, this move was found in the advertisements and it was applicable to the customers back at that time. An example of offering incentive is, "Chevrolet Centennial Celebration, 3 years warranty + 3 years free maintenance" (advertisement 4). The following are the examples of offering incentives steps found in the advertisements:

## Step 1) Free gifts or contest

This step tells that the customers might get free gifts or could win the tempting prizes through the contest that is offered in the advertisements.

#### Example 18:

Free infotainment touch screen with built in GPS, Bluetooth, USB and SD ports, supports DVD, iPod and MP3. (Advertisement 32)

Free iPhone 4 with every purchase of the i10. (Advertisement 19)

Drive to the home of Volkswagen from 1 November-31 December 2011. Win a trip to Wolfsburg, Germany and more. (Advertisement 17)

# Step 2) Rebates

# Example 19:

Get RM500 service rebate with any purchase of our vehicles. Get an additional RM5000 more for your used car trade in when you buy a Tiggo. (Advertisement 35)

# Step 3) Free warranty

# Example 20:

Warranty for 3 years or first 100,000km. (Advertisement 11)

5-year warranty with unlimited mileage. (Advertisement 25)



Free gifts and free termed insurance

Figure 4.4: Example of offering incentives move

## Step 4) Free termed insurance and maintenance

This strategy is provided to inform potential customers the benefits that they might get after purchasing the car. The benefits that the company provides are not only offered before purchasing the products, but also include after purchasing it.

## Example 21:

To give you a smooth driving experience, we are giving you complimentary 1-year/20,000 km maintenance service, whichever comes first\*. (Advertisement 39)

Free insurance, applicable to double-cab models only. (Advertisement 28)

Lower interest rate

## Example 22:

The Sonata is not just easy on eyes, it's also easy to own with the new 1.88% interest rate\*. (Advertisement 44)

In addition to the fuel efficiency of 7.6L/100 km, you can still save more with the Grand Livina's low 0.88% p.a. interest rates\*. (Advertisement 39)

In this study, the results show that most of the offering incentives move is embedded in the pressure tactics move. The reason for this is to encourage the potential buyer to buy the cars as soon as possible.

To demonstrate more on offering incentives, the table below is given.

Table 4.12 Offering Incentives Move (OI)

Move	Examples	Steps
Offering incentives	Comes with a 5-year warranty for the	Free warranty
	IMA battery*.	
	*IMA battery warranty valid for % years	(Pressure tactics move)
	or 140,000km (whichever comes first)	
	Enter the test drive and win contest to	Contest
	stand a chance to win a Nissan Sylphy	
	The new Peugeot comes with 5 years of	Free termed maintenance
	free service and 5 years unlimited	Free warranty
	mileage warranty*. It's time you	(Pressure tactics move)
	experience a drive that rewards you.	
	Enjoy the exclusive 0% interest rate	Lower interest rate
	when you register your new Perodua	
	Alza or Viva now. Plus you could also	Free gifts
	get limited free gifts.	(Pressure tactics move)

Table 4.13 Frequency Occurrence of Offering Incentives Move (OI)

Move	Quantity	Percentage	Pro level
Offering incentives	36/48	75	Most strong

## 4.4.7 Using Pressure Tactics (PT)

This move attempts to pressure the customers to make quick action on buying decision by imposing some tactics or steps such as mentioning on the time constraint for the products, availability of the products and many more. This move is similar to offering incentives move but offering incentives move is used as an early move to create customers' interest in the product while pressure tactic move is used to create urgency as to remind the customers to buy the product before deadlines. For example, "hurry, offer limited to 100 units only" (advertisement 16).

The result shows only 25 advertisements use this type of strategy which has a frequency occurrence of 52.1%. This move is realized in this study through two strategies, namely the time constraint and limited offers. The following examples were used to indicate the move:

Step 1) Time constraints

Example 23:

Promotions are valid from 1 December 2011 until 31 January 2012.

(Advertisement 2)

Hurry to a Perodua showroom near you today. *Offer is valid until 30<sup>th</sup> April 2012*.

(Advertisement 20)

In the example, the step of time constraint is used to urge potential buyers on making a quick decision. The customers are given a certain amount of time to buy the cars if they are craving for the promotion that the company has to offer.

Step 2) Limited offers

Example 24:

Limited edition Inspira r3 1.8L MT. From RM78, 549. Hurry, offer *limited to 100* 

units only.

(Advertisement 16)

Free gifts are limited to the first 200 customers only

### (Advertisement 20)

To give you a smooth driving experience, we are giving you complimentary 1-year/20,000km maintenance service, *whichever comes first*.

(Advertisement 39)

These three examples illustrate the use of limited offers step for certain customers to speed up the buying process. It is used to remind customers to act fast. A late move will definitely be a loss to the customers.



Figure 4.5: Example of pressure tactics move

The table below is provided to illustrate more on the pressure tactics move.

Table 4.14 Pressure Tactics Move (PT)

Move	Examples	Steps
Pressure tactics	It's a limited-period opportunity you don't	Time constraint
	want to miss	
	Promotion valid from 1 <sup>st</sup> February 2012 until	Time constraint
	29 <sup>th</sup> February 2012 and does not include any	
	other previous offer.	
	IMA battery warranty valid for 5 years or	Limited offer
	140,000 km (whichever comes first)	
	Walk in and drive out in an Inspira with great	Time constraint
	savings. Valid for registration period 16 Nov	
	2011-31 Dec 2011	

Table 4.15 Frequency of Occurrence of Pressure Tactics Move (PT)

Move	Quantity	Percentage	Pro level
Pressure tactics	25/48	52.1	Quite strong

#### 4.4.8 Urging Action (UA)

This move aims to urge the potential customers to give immediate response to the advertised products. The urging action move is used to close the deal concerning the products. This strategy is realized through many steps such as providing telephone number, company website, fill in the order form and much more. This move helps potential customers gain more information about the product by using one of the methods stated in the advertisements. These methods are also acquired in the advertisements in order to facilitate the sale of the products.

It is noticed in the study that most of the urging action move is organized at the bottom of the advertisements and normally in a small typography. The reason is because the company or marketer does not want to distract the customers on continuing reading the advertisements. If the urging action move is placed at the beginning of the advertisements, the customers probably are not interested in reading the rest of the advertisement as they would probably just access to the internet or simply call the company to know about the product or service that was advertised. As a result, the customers might end up with too much information given and not knowing what to buy as they may confuse which characteristics of the products that need to be focused on. All the advertisements collected shows that telephone number and company website are the main steps that the company used in attracting the customers.

As mentioned earlier, the steps of websites and telephone numbers are often utilized in the advertisements because they are the important medium in nowadays modern lifestyle. The internet, for example, is a common huge information provider that is operated in around the world. With just one click, ones can get all the information that they needed. This is seen as one way to attract most of the customers as they are living a busy lifestyle. The internet can be used to meet customers' needs and wants such as to find information about product specification and many other information. On the other hand, telephone number also is seen as one of the quickest method in acquiring the information about the product. The customers may just call the company at any time or place just after they read about the advertisements. This method is probably useful to potential buyers that are certain about their choices in buying the products.

The findings also show that most of the advertisement is provided with QR code at the end of the advertisements. QR is a short for "Quick Response". This QR code is used to transfer any information from a transitory media into a cell phone. This is also one of the important urging action strategy where this code is used to give customer details about the products, or show the customers a URL that they can click to see a trailer for a product or service. This code is more useful than a "standard barcode" as it can store more data, "including URL links, text" and many more. Therefore, this code made the searching process easier where the customers can simply just scan the code in their cell phone and all the information such as products detailing and offer details will be in their hands. An example of urging action is, "watch the all-new Avanza TVC here! Download a QR code app to your Smart Phone and scan this QR code for more info" (advertisement 8). This could portray that the company is more advanced and better in terms of technology. As a result, the customers might believe that its product or service is more sophisticated than the product that is produced by another company.

It is also found that step of imperatives were widely used in the advertisements as to get immediate response from the customers. The results show that the urging action move is found in all advertisements collected. The frequency occurrence of this move is 100%. The following are the examples of this move in the car advertisements:

Step 1) Use of imperatives

Example 25:

Visit your nearest Honda authorized dealer or log on to <u>www.honda.com.my</u>

(Advertisement 1)

Hurry, put the squeeze on your pals today.

(Advertisement 3)

## Step 2) Company website

# Example 26:

For more information, or to test drive a Chevrolet Cruze, visit any showroom listed below or visit <a href="https://www.chevrolet.com.my">www.chevrolet.com.my</a>

(Advertisement 7)

Website: <a href="https://www.isuzu.net.my">www.isuzu.net.my</a>

(Advertisement 28)



Figure 4.6: Example of urging action move

### Step 3) Telephone number

### Example 27:

For further enquiries, kindly dial 1-300-88-6699

(Advertisement 29)

To find a showroom or arrange a test drive near you, call 03 7622 2202

(Advertisement 31)

Step 4) QR code

### Example 28:

Discover more about the Toyota Hybrid solution with your smart phone QR code

scanner

(Advertisement 37)

Scan with QR code reader for more info.

(Advertisement 38)

The result also shows that some of the advertisements are using social network such as Facebook or Twitter to attract the potential customers. The company had opened the social network account for the product or service that they attempts to sell in order to maximize the sale. The reason being is because the social network has become the new trending in everyone's life nowadays. The company could communicate with the potential buyers and if the company has any ideal offers, the customers would probably share the company page with their friends. This could benefit the company indirectly.

To demonstrate more of the urging action move, the table below is provided.

Table 4.16 Urging Action Move (UA)

Move	Examples	Steps
Urging action	Want to find out more about Innova? Scan this	QR code
	with your QR code application for more	
	information	
	Satisfy your natural curiosity at	Company website
	hybrid.honda.com.my	
	Watch Sonata in motion! Just scan the QR code	QR code
	with your Smartphone	(Imperative)
	For details, visit your nearest PROTON	Telephone number
	showroom today or call Proton i-care at 1 300	(Imperative)
	880 888	
	Find us on Facebook.	Social network
	www.facebook.com/NissanMalaysia	(Facebook)
	Find and follow us on Facebook and twitter.	Social network
	Facebook: kiamalaysia	(Facebook and twitter)
	Twitter: kia_malaysia	

Table 4.17 Frequency of Occurrence of Urging Action Move (UA)

Move	Quantity	Percentage	Pro level
Urging action	48/48	100	Most strong

### 4.4.9 Headlines (HL)

The headline move functions to grab readers' attention to read the body copy of the advertisements. Similar to urging action, this move is found to be the most important part in advertisements where it can make the readers more tempted to read the rest of the advertisement once they are attracted to it. Therefore, headline move should be short and has catchy phrase as well as memorable. Apart from that, the headline is always set at the prominent places which are at the top, middle or bottom of the advertisements and with bigger typography. An example of headlines is, "Are you Polo enough?" (advertisement

17). Hence, the placement of the headline in the advertisements depends on the purpose of the advertisements. The headline is also closely related to the visuals. The visuals are used in the headline move as it makes the message clearer and easily understood.

According to Frey (1961), there are two types of headline which are product appeal and advertisement appeal. A product appeal headline conveys to the readers the benefits of the products while an advertisement appeal headline is projected to encourage the readers to read on the body copy of the advertisement. However, Kathpalia (1996), states that headline may utilize eight different functional types of the sales promotion moves which comprise of:

- 1. Appraising the product/service
- 2. Establishing credentials
- 3. Justifying the product/service
- 4. Targeting the market
- 5. Offering incentives
- 6. Urging action
- 7. Endorsement/testimonial

In this study, the results show that most of the headlines are placed at the top segment of the advertisements and normally in bigger typography than the body copy. The headlines are usually short and have compact phrases. AP, JP, TM, OI and UA moves are significant types of headline in this study. However, the most prominent types of headline is appraising the product move. The result also shows that the headline is significant in the

car advertisements with the frequency occurrence of 100%. Hence, it can be concluded that headline is used to capture the readers' attention with the help of different move or steps used.

Compared with Kathpalia theory, the AIDA's model lacks headlines move. This shows that Kathpalia theory is more relevant for this study than the AIDA model as the results show that the headlines move is prominent in all car advertisements. AIDA model is too general for analyzing advertisements as it lacked certain move or steps in making the advertisements more appealing to the readers.

The table below is given to illustrate more on the headline move.

Table 4.18 Headlines move (HL)

Move	Example and brands	Steps
Headlines	It's time you rewarded yourself.	Targeting the market
	5 years free service (parts and labour)	Offering incentives
	Plus 5 year warranty (unlimited mileage).	
	Peugeot 207	
	See things differently.	Appraising the products
	Citreon Grand C4 Picasso 2012.	
	The visionspace	Justifying the products
	Led day running lights	
	Dual 9" multimedia players.	
	Citroen Grand C4 Picasso	
	Sonata, it's not just gorgeous, it's also generous.	Appraising the products
	Now only at 1.88%.	Offering incentives
	Hyundai Sonata	
	Who says green can't be the colour of passion?	
	The all-new Honda Jazz Hybrid for those who are	Targeting the market
	naturally driven.	
	Honda Jazz Hybrid	
	See, feel and experience a Toyota today!	Urging action
	Toyota cars	

	Pressure your peers.	Targeting the market
	The new Saga FLX SE 1.6l with CVT.	
	Proton Saga FLX SE	
Headlines	Exhilaration is available from only this Chinese	Offering incentives
	New Year.	
	1.88%	
	3 years free service (parts and labour)	
	3 years warranty.	
	Peugeot 308 turbo	

Table 4.19 Frequency Occurrence of Headlines move (HL)

Move	Quantity	Percentage	Pro level
Headlines	48/48	100	Most strong

## 4.5 Summary of frequency occurrence of moves in car advertisement

In summary, the frequency of appearance of each move in the data collected is shown below:

Table 4.20 Summary of Frequency Occurrence of Each Moves in Car Advertisements

Move	Number of advertisements	Percentage	Pro level
Headlines	48	100	Most strong
Targeting the market	37	77	Most strong
Justifying the product	39	81.3	Most strong
Appraising the product	45	93.8	Most strong
Establishing credentials	46	95.8	Most strong
Endorsement or testimonial	1	2.1	Not strong
Offering incentives	36	75	Most strong
Pressure tactics	25	52.1	Quite strong
Urging action	48	100	Most strong



Figure 4.7: Example of moves in car advertisement

## 4.6 Overview of Steps used in the moves of car advertisements

The table below shows the steps that are used in the advertisements. The strategies are utilized in order to achieve the desired outcome of the company.

Table 4.21 Steps Used in Car Advertisements

Move	Steps
Headline	Appraising the products
	Justifying the products
	Targeting the market
	Offering incentives
	Urging action
Targeting the market	Nature of potential customers
	Use of unique selling point
Justifying the product	New product or concept launch
	Improved features
	Added benefits
Appraising the product	Product detailing
	Product evaluation
Establishing credentials	Company or brand name
	Company register number
	Company history
	Award winning or achievement
	Company trade mark
Endorsement or testimonial	Official citation of achievement
Offering incentives	Free gifts or contest
	Rebates
	Free warranty
	Free termed insurance and maintenance
	Lower interest rate
Pressure tactics	Time constraint
	Limited offers
Urging action	Company website
	Telephone number
	QR code
	Social network

#### 4.7 An Analysis of The Layout in Car Advertisements

The analysis of layout begins by identifying the layout of the advertisements. The layout of the car advertisements is identified based on the orientation or placement of elements, whether it is structured along the horizontal axis or vertical axis. Vertical axis means that there is a top and bottom section in the advertisements meanwhile horizontal axis means there is a left and right section in the layout. In the layout also there is a center and margin orientation. The center and margin can be identified by several clues such as typography, salience and many more.

Kress and Van Leeuwen (1996), states that there are three elements in composition analysis when identifying the layout namely information value, salience and framing. Kress and Van Leeuwen (1996) proposed an information value theory as to discuss the meaning of the components that are placed in the layout. The theory states that different placement may bring different information or meaning to the advertisements as seen in figure 4.8.

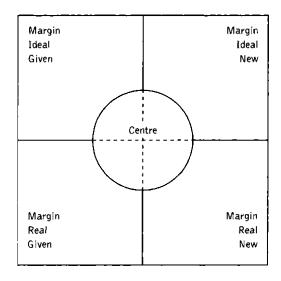


Figure 4.8: Information value theory (Kress & van Leeuwen, 1996)



Figure 4.9: Example of horizontal axis

Based on figure 4.9, the advertisement is using horizontal layout. The layout is analysed using information value, salience and framing of the advertisements. From the figure above, it is clearly shown that the image and language are divided on the horizontal axis. The colour contrast between the image and the language also make the layout more salient from each other. This figure also uses framing to indicate the features of the car.

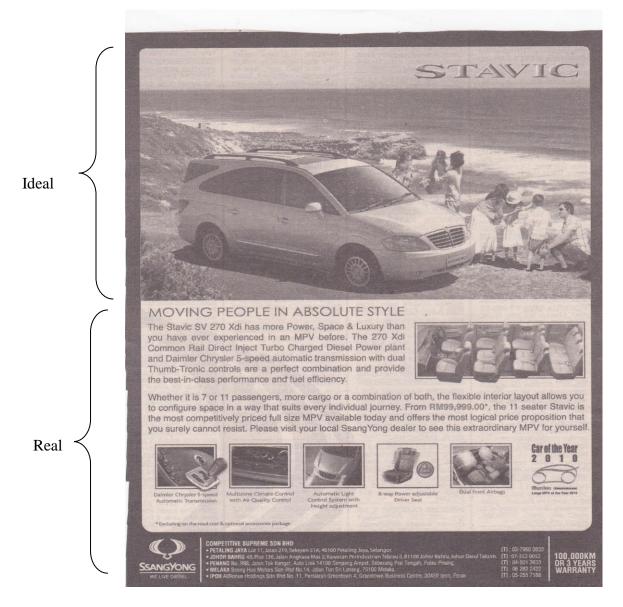


Figure 4.10: Example of vertical axis

Based on the figure 4.10, the layout of the advertisement is vertical layout. The advertisement place the image and language in vertical axis. It is clearly shown that the background of image and language use different color to make it salient. In this figure also, framing is used to separate the car feature from other texts.

According to Kress and van Leeuwen (1996,2006), the components that are placed at the top represent the 'ideal' or the generalized information of the product, meanwhile components that are placed at the bottom represent the 'real' or the specific information about the product such as product details, product evidence and many more. There is also a possibility that the components are placed on the left or right section of the layout. The elements placed on the left are presented as 'given' information meanwhile elements placed in the right are presented as 'new' information about the product. Given information is the generalized information about the product while new information signify the specific information of the product. In the analysis, the findings show that the layout of car advertisements has a tendency for structuring the advertisements along the vertical axis. This can be seen in the table below as the frequency count for vertical axis is bigger than horizontal axis.

Table 4.22 the frequency counts of vertical and horizontal layout

Type	Number of advertisements	Frequency counts (%)
Vertical axis	39	81.2
Horizontal axis	9	18.8

Ideal or real concept is most common in all the advertisements collected. Its most apparent use is to make the advertisements more informative where most of the advertisements that are using the vertical layout comprise of a larger space in the newspaper rather than horizontal layout. Thus, much information could be placed in the vertical layout. This placement is usually divided by framing, either is separated by color line or empty spaces. The headline which is the ideal message is the main focus on the advertisements. The 'ideal' headline often has a photo with it. It implies whether the reader

should continue reading it or not. The headline can strengthen the body copy of the advertisements and this function works for both ideal or real and given or new concepts.

The analysis shows that the layout in the advertisements seems direct and simple to the readers. The placement of the elements might be in different parts of the advertisements and it gives them different views, values and meaning to the readers.

Based on the analysis, the results show that with the existing layout, the readers will be able to understand the message better. It acknowledges the different components that are used in the advertisements. The layout helps in achieving a better understanding on the advertisements by combining language with certain elements such as framing and salience.

The interaction that exists between the layout and the language modes makes the advertisements more interesting as readers may understand the advertisements better with the help of framing and salience elements in the advertisements. It also testifies the modern look of the car advertisements where its use both layout and language to indicate the car features. Therefore, the layout is used to complement language. The composition analysis that is proposed by Kress and Van Leeuwen which are information value, framing and salience seems to give impact in gaining readers' interest in continuing reading the advertisements.

No clear preferences can be seen in all the data collected as the placement for given-new and ideal-real seem to have been mixed in the layout. The given information sometimes is found at the bottom of the layout and new information at the top of the layout. This is contradicted with Kress and van Leeuwen visual grammar theory. Thus, it

makes the advertisements more fluid and eventually opens up the reading paths for readers. The readers can choose which information that they wish to read rather than just read one information that is emphasized. The use of image like photos or illustrations is salience as readers know what is the product with just one look, compared to languages that need to be read to find out what the product really is.

Language can also be made interesting by making the headline more salient than the body copy. Therefore, layout cannot be separated from the language as it creates links between the image and the language elements that are used in the advertisements. Layout serves to improve the communication process of the advertisements as Kress and Van Leeuwen argues that layout may implicitly interpret the stories for readers. Together with the layout, language can form a package that brings meanings to the advertisements.

#### 4.7.1 Vertical layout

Vertical layout or top and bottom layout is more common in all the data collected. This type of layout is seen in 39 car advertisements collected. In the advertisements, the size of each section is varied where some of them can be in the form of two equal halves or the top or bottom section is smaller than the opposite section. However, in the analysis, the results show that most of the advertisements have a bigger top section compared to bottom section.

Based on the analysis, the top section is more mobile than the bottom section. The bottom section is found to be in a fixed place with linear structure. On the other hand, the

top section is more fluid where it comprised most of the information about the car such as headline, signature, and also justifiers. The advertisements used a simple layout where normally top and bottom section is divided by either frame line or empty spaces. This will help the advertisements to be more organized where the advertisers could simply put the information that they want, whether at the top or bottom section of the advertisements.

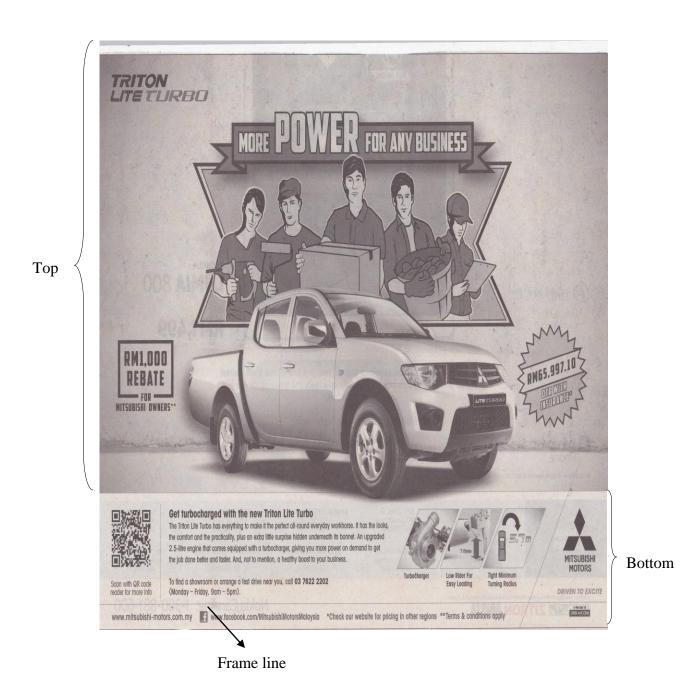


Figure 4.11: Example of vertical layout

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In the analysis, the result shows that most of the advertisements that adapted the vertical layout structure used bigger advertisement space rather than horizontal layout structure. This might be due to more information that can be placed in the vertical layout structure. No clear preferences for horizontal layout could be seen from this structure as the placement of the information seem to have been mixed in both top and bottom sections of the advertisements. The reason being is because the top and bottom section contains both ideal and real elements and this is different from Kress and van Leeuwen information value theory. According to Kress and van Leeuwen (1996, p. 194), the ideal element in the generalized information where it should be placed at the top section of the advertisements meanwhile real elements is the practical information about the product or service and it should be placed at the bottom section of the advertisements.

For the vertical layout structure, it shows that at the top section, the advertisers provide factual or practical and generalized information about the car. It is found that at the top section the advertisers usually provided the signature of the product, headline, justification of the product, incentives, as well as an image cluster to indicate the product sell. This is very important in an advertising business as the information is necessary to inform the readers about the product or service that is advertised. The readers might understand the message of the advertisements as soon as they read it. This is crucial in persuading the customers decision before they purchase the product.

The signature is usually placed at the top of the section. The headline can also be found in the top section as it most apparent use is to capture readers' attention. The incentives on the other hand is usually placed at the bottom and the left zone of the top

section of the layout. The justifiers are more mobile than the headline or signature where it can be found whether in the top, center or bottom zone at the top section of the advertisements. The justification of the product is the benefits or the advantages of the products where it is used to justify the needs and gives solutions to the readers' problems and it is also known as justifiers. Simply put, the justifiers are used to attract the customers attention on the product.

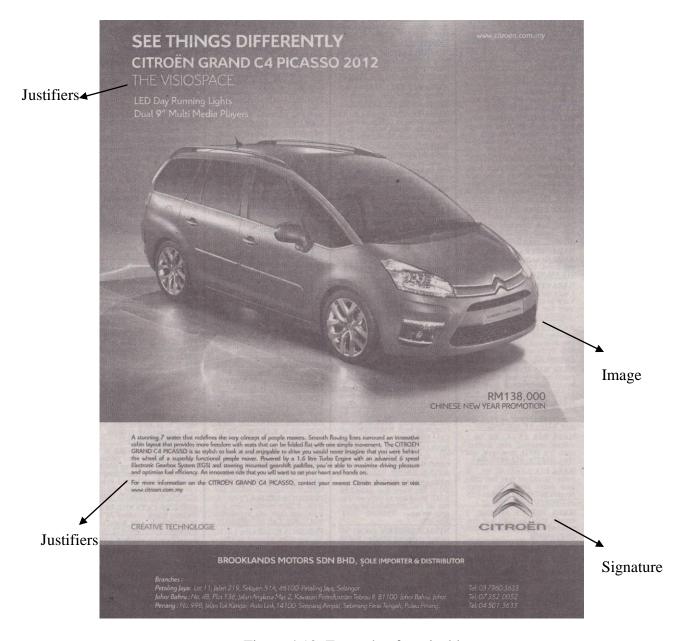


Figure 4.12: Example of vertical layout

The layout is prioritized by using a headline with a large and bold font with the help of a photo related to the headline. This headline is employed to make the message more convincing as the headline and illustration are used to concrete the justifiers. In the top section of the layout, the advertisers usually placed attention-gather element which is the image of the car or the photo of some family in the car to attract the potential customers. In this section, the justifiers are used to give information about the car which signify real information. The headline and image can be considered as ideal information. Company achievement and contact information of the company can also be seen at the top section of the layout. The company website is used to urge customers to get more information on the car.

The justifiers then lead to more information about the car such as incentives (real), award winning (real), and contact information (ideal). Thus, the results show that the top section of this layout mostly consists of both generalized and practical information. Therefore, the concept of ideal or real is not applicable for the top section of this structure. It shows that different advertisers used different approaches in mentioning their products or services.

The analysis further shows that similar to the top section, the bottom section also consists of signature, headline, image, incentives, justifiers, contact information as well as achievement of the company. It shows that the bottom section has more cluster than the top section. Each cluster is usually separated by empty spaces and boxes to illustrate the features of the car. However, the contact information cluster is more common in the bottom section of the advertisements analysed.

Based on the theory, the bottom section signifies real information. However, the results show that the bottom section of this structure mostly consists generalized information rather than practical information. In terms of overall placement, the results show that there is no specific placement for the clusters. All the clusters can be seen in different parts of the bottom section, except contact information which usually can be seen at the bottom zone of the bottom structure. The information given in this section is to create readers' interest in the buying process. In the bottom section, contact information and company achievement of the company are provided to trigger the potential customers interest in the process of buying decision.



Figure 4.13 Examples of clusters in vertical layout

The signature elements or cluster is used to convince the readers that the company is a well known company. This could show the credibility of the company to the reader's eyes. The evidence shows that most of the elements in the bottom section are described as the practical information or also known as real. The real information in the bottom section is contact information, as well as achievement of the company. The elements are given at the bottom section as to urge the potential customers on the process of buying the products or services that are advertised. However, evidence from the data also shows that the bottom sections of the advertisements comprised real information such as justifiers. The justifiers are the practical information about the car and it normally testifies the positive features of the car or the beneficial aspects of the car. The justifiers lead to more information about the car such as the location of the company showroom (real) and incentives (real) for the customers if they are buying the product.

Based on the analysis the results show that the justifiers cluster has more information at the bottom section rather than the top section. This will help in strengthening the advertisements as to convince the readers in continuing reading the advertisements. Therefore, it can be concluded that both generalized and practical information can be seen in the bottom section of the layout. This is in contrast with the theory that states the top section is presented as ideal that giving generalized information meanwhile, those placed at the bottom are presented as real or specific information. It shows that the information value theory is not applicable for both top and bottom sections of the vertical layout in this study.

In the analysis, there is some possible combination of clusters that are utilized in the car advertisements. The clusters that are involved in these advertisements are namely

headline, signature, illustration, justifiers, incentive, contact information and achievement.

The followings are some examples possible clusters in this study.

Table 4.23 Examples of clusters within sections

Section	Clusters
Тор	Company achievement
	Contact information
	<ul> <li>Justifiers</li> </ul>
	• Incentives
	Signature
	Headline
	• Image
Bottom	Signature
	Headline
	• Incentives
	<ul> <li>Justifiers</li> </ul>
	Contact information
	Company achievement
	• Image

All of these clusters may or may not occur in the vertical layout. The placement of the cluster is dependent on the purpose of the advertisements itself. The position of the clusters would make each of the advertisements have different information value.

### 4.7.2 Horizontal layout

In this type of layout, there is only one structure that can be found which is the horizontal polarized structure. This structure is divided into left and right section and it can also be described as given and new. Five advertisements exhibit this structure which makes up 18.8% of frequency occurrence.

The left section of this structure is normally in a form of illustration. This section is found to consist clusters that are placed in an either top, center or bottom zone. It is also found that the left section comprises of illustration, contact information, headline, incentive, signature and achievement. The signature cluster is usually found at the right top of the left section. This is because the signature, like the headline, is usually significant in showing the company's credibility so as to draw customers' attention. Like the signature, the headline needs to be placed at the upper position of the left section to capture attention of the readers.

The image of the cars, on the other hand, is mostly placed at the center of the structure. Essentially, the image functions to draw customers awareness of the product. The incentive cluster, however, is placed below the image as to outline the benefits that the readers will get after purchasing the product. Moreover, the placement of the contact information and achievement cluster is more fixed than any other clusters as it is found only at the bottom zone of the left section which is placed in a linear line.

Evidence shows that signature, image, contact information and achievement clusters can be considered as given information meanwhile incentive can be considered as new information. However, further analysis shows that the incentive cluster at the left section can lead to further information about the product on the right section. Thus, it can be said that the incentive cluster is used as a given information. Therefore, the information value theory of given and new is applicable for this section.



Different color background

Figure 4.14: Example of horizontal layout

In the right section of the horizontal layout, five clusters can be found. The clusters are:

- Headline
- Justifiers
- Company achievement
- Contact information
- Signature

These five clusters are placed within the right section. These clusters are either placed at the top, center or bottom positions. The headline is usually set at the top zone of this structure. The signature and contact clusters are rather fixed in its placement where it can be found only at the bottom part of the structure. The reason being the clusters is placed at the bottom is because the marketer wants to create the urge from the customers to simply take quick action about the product.



Figure 4.15 Examples of clusters in horizontal layout

The achievement cluster is also rather fixed in terms of its placement. This cluster can only be found above the contact information cluster. The justifiers are the most crucial part of this structure. It is placed at the center of the structure and it is rather fixed in its placement. The justifiers provide information about the product. Evidence shows that the right section of this structure comprises of given and new information. Thus, it seems to show that the concept of the given or new may not be applicable for this type of structure. The following is the summary of cluster within this horizontal layout.

Table 4.24 Examples of clusters within sections

Section	Clusters within sections
	Signature
	Headline
Left	Image
	Incentive
	Achievement
	Contact information
	Headline
	Justifiers +image
Right	Achievement
	Contact information
	Signature

### 4.7.3 The analysis of information value of car advertisements layout

Information value theory refers to the value that the elements have in an advertisement in terms of its positioning. The placement of the elements can either be found in a horizontal or vertical axis. Horizontal axis is also known as left or right placement whereas vertical axis is known as top or bottom placement. Therefore, the information value of an element depends on these placements. The placement of the left and right is related to given and new concepts. The element placed on the left is given

information and on the right is new information. The new message is more significant than given as the new message on the right side will provide much more information than the left side. The new concept will normally receive more attention from the readers rather than the given message.

The placement of top and bottom on the other hand is related to the ideal and real concept. The top is known as the ideal message and the bottom is known as real message. This structure is similar to new concept for left and right placement where real message will receive more attention from readers as compared to ideal message. However, evidence shows that ideal message is more salient in terms of its elements.

The layout for car advertisements in general, is relatively more vertical than horizontal layout. The layout usually prioritizes the product by using a headline. This headline normally comes with a large and bold font and an illustration related to the product. No clear preferences could be seen for left or right and top or bottom placements. These placements seem to have been mixed. Thus, the concept of given or new and top or bottom of information value theory may not really be applicable for the car advertisements layout. The reason being is because the marketer wants to emphasize all the information about the product instead of just highlighting one information. This strategy will open up the reading path for the readers as they can choose the message that they want to read. As such, the reading process might be influenced either by framing or salience of the elements in the advertisements.



Figure 4.16: Example of information value

In the car advertisements, evidence shows that the layout does not have preferred preferences or a dominant information value. This is because the placements of the layout are mixed with given or new and top or bottom concepts. Center margin also can be found in the car advertisements. The results show that most of the center margin in the advertisements is dominated by a large image to show the product. This photo is normally independent where it helps the readers to focus on the product.

### 4.7.4 The analysis of salience in the layout

Salience refers to the use of salience elements to capture readers' attention. Salience devices usually comprise of sharpness in focus, color contrast, size and much more. These factors are used to highlight the important part of the advertisements. Garcia (1983, p. 32), states that, a large and dominant photo or illustration is more preferable than small photo. The reason being is because the reader is more attracted to large photos. The analysis in this study shows that most of the advertisements use large photo. This photo normally occupies more spaces in the advertisements compared to other elements such as signature or justifiers. The photo refers to the main point of the advertisement.



Figure 4.17: Example of salience

Moreover, the headline of the advertisement is made salient by using salience devices such as size and color. The analysis shows that all of the headlines have bigger font size and normally it is capitalized to capture readers' eyes. As seen in the advertisements, given and new placement is more stable than the placement of right and left where they are usually separated by different color background. The color is used to increase the salience of the car advertisements layout.

### 4.7.5 The analysis of framing in the layout

Framing refers to the used of framing devices to connect or disconnect between elements in the advertisements. The sense of connection or disconnection is normally realized by framing devices such as empty spaces, frame line, color line and many more. Framing exist, but is used differently in some of the advertisements. The advertisements in ideal concept are prone to be connected as they share the same background. The information in real however is separated by either color line, boxes or linear line.



Figure 4.18: Example of framing

The framing method is used to imply that the information given is different from one another. Framing is also used to separate given and new message. Similar to ideal or real, given or new is also divided either by a color line, a linear line and many more. The result shows that framing in given or new concept is stronger where these concepts is clearly being divided into two parts by a frame line to separate from the picture and the product information. Hence, framing is used to emphasize certain information about the product.

Similar to salience, framing is used to help the readers to focus on certain information that are useful to them. Therefore, framing helps in differentiating information from others. Framing is also realized through the linear line for contact information as well as achievement of the company. Empty spaces are also utilized in the advertisements as it is used to disconnect elements from other elements. Empty spaces between justifiers and incentive clearly disconnects these two kind of information. Color is used to separate the elements. It helps different parts of information to stand out in order to grab readers' attention.

## 4.8 Conclusion

The analysis of the data provides the understanding on how the advertisers advertise their products in order to accomplish their communicative goals. Different moves and layout are used in the data collected as to make the advertisements more entertaining to the readers.

### **CHAPTER FIVE**

### **CONCLUSION**

### 5.1 Introduction

The final chapter of this study summarized the overall concept that is used in this study and answers the research questions that have been drawn earlier in chapter 1. This chapter will acknowledge the limitations of this study and also gives some suggestions for future study.

# 5.2 Summary of the study

In order to create impressive content, the function of all written form is not just giving information, but the content should also be persuasive so that the readers know the writers' ideas. Moreover, to persuade the readers, layout and language elements are important in the advertisements as both elements may give the advertisements different views, values and ultimately meanings. However, not much research has been conducted in the areas concerning the used of both language and layout in advertisements particularly in car advertisements. As such, information on the importance of language element, such as genre analysis and layout need to be addressed in this study.

The purpose of this study was to identify the rhetorical structure of the car advertisements. The concepts of genre analysis that is applied to influence the readers were investigated. While examining the concept of genre analysis, the study also endeavored to

reveal the layout of car advertisements and its relation with genre analysis as to make the advertisements more convincing to the readers. This is because layout becomes one of the important elements in advertisements where it is often neglected in many discourse analysis. Thus, the need to identify the layout in the advertisements is significant in this study.

This study utilized Kathpalia's nine move structure and Kress and Van Lueewen visual grammar analysis in analyzing the data. These theories were applied as they consider the diversity of situations and patterns of the advertisements. Combined, these two theories formed the overarching framework for this study. Genre analysis that influences the language in the advertisements was examined with the purpose of discovering both factors that facilitate and persuade readers' decision in buying products.

Kathpalia nine move structure provided an appropriate theoretical framework in which to investigate the pattern that affected the advertisements for the purpose of gaining readers/ attention on the products that are advertised. Kathpalia (1992), identified 9 moves that can be seen regularly in advertisements namely headlines, justifying the product, targeting the market, appraising the product, establishing credentials, endorsement or testimonials, offering incentives, using pressure tactics and urging action. The pattern in this theoretical framework is associated with the data collected.

This framework functions as a channel in capturing them to buy the products or services that the marketers have advertised. This study also adopts Kathpalia nine move structure as it stresses the importance and different method that the advertisers used to sell

their product in an advertisement. Besides Kathpalia, Kress and Van Leeuwen visual grammar analysis is also adopted to this study as to know the factors that contribute to the persuasive texts in advertising language.

Kress and Van Leeuwen (1996), provided an appropriate theoretical framework to investigate the various modes or elements in advertisements. Kress and Van Leeuwen identified three possible structures that can be used in the process of analyzing the visual part of the advertisements namely representation, interaction and composition. The theoretical framework includes the analysis of both language and visual communication in all forms of texts.

Kress and Van Leeuwen states that the images are connected to language, but both independently give meaning to texts. To be more precise, both layout and language bring different strength to texts (1996, p.16).

Based on the analysis, the study shows that Kathpalia's nine moves structure and Kress and van Leeuwen grammar visual theory are applicable in car advertisements. The most prominent move in car advertisements are headline and urging action moves. Other moves such as targeting the market, justifying the product, appraising the product, establishing credentials, offering incentives, and pressure tactics are also prominent moves in the advertisements collected. However, there is only one move that is not prominent for all data which is the endorsement and testimonial move.

#### 5.3 Research questions

The answers to the research question that are mentioned in Chapter 1 will be given below

i) What are the communicative purposes of car advertisements?

Based on the data collected, the main communicative purposes of the car advertisements is to persuade the customers or readers on buying the product. This is achieved through explanation of the important aspects of the product and highlighting the positive features of the products. The advertisers also want to promote the product in order to get the customers to try the product by building up the confidence in the readers by providing the elements to get the response from the customers.

ii) What are the specific moves that contribute to the rhetorical structure of car advertisements?

The rhetorical structure of car advertisements can be reduced to eight moves which has the frequency occurance of more than 50%. These moves are said to be prominent for all data collected. The moves in descending importance are headline (100), urging action (100), establishing credentials (95), appraising the product (93), justifying the product (81), targeting the market (77), offering incentives (75), and the last one is pressure tactics (52). The moves of car advertisements are headline, justifying the product, appraising the product, urging action, pressure tactics,

offering incentives, establishing credentials and targeting the market. The headline is important in capturing readers' attention where the headline can lead to the rest of the information in the advertisements. Thus, it helps the readers to continue reading the advertisements. Urging action is important in channeling the potential buyers with the information about the product mostly by mentioning the company website, company address or the contact number of the company. This move helps the potential buyers to gain information about the product. Targeting the market move is used to inform the readers that the product is suitable for them. The benefits of the product or the new feature for the car in the advertisements is regarded as justifying the product move. Appraising the product move is mainly related to justifying the product move as this move functions to indicate the positive aspects of the products. Establishing credentials on the other hand is used to build customers confidence on the products by mentioning company history, award winning of the company and many more. The incentives, rebates, free warranty and many more which can be found in the advertisements are also known as offering incentives move. They are used to attract customers' attention in buying the product. The pressure tactics move is used to pressure the potential buyers to make quick action on buying decisions by mentioning time constraints and availability of the product. This study also reveals that most of the moves have steps to make the product more convincing for the readers. This shows that the advertisers realized the fact that the readers need to be persuaded by mentioning all the positive aspects of the car. Kress and van Leeuwen (1996) proposed an information value theory as the different placement of elements in the layout may bring different information or meaning to the advertisements. The layout improves the message that the advertisers want to present to the readers.

## iii) What are the layouts of car advertisements?

The layout of car advertisements is vertical and horizontal layout. Based on the analysis, most of the car advertisements possess more vertical layout rather than horizontal layout as more information could be placed in the vertical layout. The layout is identified based on the orientation or placement of elements in the car advertisements. Different placement of elements in the layout may bring different information or meaning to the advertisements. The elements that are placed at the top section represent ideal or generalized information while elements that are placed at the bottom section represent real or practical information about the product. For horizontal layout, elements placed on the left are presented as given information while elements placed on the right are presented as new information. Based on the analysis, the results show that there are no specific preferences for both ideal-real or given-new structure where all the elements seem to have been mixed in both vertical and horizontal layout in the car advertisements. The layout in car advertisements is mainly to improve the communication process of the language in the advertisements as the layout implicitly interprets the language for readers. The placement of the layout brings meaning to the image and the language, thus makes the message of the advertisements more convincing. Layout provides clues that relate between elements in the advertisements. Layout also makes image and language interact and complete each other to persuade the readers. Ultimately, with

the presence of layout and language, the advertisements might influence the readers on buying the products.

### 5.4 Limitations of the study

This study is concerned with the moves and layout of car advertisements in the local newspaper as it is limited to only car advertisements and the price of the car is only up to Rm170,000. This study is also conducted in a limited time frame which is during the festive seasons. Another limitation of this study is that only car advertisements for local newspaper are covered while car advertisements that were used in other countries were not considered. Besides, due to time constraints, only composition structure is considered in this study, whereas the other two structures which are interaction and representation are not covered.

#### 5.5 Suggestions for future study

This research is intended to study the moves and layout of car advertisements. The study has used only car advertisements in order to analyze the moves and layout. For future study, it is suggested that studies need to be done on other products such as telecommunication and housing property advertisements. This is because telecommunication and houses are becoming a common product or property that most Malaysians aspire to own. Furthermore, these advertisements can be easily found everywhere, mostly in the newspapers and on the internet. Therefore, studies can be done on these products to look at how the advertisers use the language and visuals to attract the

readers and also to ascertain whether there are certain differences between a car advertisement and these products.

Furthermore, as an extension of this study, future research can be done to compare the move structure between local and foreign advertisement. This is because this study only looks at the local newspaper advertisements to analyze the data. The comparison may reveal interesting features that may involve local and foreign newspaper advertisements.

Besides that, the researcher also suggests that studies be done on not only composition structure of the advertisements, but also on the other structures such as representation and interaction. These structures might reveal some interesting facts that make the layout and the language more entertaining and more appealing to the readers. The findings could be different from those of composition structure which in this case, the structure of the layout. There may be different approaches used by the advertisers for representation and interaction compared to composition structure.

#### 5.6 Conclusion

To conclude, it can be said that eight moves in Kathpalia nine moves structure are found to be applicable in car advertisements. There is only one move that is not applicable for this study, which is endorsements or testimonials move. The findings of the study discussed that the theories of Kathpalia's and Kress and Van Leeuwen's are applicable in analyzing the sample. However, much has yet to be done as there are limitations to this study. Therefore, it is hoped that more research in these areas will be done in the future.

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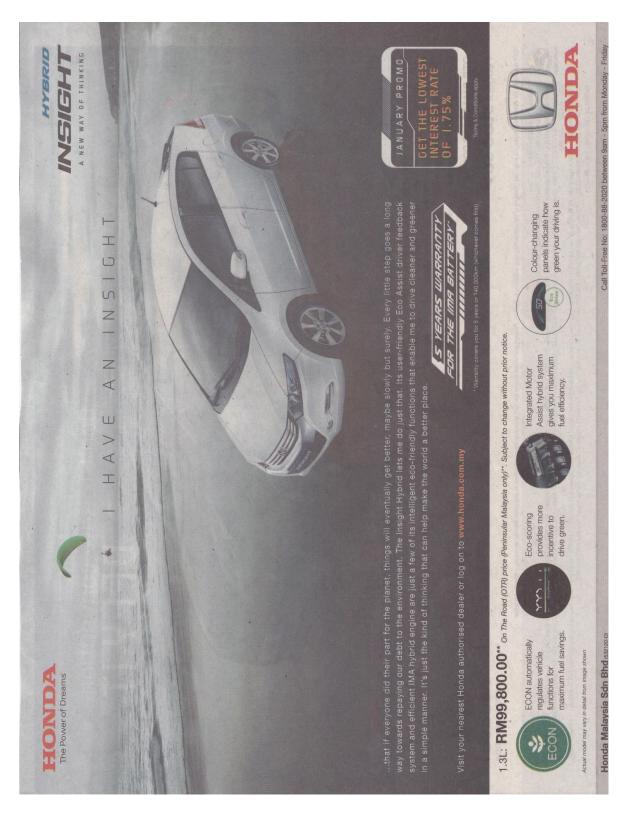
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# **Appendix**



Advertisement 1



Advertisement 2



Advertisement 3



Advertisement 4



Advertisement 5



Advertisement 6



Advertisement 7



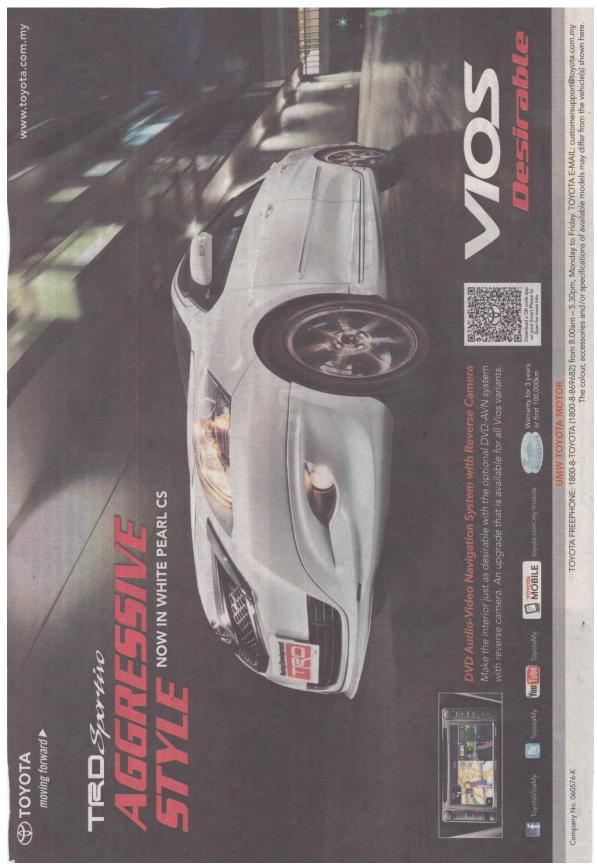
Advertisement 8



Advertisement 9



Advertisement 10



Advertisement 11



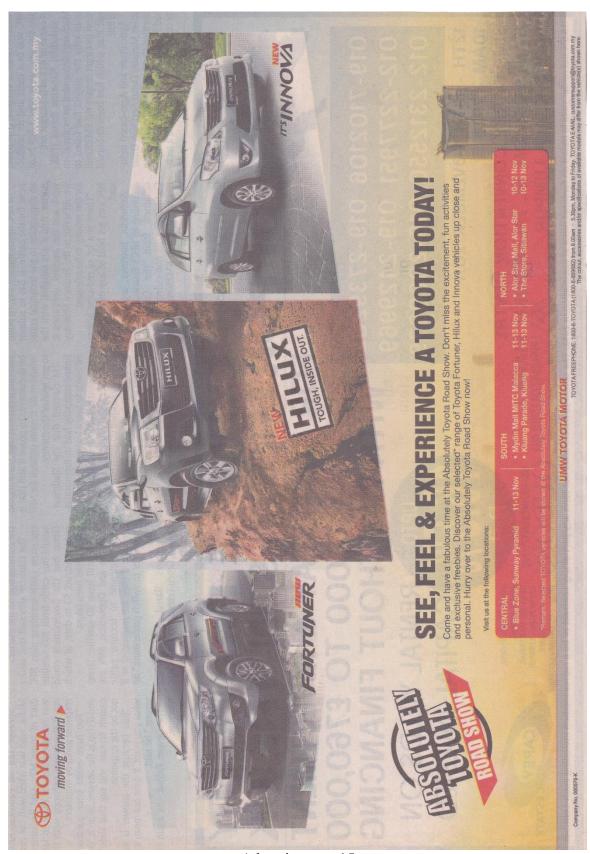
Advertisement 12



Advertisement 13



Advertisement 14



Advertisement 15



Advertisement 16



Advertisment 17



Advertisement 18



Advertisement 19

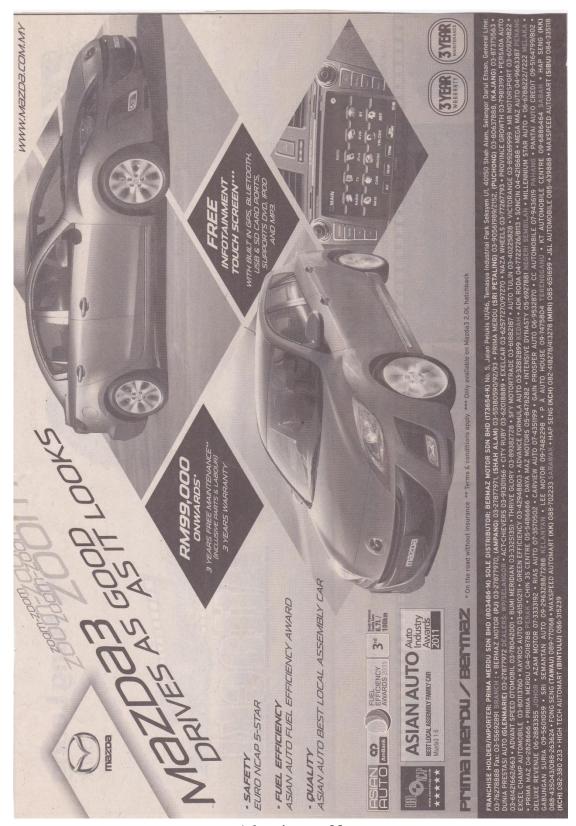




Advertisement 21



Advertisement 22



Advertisment 23



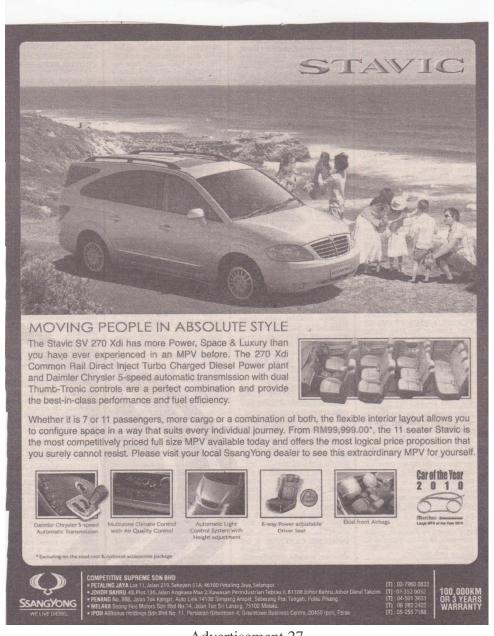
Advertisement 24



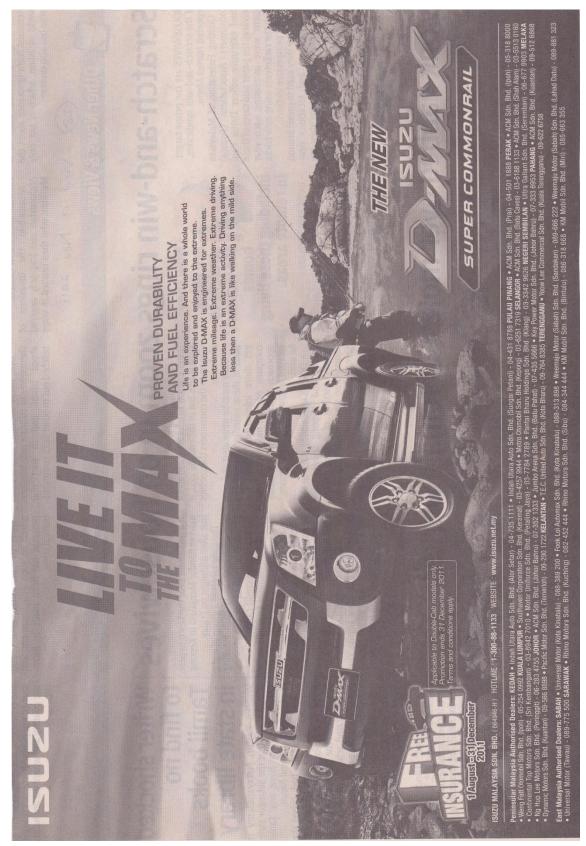
Advertisement 25



Advertisement 26



Advertisement 27



Advertisement 28



Advertisement 29



Advertisement 30



Advertisement 31



Advertisement 32



Advertisement 33



Advertisement 34



Advertisement 35



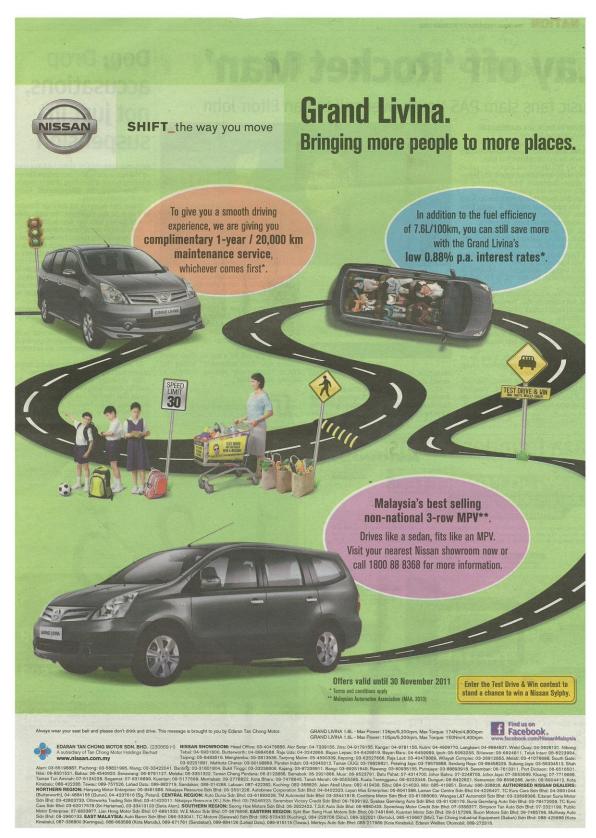
Advertisement 36



Advertisement 37



Advertisement 38



Advertisement 39



Advertisement 40



Advertisement 41



Advertisement 42



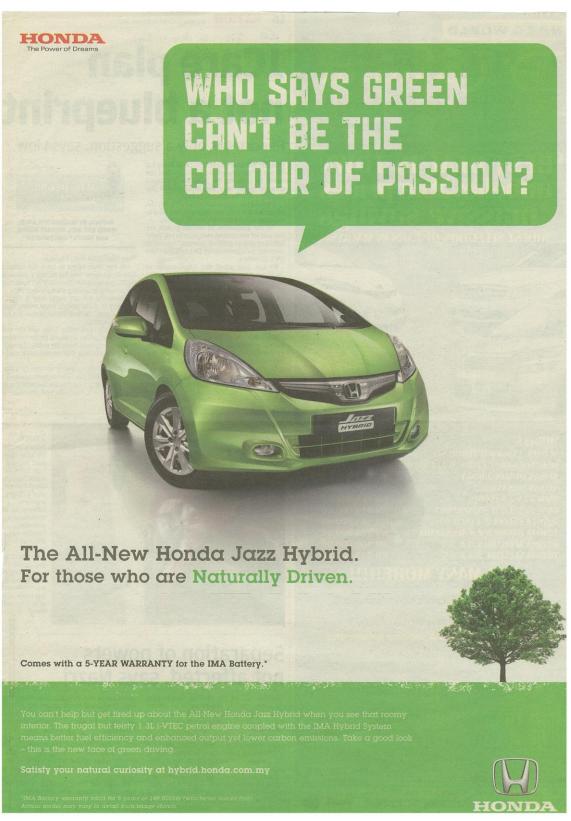
Advertisement 43



Advertisement 44



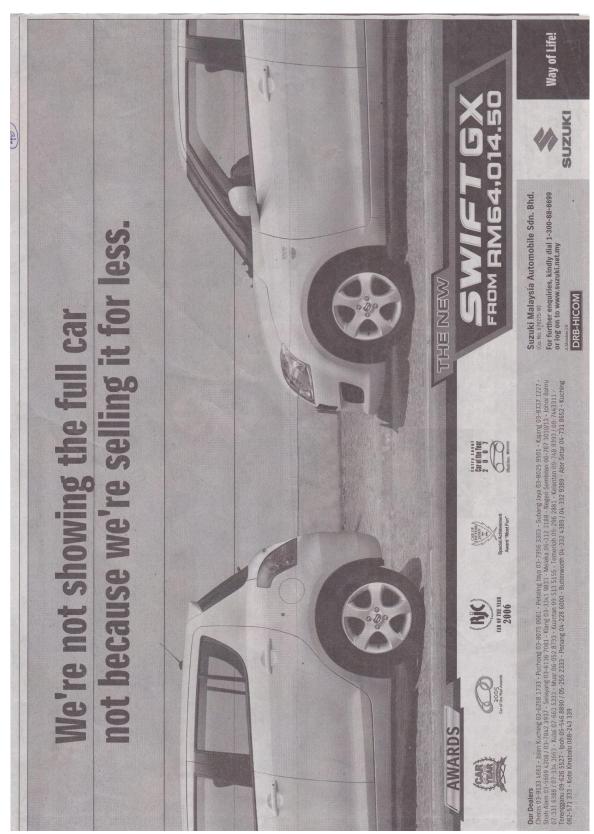
Advertisement 45



Advertisement 46



Advertisement 47



Advertisement 48