

CHAPTER 1

Introduction

1.1. Introduction

This is a study on two brochures of two stem cell banking companies in Malaysia. The main objective of this study is to look at how these two companies construct their corporate identities through their respective brochures. In addition, it aims to look at how these companies establish the social relationships between themselves and their potential customers. The study believes that Critical Discourse Analysis (CDA) is the most suitable approach to analyse and explain the findings of this study. Specifically, this study uses Fairclough's (1992) *Three Dimensional Model* in order to explain the relationship between the text (brochures), discursive practices and the social practises surrounding these brochures. Since the brochures include visual texts, Kress and Van Leeuwen's (2001) *Multimodality Framework* is also used to help understand the visual texts embedded in these brochures. Thus the study attempts to explore on how the companies' corporate identities are constructed and understand the relationship between the companies and potential customers. It also hopes to help the public to be aware of their roles as consumers as well as their function in shaping the aforementioned companies' identities.

1.2. Background of the study

Waldby and Mitchell (2006) mention that cord blood is "a substance that has recently acquired clinical value". The dramatic transformation from valueless waste product, (i.e. the detritus of the birthing process) into a valuable therapeutic substance is frequently emphasised by journals about umbilical cord blood. Recent research is changing how the cord is treated. The previously discarded medical waste has now become valuable

(Waldby & Mitchell, 2006). This change in medical practice also brought along the establishment of facilities that offer services to store stem cells of the cord blood (i.e. stem cell banking organisations).

Stem cells are described as several distinct cell populations that share specific cellular characteristics. According to Lunn et al. (2011), the basic tenets of a stem cell are the ability to self renew and differentiate into multiple cell types. Some researches, although inconclusive, have made claims that the stem cells from the umbilical cords are believed to be master cells with capacity to multiply useful cells. For instance, Wan et al., (2013) argue that the study on how umbilical cords are said to be able to help diabetes type 1 patient is still under progress and its effectiveness is yet to be proven. It could be said that the success rate is still low and like any other medical products, the risk and effects are still unknown. They further conclude that although stem cell seems to be a promising alternative for regenerative medicine, many more trials need to be undertaken before it can be fully exploited to enhance, cure injuries and diseases. Similarly, Donnelly, Lamanna and Boulis (2012) in their study conclude that stem cells help with spinal cord believe that many more trials need to be undertaken before stem cells can be fully exploited in helping with spinal cord injuries. Nevertheless, they also mentioned that they are only beginning to realise the huge potential of stem cells in a central nervous system. More researches are needed to confirm on the stem cells effectiveness in curing diseases (Ministry of Health Malaysia, 2009). Despite this uncertainty, parents are still made into believing that stem cell banking is necessary and needed through marketing and advertisements made by the stem cell banking providers. With the establishment of several stem cell banks in Malaysia, new trend emerges with regards to the treatments of umbilical cords, especially by parents. New generation of parents seem to be more opened and are experimenting with other options with regards

to their newborn umbilical cords. Some parents now opt to keep and store their babies' stem cells taken from the umbilical cords – by investing on stem cell banking. Since stem cells are seen as promising and creating thousands of possibilities for those who are in need, it is best to keep the cells safe in high-tech laboratories or the stem cell banks. These banks will store the cells in the environment that these cells require. Hence, they will charge premium rates for their services. This has become the basis of this study, which is to look at how two companies that are involved in this field construct their identities and create relationships with their potential customers.

1.3. Statement of the problem

Since the concept of stem cell banking is relatively new in Malaysia, it offers ample business opportunities. Companies are established to give services regarding storing the stem cells in stem cell banks. In order to use this service, parents have to pay a certain amount of money to these stem cells banking service providers in order to store and maintain their babies' stem cells. This is done through investing in stem cell banking providers. If they are not used, these stem cells will be kept to a maximum period of 21 years. After that, the contract between the companies and customers will stop. The grown up babies will then decide whether to continue or stop storing their stem cells. The cost for keeping the stem cells is based annually; averaging around RM1,000 - RM1,200 per year. This is considered a generous sum especially if accumulated. Apparently, if the child is healthy and does not suffer any sickness, spending such amount of money can be seen as a waste.

In order to promote such new concepts and gain trust from the public, these companies require strong and effective identity and marketing strategies. Hence, it seems interesting to look at how these companies establish themselves through construction of

their companies' identities. Moreover, in the marketing field, brand and consumer relationships have been the latest focus. According to Blackston (1992), new research direction points that intimate, permanent stable relationship can form interaction between the brand and its consumers. There are many studies that noted consumers differ not only in how they perceive brands and services but also in how they relate to them (Muniz & O' Guinn, 2001). Hence it deems significant to look at how these companies construct social roles and create relationships with their customers.

In order to look at the abovementioned issues, it is important to use a suitable framework to explain interactions between these companies and their potential consumers in relation to the social practices surrounding it. Hence, CDA is seen as the best tool to help achieve the research objectives. In the field of CDA, public discourses such as advertisements are able to enact social power, dominance and inequality, reproduce and maintain social practises (Fairclough, 1995). CDA also helps to critically analyse language. Fairclough (1995) has summarised the key tenets of critical discourse analysis. According to him, some key tenets of CDA are; it addresses social problems, power relations are discursive, discourse constitutes society and culture and discourse does ideological work, the link between text and society is mediated, discourse analysis is interpretative and explanatory and discourse is a form of social action Hence, addressing this study using CDA is relevant as it helps to explain the relationship and effects of companies' identity construction towards the customers and also the relationship between both parties. It will also look at how ideology is imparted through the companies' identities construction in the texts.

This study will analyse brochures which are regarded as forms of advertisements. According to Hall (1980), advertisements are modes of representation, signifying practices in the social practises of everyday lives. In terms of marketing discourse,

Aaker (1996) suggests that advertisements are very important as medium to interact and build long-lasting relationships with customers. On another note, Goffman (1979) mentions that advertisements function to mediate power relations and can indeed maintain power relations. Hence, these brochures are seen as relevant sources that provide rich textual and visual data in order to answer this study's research questions. In order to analyse the data from these brochures, Fairclough's (1992) Three Dimensional Model and Kress Van Leeuwen's (2001), Multimodality Framework will be used.

1.4. The Profile of Companies

In Malaysia, the concept of stem cell banking is relatively new. The two pioneer companies that give such services are Cryocord Sdn. Bhd. and Cellsafe International Sdn. Bhd. which were founded in 2002. These companies received license to provide private cord blood banks and stem cells collection facilities. For the purpose of this study, these two companies' brochures will be analysed. Brief profiles of the companies are as follow:

1.4.1. Cryocord Sdn. Bhd.

Cryocord Sdn. Bhd. was established around 2002. One of its aims is to be the leader in the market of stem cell storage providers. It claims to have thousands of families as clients who believed in them as the storage service provider for their stem cells. This company too has won many awards and recognitions local and internationally. These include ISO recognitions and licence from the Ministry of Health. This shows that the services that they provide are being recognised by the respective authorities and experts in the field.

1.4.2. Cellsafe International Sdn. Bhd.

Cellsafe International Sdn. Bhd. prides itself as a company which promotes stem cell research and banking. It is relatively new and has offices in various South East Asian countries including Singapore, Malaysia and Brunei. It came to Malaysia in 2007, and claimed itself as the best provider for stem cell banking provider in the region. It also has thousands of clients despite being new in the Malaysian market. It is also listed as one of the Bionexus companies.

1.5. Objectives

This study focuses on looking at stem cell banking providers in advertising themselves and their products. Specifically, the objectives of this research are as follows:

- To investigate how stem cell banking providers construct their identity textually and visually in the selected brochures.
- To investigate how social roles and relationships between the companies and prospective customers are constructed in the selected brochures.

1.6. Research questions

There are three research questions that govern this research. The following are the research questions:

1. How do the selected stem cell companies construct their identity textually in their brochures?
2. How do the selected stem cell companies construct their identity visually in their brochures?
3. How are social roles and relationships between the two main participants i.e. the companies and prospective customers established in the selected brochures?

1.7. Significance

This study attempts to create awareness among the public on how advertising, as a powerful tool, is able to influence people. In this case, the brochures are well planned to construct the companies' identities, promote their products or services and build relationship through carefully chosen images and words. Hence, through analysing them, it is hoped that the public can be made aware of the discursive strategies used in such advertising means. It is hoped that this study can help shed light on the communicative strategies that these companies use towards their readers. Such strategies may help companies to convince public to believe that their companies are capable to provide them services on new technologies that is yet to be confirmed. It is also interesting to look at how visual images, aside of verbal cues, are used to convey ideologies to further influence potential consumers.

Nonetheless, this study hopes to help the public to be aware that they have a choice and that they can choose to engage with the text through different ways; either to accept, reject or choose what is given to them. This is due to the fact that they are able to influence the discursive practices of the companies. Apart from that, this study also wishes to demonstrate the dialectal relationship between discourse and society and how the public as consumers play a role in influencing the discourse that surrounds them. In other words the discourse is able to influence the society and the society too, is able to control the discourse (Fairclough, 1995).

1.8. Limitations and Scope

This study has its own limitations. Firstly, the study only limits its research to only two companies. This is because they are regarded as the pioneers of stem cell banking in Malaysia. Also by limiting the study to only two brochures, the researcher is able to discuss the findings in a more in depth manner. This study also does not look at other contributing factors that affect branding and identity construction of these companies; for instance how employees' motivation affects the identity of these companies. These companies usually participate in baby fairs. Thus it is believed that the brochures are easily accessible and read by many. Since these brochures are circulated to many people, they can be deemed as effective in helping to construct their companies' identities and build relationships between these companies and customers.

In order to solidify the findings gathered from textual data and visual images analysis, a questionnaire was conducted. In doing so, the study has attempted to get a balanced number of respondents with regards to race, gender and age. The average age of the respondents is between 20 - 35 years old. Further explanation including the constraints and limitations faced in conducting the questionnaire are discussed in the third chapter.

1.9. Summary

This chapter provides an introduction to the study that has been carried out. It goes on to discuss the background information on the methodology used in order to answer the research questions. There is a brief explanation of the background of companies' construction of identity and the relationship they try to build with their customers. This provided reasons for the study. This is followed by the objectives of the study, the research questions which are based on the objectives of the study, the significance of the study, and finally its limitations and scope.

CHAPTER 2

Literature Review

2.1. Introduction

The purpose of this chapter is to define some of the key concepts; particularly related to the relationship between marketing and consumer; and to provide an overview of the relevant literature findings with regards to the theoretical frameworks used in the present study. In this chapter the concept of corporate identities construction is first discussed with emphasis on ACID test model by Balmer & Gray (1999). This is followed by discussion on branding with the focus on company-customer relationship. Next, this chapter discusses the significance of advertisements (i.e. brochures) as a public discourse that serves the function as the bridge between the companies and consumers. Related studies which are used as the reference for the present study are also mentioned.

2.2. Corporate Identity Construction

The concept of corporate identity is indeed multifaceted and complex in nature (Stuart, 1999). Nevertheless, the main function of corporate identity is it allows a brand to be conceptualised, comprehended and managed. Balmer & Gray (1999) mention that corporate identity is interpreted as the values or ethos that creates a sense of individuality – by which, differentiates a brand from another. Cornelissen (2004) in a different perspective mentions that corporate identity can be viewed as socially constructed, fluid and multifaceted. By approaching identity as one that is socially constructed, it is believed that companies need to adapt or respond to different stakeholders' interest to create their own corporate identity. Some of these stakeholders are the employees and consumers themselves. This notion is also supported by

(Larcon and Reitter 1979; as cited in Van Riel & Balmer, 1997), who point out that corporate identity is a set of interdependent characteristics of the organisation that give the organisation specificity and coherence, thus giving it stability. It is also noteworthy to state that the concept of corporate identity has evolved and underwent a shift in conceptualisation which has manifested itself in the following three stages (Hong We-Hei & Balmer, 2007).

- A. From peripheral elements to central elements. The conceptualisation of corporate identity (CI) has metamorphosed from being concerned with the peripheral elements of organisations (graphic design) to more central elements of an organisation (strategy, structure, culture) (Van Riel & Balmer, 1997).

- B. From external focus to internal focus to holistic focus. This indicates a shift from an emphasis on external concerns to an emphasis on internal concerns and to the source of identity. As such, the focus expanded to include not only customers but also employees and other stakeholders (Balmer & Greyser, 2003).

- C. From tactical to more strategic. In this third stage, corporate identity and strategy are now seen to be inseparable (Balmer & Greyser, 2003).

Despite this, Balmer (2002) believes that effective corporate identity and corporate communication management lead to competitive advantage for a company. Balmer (2002) also argued that strategy should be a key component of the corporate identity mix in that corporate identity is, in part, the consequence of strategic decisions rooted in the past..

Aside of the various definitions discussed above, the latest conceptual framework on corporate identity by (Balmer & Greyser, 2003) seems to be the most comprehensive. In this ACID TEST framework,, corporate identity refers to six types and facets of identity. (Balmer & Greyser, 2003) explains that in terms of identity, there are six types of corporate identity as follows:

- a) Actual identity- the basis of what the corporation, what the organisation really is, the reality of the corporation, internal values, market propositions and positioning. It includes corporate ownership-leadership style, organisational style and business activities. This also refers to the values held by the management and employers.
- b) Communicated identity- how the organisation is perceived by the various public, and how the organisation communicates. This also refers to controllable and uncontrollable communication like advertising, sponsorships and, public relations. Uncontrollable refer to communication like word of mouth and brand review by the public.
- c) Conceived Identity-this refers to what the organisation is seen to be by the public.
- d) Covenanted Identity- this refers to what the organisation promise themselves to be.
- e) Ideal identity-how the organisation ideally wants taking cognisance of the positioning of the organisation (optimum positioning). Perceptual concept, image, corporate reputation and corporate branding. It refers to the positioning

of the market in the given time frame. Ideal identity should normally be based on manners and the capabilities and prospects of the organisation in the competitive environment.

- f) Desired Identity-the identity that the owners of the organisation wants or desire
It usually reflects the vision of the CEO rather than a rational analysis of the external and internal factors.

However this study only focuses on the communicated, conceived and covenanted identity and ideal identity of both stem cell companies. The researcher felt that she could not explore further on the actual and desired identity as she was denied access to any information circulated internally by both companies. Personnel in both companies too refused to be interviewed although they were approached by the researcher. Thus, it is best to focus only on communicated, conceived and covenanted and ideal identity of both companies. Critical discourse analysis will unravel the intentional corporate identities that these companies put forth to the public. Perceptions on the brochures and companies will be investigated through questionnaires. These will help in discovering the identities that both stem cell companies try to project and how they are perceived by the public.

Corporate identity construction is also related to branding. According to Aaker (1996), the brand image plays a vital role in the brand positioning. She further explains that the brand positioning as the part of brand identity and value proposition that is to be actively communicated to the target audience. This proves to be an advantage over competing brands. She also suggests that the relationship between the brand image and the brand identity is crucial to brand position. Thus, it is believed that by studying advertisements (i.e. the two brochures analysed in the present study) will help to give in

depth information about the brand identity and brand positioning of the two companies marketing similar products or services.

De Pelsmacker and Van den Bergh (2010) suggest that there are several approaches to how companies can make their brands successful. One of the most essential aspects of a brand is differentiation; that the consumers would clearly perceive the unique benefits of the brand. Secondly, quality and added value are also of great importance because they distinguish a company from its competitors. They also suggest that long-term communication, especially advertising, is the key factor to building a successful brand. Brand personality as well, is able to enhance trust in the brand, brand attachment and formation of consumer-brand relationships (Pantin & Sohier, 2004; as cited in De Pelsmacker & Van den Bergh, 2010). This provides the relevance of studying two different companies offering similar services. By doing so, it enables us to look at how these companies create their identities and form relationships with customers through their brochures.

2.3. Company-consumer relationship

According to (Fournier, 1988) brand should act as a long lasting and stable reference. The brand must maintain its identity and relationship with customers, and in so doing, respects its contract with itself, and its customers. This is the case for the present study, as both the companies and the customers' need to build a long term relationship since the duration for keeping these stem cells are long (same goes with the payment schemes).

To better understand the relationships between companies and customers, it should be seen as reciprocating relationship partners (Fournier, 1998). One important note is that relationships are process phenomena, where the partners must collectively affect,

define, and redefine the relationship (Hinde, 1995). In a study by Escalas and Bettman, (2008), symbolic properties (e.g. advertisements and logos) influence a brand's meaning. Brown et al, (2003) state that consumer culture theory views consumers as brand culture and brand meaning producers. This supports the notion that consumers define, affect, and impact the brand relationship. Thus consumers interact with brands and co-create experiences (Payne et al., 2009). In their study, Vargo and Lusch (2004) find out that consumers are increasingly becoming active participants in the brand and company identity construction process.

Thus it seems that the roles of the consumers become both of brand identity seekers and that of brand identity makers (Fournier, 1998). Corporate identity needs to be dynamic to maintain the face of both brand and consumers. Based on Goffman's (1971) exploration of available adjustments to maintain faces, brand managers may develop an avoidance process, keeping the brand away from encounters where face threats may occur, and/or apply a corrective process in their advertisements. A number of researchers have considered the consequences of customer/consumer engagement towards certain brands or services. This include the concepts of trust (Hollebeek, 2011), satisfaction (Bowden, 2009), commitment, emotional connection attachment (Chan & Li, 2010), empowerment, consumer value (Gruen et al., 2006) and loyalty (Bowden, 2009). This serves as the basis of the objectives of the present study which is to look at companies' identity construction and social relationships that they try to create.

2.4. Importance of Advertisements

In advertising, Hall (1973) points out that every visual sign in advertising connotes an inference which is present as an implication or implied meaning, depending on the connotational reference. He further elaborates that the idea behind encoding/decoding

theory is the encoding process, with all frameworks of knowledge in the back of the producers' minds. On the next level, the text is encoded, transmitted and decoded and hopefully turned into a meaningful discourse and can thus be retransformed and read as a meaningful structure. After having read the meaningful structure, the message then becomes part of the discourse.

On another note, Davidson (1992) defines advertising as a social language, a genre of spectator/reader experience, a technique of persuasion almost a world in its own right, with its own languages, customs and history and one that sets the tone and pace for a huge part of our lives. Williamson (1978) states that advertisements are the message system that enables one to organise perceptions and create structures of meaning. Hence, advertisements can be seen as a tool strong enough to create and manipulate perceptions.

Certainly the brochures that are analysed in the present study are forms of advertising. They are produced by service providers for commercial purposes. It can be said that these brochures also serve to persuade consumers to purchase products or services advertised. According to Phakdeepaksook (2009), one of the most common tactics in advertising is creating the need and desire for a product based on particular ideologies. Williamson (1978) also mentions that advertisements make product desirable through the combination of linguistic and symbolic codes. Thus advertisements are seen as the best tool to study in order to understand the companies' construction of identities and the relationship they try to build with their customers.

Despite this being said, it is important to note that this study does not look at public service advertisements. This is because this study believes that the brochures are selling services and do not solely promote healthy lifestyle as what public service

advertisements usually do. Hence, discussion on public service advertisements may seem unnecessary.

2.5. Critical Discourse Analysis

The aforementioned discussion provides brief overview of the concepts of corporate identity construction, company-consumer relationship and highlights the importance of advertisements. The present study believes that it is important to relate the theories and the concept of discourse as social practices to justify the usage of critical discourse analysis methodology to analysis the advertisements.

First of all, it is important to understand that two of the key tenets of critical analysis are that discourse does ideological work, and it is as well a form of social action. According to Fairclough (1995), the main purpose of CDA is to analyse the opaque as well as the transparent relations between language and power. This is done in order to see the ways language/discourse is manipulated for producing and maintaining power inequality. In doing so, CDA attempts to analyse how discourse is manipulated to constitute and represent ideology for, or in favour of, power dominance (Van Dijk, 1993). Hence the discourses (advertisements text) are able to impart an ideology to the public. In this case, this is done through the construction of the companies' identities and how they assigned social relationship between themselves and the potential customers. Possibly, to portray that their companies as being relevant, they impart the ideology that stem cell banking is a necessity (despite the lack of scientific evidence).

Discourse as a social practice also means language is used as social action. When language use is viewed as social practice, it implies seeing its inevitable role in the domination of others especially those in power. Hence, by looking at how social roles and relationships between the two main participants – the companies and prospective

customers are constructed in the selected brochures, the power struggle between both parties could be unravelled. According to Kress and Van Leeuwen (1998), CDA exposes unequal power relations in public discourse by showing how public discourse often serves the interests of the powerful forces over those of the less privileged. This fits the function of CDA in this study which proceeds by emphasising, through an examination of the dialogical relation between language use and social practice, and the relationship between discursive structures and social practice. CDA can be considered as a type of discourse analytical tool that focuses on the way power abuse, dominance and inequality are enacted, reproduced and resisted by text in social and political contexts.

In the present study, brochures are viewed as discursive events. Hence they are taken as forms of social practice (Fairclough, 1992). Advertisements are modes of representation and signifying practices and as such, contribute to the constructions of epistemologies of the world and social identities and subject positions for social subjects and types of self (Fairclough, 1992). Furthermore, advertisements are seen as sites for socialisation, producing, maintaining and reproducing stereotypes. According to Fairclough (1992), advertisements become sites of struggle for meaning and becoming hegemony. They therefore offer a useful setting for analysing how identities are constructed and indirectly unravel the hidden ideologies behind it. This hopefully will unmask the relationship between discourse and the manipulation hidden behind the persuasion schemes used by these stem cell banking companies.

This addresses the research questions which attempt to relate the text and the social practices surrounding it. Thus in order to conduct such an analysis, one should move back and forth in making relations between text and social practices involved. In another perspective as mentioned by Wodak (2004), CDA also tries to look at power struggles in the society that are illustrated through textual evidences. This fits the aims

of the research which are trying to uncover any capitalist, profit based motives exhibited by these companies in creating the brochures. Indirectly, CDA will help in answering the question whether the text is manipulated to promote certain agenda.

2.6. Fairclough's Three Dimensional Model

One of the most prominent frameworks used in the field of CDA is Fairclough's Three Dimensional Model. This framework has been widely adopted especially in analysing advertising texts. In his framework, Fairclough (1992) proposes that language is a communicative event consisting of three dimensions. These dimensions are texts, discursive practise and social practise. The following figure illustrates the relationship between the three dimensions:

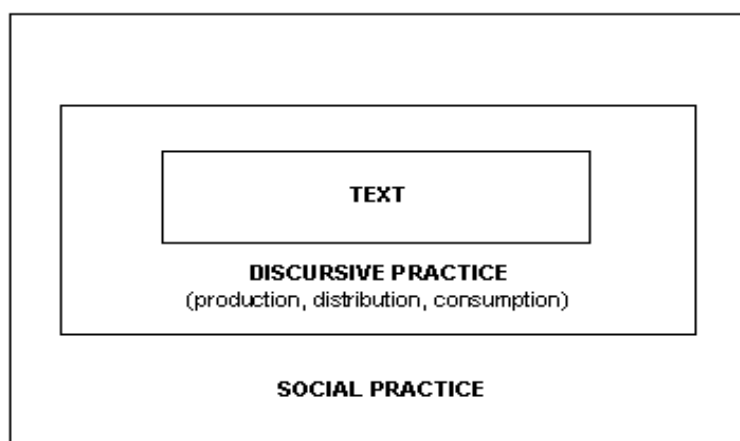


Figure 2.1: Fairclough's (1992) Three Dimensional Model

2.6.1. Discourse as text

The first dimension considers discourse as text. This dimension analyses the linguistic features in the text through covering traditional forms of linguistic analysis. This may include the analysis of semantics and vocabulary, cohesion of sentences and the writing system. By doing this, it will give a multifunctional view of the text. Aside of words and sentences, attention should be paid to the different images and pictures which are

included with the text. This gives a more coherent and comprehensive analysis of the discourse at the textual level. It is noteworthy to state that a researcher needs to look at how both the linguistic and visual text interact with each other to produce meanings and thus define different forms media.

An example is a study by Williams, Kitzinger and Henderson (2003) identifies the rhetorical strategies used to assert competing ethical positions around embryonic stem cell research. The study show how both sides in the dispute, mobilise metaphors and use personification to recruit support; and how they promote different ideas about the embryo's significance, size and present competing narratives about its origins, destiny and death. The role of visual representation is the main key. The findings of the analysis show how the media coverage marginalises women's perspectives.

2.6.2. Discourse as discursive practise

The second dimension considers discourse as discursive practice which involves the production, distribution and consumption of text. According to Fairclough (1995) this dimension has two facets, the first is the institutional process (the editing procedures) and the second is discourse processes (the consumption in production). It can be said that the discourse practice is seen as a mediating factor between the text, social and cultural practice. According to Fairclough (2003), the link between the socio cultural and the textual is indirect and is made way by discourse practice. He mentions that the property of socio cultural practice shapes texts through shaping the nature of the discourse practice. Hence it can be said that discourse practice is seen as a mediating factor between the text, social and cultural practice. Discursive practice in this study refers to advertisement as a type of discourse used to disseminate information about stem cell banking.

One example of a research that became a reference to this study is Koteyko (2009) study on internet advertising of food and drinks containing probiotics – potentially beneficial bacteria marketed as means to strengthen the body’s ‘defence mechanisms’. Using the framework of critical discourse analysis, the study discusses how probiotics emerge as a promising tool for building and strengthening the body’s immune system by using discourses on biomedicine, science and nutrition. It is found out that the producers promote the companies and their products through the process in which they formulate different visions of the body’s relationship with food, and construct scientific facts as an exclusive guide for individuals on what food they should be consuming; the probiotics..

2.6.3. Socio-cultural practise

In terms of social practise, we have to keep in mind that Fairclough (2003) sees language as discourse and as social practise. Thus, he mentions that this dimension involves instantaneous situational context, the wider context of institutional practises the event is embedded within or the yet wider frame of the society. All of these dimensions must be relevant to understanding the particular events. Indeed those events cumulatively constitute and reconstitute social and cultural practise at all levels. This means that when looking at the text in relation to its social practise, a researcher needs to look at the relation between texts, processes and their social situations. According to Phillips and Jorgensen (2002), it is important to consider that in order to discuss social struggles and power relations; it involves transdisciplinary integration of different theories such as linguistic theories as well as discourse analysis. Fairclough’s (1995) Three Dimensional Model is able to do this as it defines them at a societal level which refers to society as a whole; an institutional level which constitutes a network around the discourse at play and a situational level.

One study exemplified how corporations disseminate their environmental discourse through corporate sustainability reports. This is to convey an image of progress towards environmentally conscious practices. This study by Reyes (2013) investigates the reports of the two largest auto-manufacturers in the U.S., Ford and General Motors (GM), to assess how each company frames their environmental performance and how they define sustainability. In effect, Ford and GM promote a form of sustainability that solely caters to their financial bottom line, while convincing its stakeholders that this is the 'true' way to achieve sustainability. This shows how critical discourse analysis manages to make a connection between text, discursive practise and social practices.

2.7. Kress and Van Leeuwen's Multimodality Framework

Aside from Fairclough's Three Dimensional Model, the present study also relies on the theoretical framework of Kress and Van Leeuwen (2001), Multimodality Framework. According to Kress and Van Leeuwen (2001), linguistic structures can be interpreted through analysis of cues and signs in images. Each has individual meanings and may string together to create a layered effect. The grammar of each image is nevertheless, historical and culture specific. Thus meaning is conveyed through design, production and interpretation.

Kress and Van Leeuwen (2006) define two components of visual discourse: represented participants and interactive participants. Interactive participants refer to people or things that are mapped on an image, while interactive participants refer to producers and viewer; and between these participants exists relations. They also specify that there are four main relations in advertising discourse. These relations interfere with each other and are not completely separable. The first relation is related to relations between the

images. The next two are related to the position of the producer and then the position of the receiver towards the image, and the last part is related to the social sphere.

A study by Azirah (2010) examines the effect of print advertisements in Malaysia. The study is carried out to determine how advertisers seek to achieve their primary goal of persuading or influencing an audience by the use of both language and visuals. It describes the main component moves and rhetorical strategies used by writers to articulate the communicative purpose of the genre and the language in the advertisements. A descriptive framework for multi-modal texts is adopted for analysing the visuals. How the advertisements encode national identity and cultural values, and illustrate innovative language use is shown. This study helps to give a picture on how to present data with regards to analysing visual text.

On a macro scale, each image is composed of signs (represented participants) and the signs are put in certain relation to construct the structure of the image. Without the existence of the images, the relation between the producer and the receiver will not exist in print or in communication. Therefore it can be concluded that the image's representation constitutes the relation between the receiver and the producer.

Since stem cell banking concept is relatively new in Malaysia, study has yet been done especially through the use of CDA and multimodality – in analysing corporate identity construction through the use of advertisements such as brochures on stem cells banking. Thus the ways in which such companies construct their identities and create relationships with their potential customers can be examined – this becomes the motivation behind the present study.

2.8. Summary

This chapter provides the theoretical frameworks used in the present study. It is important to note that the concept of corporate identity is related to branding and is also affected by the company-consumer relationship. Critical Discourse Analysis is seen as the best analytical framework in order to study the connections between companies' identity construction and its relations to the society. Thus, the analytical framework is explained. There are two frameworks that are used in this study namely Fairclough's Three Dimensional Model and Kress and Van Leeuwen's Multimodality Framework. In order to plan and refine this study a certain form of reference is needed. Thus some previous studies on representation of stem cells in the media were treated as reference and embedded in the discussion. Aside of that, this study also relies on a multimodality study of advertisements in Malaysia and a critical discourse analysis study on companies' construction of the environmental sustainability which actually fits to their selling purposes.

CHAPTER 3

Methodology

3.1. Introduction

In this chapter, method of data collection and the criteria for data selection are explained. The chapter also provides an account of the research methods used; in meeting the research objectives and answering the research questions. First, it discusses on Fairclough's (1992) Three Dimensional Model and how it is of use in attempting to answer the first research question which is to look at how the selected stem cell companies construct their identity linguistically in their respective brochures. The chapter then continues to discuss on Kress and Van Leeuwen's (2001) Multimodality Framework that is used to answer the second research question which is to look at how the two companies construct their identity visually in their brochures. The criteria of linguistic features that are analysed in this study and the data samples are highlighted next. In terms of discursive practices, questionnaires were given in order to get a glimpse of idea on customers' interpretation of the brochures. These are done in order to answer the third research question which is to look at how social roles and relationships between the two main participants; the companies and prospective customers constructed are in the selected brochures. Aside of that, ethical consideration especially regarding the questionnaires is discussed. This chapter ends with a brief discussion on the limitation of this study.

3.2. Method of Analysis

According to Fairclough (1995), language addresses, and indexes power. This is the case for advertisements; as advertisements are highly saturated with images and highly persuasive language (Fairclough, 2003). In this case, brochures are seen as a

collaborative work by many and are carefully edited to show power in imparting particular ideologies. Featherstone (1999), states that the advertising agencies mediate the communicative exchanges between consumers and marketing institutions. This can be very subtly done and hence, it needs critical analysis in order to unravel it.

Vaara and Tienari (2004) state that critical discourse analysis differs from traditional discourse analysis in the sense that it implies adopting a critical perspective. According to Leitch and Palmer (2010), CDA as methodology allows us to examine the role discourses have in constituting the world we live in. Due to this constructive nature, discourse helps in (re-)producing knowledge, culture, identities, subjectivities, and power relationships in social and societal settings (Vaara & Tienari, 2004).

Wodak (2004) argues that Critical Discourse Analysis (CDA) is a powerful tool that it is helpful in describing and analysis public text such as advertisements. She also regards language in texts as forms of social practice. This is because it provides a holistic analysis as it looks at, not only the text, but beyond the text. Through one of its approaches, the Three Dimensional Model by Fairclough (1992), CDA is able to make clear, the dialectal relationship between the discursive event and the social structures that governs the discourse (text); by looking at the linguistic devices used in the text.

According to Van Dijk (1993), critical discourse analysis can be considered as a textual based analysis that is able to make connections between the text, producers and the consumers. With that being said, critical discourse analysis (CDA) is seen as the most appropriate tool to analyse these brochures. This is because, as one of the study's primary aim and objective is to unravel hidden ideologies that are constituted in a discourse.

3.2.1. Fairclough's Three Dimensional Model

To date, there are many approaches stemming from CDA. One that is highly suitable for this study is Fairclough's (1992) Three Dimensional Model. As the name suggests, there are three dimensions in the model. The first dimension (text) is the textual dimension which defines discourse as text. It looks at the linguistic devices and the organisation of the text itself. The second dimension (discursive practice) looks at the discursive practise that surrounds the text. In this case, it involves the production, distribution and consumption of the text. However the present study focuses on the consumption aspect of the brochures. The last dimension (social practice), involves the socio-cultural situations related to the production of the text. Thus this dimension looks at how the text is used to impart certain ideologies and to a certain extent manipulate the peoples' mind into believing those ideologies. In order to provide an effective analysis, the present study takes the following aspects into consideration:

- a. The object of analysis and for this case it includes visual images and linguistic aspects in these two brochures.
- b. The process by which the product is produced and received (writing, speaking and listening)
- c. The social / historical conditions that governs the process.

In addition, according to Fairclough (1992), each of these dimensions requires a different kind of analysis that includes three aspects, which are:

1. Description based on text analysis.
2. Interpretation of processing analysis.
3. Explanation of social analysis.

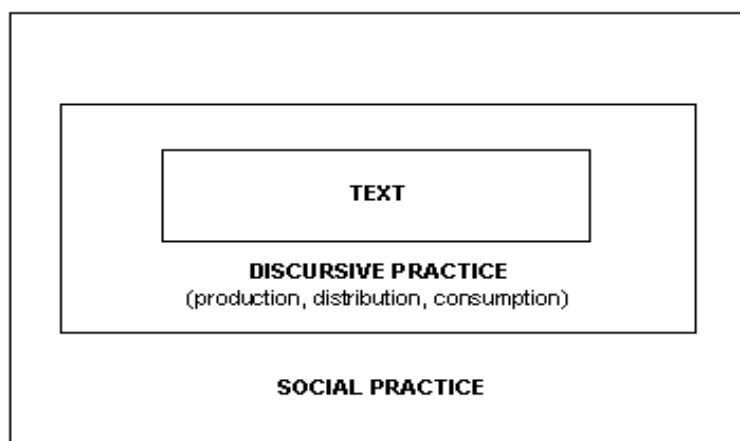


Figure 3.1 : Fairclough's (1992) Three Dimensional Model

This model provides a multi-level form analysis. Fairclough (1995) further mentions that there are plenty of linguistic devices that can be analysed at the textual level. These categories may include lexicalisation, pattern of transitivity, the use of active and passive voice, nominalisation, modality and the cohesion devices. As for the present study, the categories that are analysed include adjectives, tenses, modality and transitivity.

Discourse is also seen as a social practice in this context. Hence language is used as a form of social action. When discourse is seen as a social practice, it implies a view of language use as a form that represents the world and becomes a signifying system. Thus CDA proceeds by emphasising an examination of the dialogical relation between language use and social practise, and the relationship between discursive structures and social practise.

The research process of the present study follows the inductive four-step model for critical discourse analysis developed by Vaara and Tienari (2004), which are:

1. Defining/refining the research questions / interests.
2. Overall analysis of the textual material.

3. Close reading of specific texts.
4. Refining the findings and generalisations.

3.3. Categories of Linguistics Aspect Analysed

It is acknowledged that the brochures are full of linguistic data. However, this study does not attempt to look at every aspect. It only focuses on those that are relevant in answering the first research question which is to look at how the selected stem cell companies construct their identity linguistically in their brochures. The aspects analysed are; (1) pronouns, (2) modality, (3) adjectives, (4) tenses and (5) transitivity. All of these linguistic aspects are significant as they contribute to the construction of identity of the respective companies.

3.3.1. Pronouns

The term pronoun poses different definitions depending on its context of usage. The traditional definition of pronoun is that it replaces the name of a person or a thing. On another note, Wodak (2004) suggests pronouns especially personal plurals as being able to be used to induce interpreters to conceptualise group identity and the like, as insiders or as outsiders.

In a study by Kaur et al (2013) on advertisements in Malaysia, they found out that the use of pronouns in advertisements helps create a friendly atmosphere to persuade the audience. Advertisement that seems to talk with friends brings the readers closer. In the beauty advertisements in this study, it was found that the most common pronoun used is “you”, “your”, “we” and “I”. The use of first and second person pronoun seems to indicate as if the advertiser is making promises that are sincere and honest. It can be said that the use of personal pronouns establishes a certain type of relationship between

the advertisers and the readers (Aarre & Smith, 2004). For example, the pronoun “we” is regarded as authoritative and implies power while “you” reflects a personal engagement as the reader is addressed directly. In addition, the use of “our” does reflect a certain “us” versus “them” feel to it (Kaur et al, 2013). By analysing pronouns, we can look at the social roles that both parties play in the studied brochures.

3.3.2. Modality

In critical discourse analysis, modality is recognised as encompassing much more than the occurrence of overt modal auxiliaries such as *may, might, can, could, will, would, shall, should, must, and ought*. According to Fowler (1985), modality concerns the writer’s (or speaker’s) attitude toward and/or confidence in the proposition being presented. Halliday (2002) mentions that modality is primarily located in the interpersonal component of the grammar.

According to Halliday (1970), modality is "the speaker's assessment of probability and predictability", the first of which is seen to cover two other notions: "possibility" and "certainty". The difference between "probability" on the one hand and "possibility" and "certainty" on the other is that the first is described as "uncommitted" while the second two are "committed" (Halliday 1970). Moreover, modality is referred to as "a form of participation by the speaker in the speech event". (Halliday,1970)

Modality in this study is referred to as part of the *interpersonal* function. This is the case since it expresses a role relationship between the speaker and hearer. In this sense, "the speaker is taking upon himself a particular communicative role" through which he determines both his own role as well as the hearer's in relation to each other (Halliday 1970).

Fowler (1985) provides a brief list to illustrate these categories of modals;

- a. Modality is signified in a range of linguistic forms: centrally, the modal auxiliary verbs such as *may*, *shall*, *must*, *need*, and others; sentence adverbs such as *probably*, *certainly*, *regrettably*; adjectives such as *necessary*, *unfortunate*, and *certain*. Some verbs and many nominalizations are considered modality.
- b. Modality and mood are often used to express the interpersonal function. Mood shows what role the speaker selects in the speech situation and what role he assigns to the addressee. For instance when the text uses “*must*”, it creates an imperative connotation. Thus it assumes that the writer takes the role of giving commands and puts the addressee in the role of one expected to obey orders.
- c. Modality too refers to the intermediate ranges between the extreme positive and the extreme negative. On the one hand, it can objectively express the speaker’s judgment toward the topic. On the other hand, it can show the social role relationship, scale of formality and power relationship. It is interesting to look at modality in these brochures. Words like “*can*”, “*may*”, “*should*” are able to emphasise certain topic and information or highlight power given to a certain party and person.

Fairclough (2003) states that in the case of social research issues, modality and evaluation will be seen in regards to what authors commit themselves to. This relates to the concept of what is desirable and undesirable, good or bad (evaluation). He further mentions that the question of modality can be seen as the questions of what people commit to when they make statements, ask questions, make demands and offers. In terms of constructing relationships, modality is seen important in the texturing of identity.

Halliday(1994) mentions that there are three major aspects of meaning in texts in relation to modality. Actions, representation and identification are dialectically related. Again, it shows what one commit to, necessarily in relation to others with whom they are interacting shapes the identity that they want to construct. From this, it is obvious that modality plays a vital role in expressing the acceptability and judgement towards a certain point made by these companies. The discussion below will further exemplify how these companies utilise modality to build relationship with their customers and promote themselves.

	Truth	Obligation
<i>High</i>	Certainly	Required
<i>Medium</i>	Probably	Supposed
<i>Low</i>	Possibly	Allowed

Table 3.1: Level of Commitment (after Halliday, 1994)

In the context of the present study, modality can help to answers questions on the level of commitment that these companies commit to their customers as part of their identity construction. Modality also can help to examine how these companies projects themselves in terms of their capabilities. Hence it can facilitate in understanding the companies' identity construction processes.

3.3.3. Adjectives and Adverbs

According to Fairclough (1995), the use of loaded, dramatic and stereotyping adjectives, adverbs and nouns are central to the construction of an event or a person, whether or not that construction is evaluating its object positively or negatively. Also the uses of non-hedged adverbs, such as *surely, obviously, clearly* and so on, position a

contention as being incontrovertible ‘fact’. Moreover, all-inclusive expressions (*all, every, none, no-one, always, never* etc.) are rarely accurate, but can be used to construct a generalising, stereotyping or over-simplifying evaluation. Other than that, comment adjuncts expressing the author’s attitude to the whole proposition, such as *constantly, totally, entirely, absolutely, wholly, utterly* fulfil the same purpose. The concept of *evaluation* is useful here. This is supported by Hunston and Thompson (2000) who define evaluation as the broad cover term for the expression of the speaker or writer’s attitude or stance towards, viewpoint on, or feelings about the entities or propositions that he or she is talking about.

Evaluation can further be divided into two main categories, *inscribed* and *evoked* (Martin, 2000). In the *inscribed* category, the evaluation is carried by a specific lexical item, overtly displaying the attitudinal judgement of the text producer e.g. *excellent, terrible*, etc. In addition to *inscribed* evaluation, it is also important to consider what Martin terms *evoked* evaluation. This type of evaluation uses superficially neutral ideational choices but which have the potential to evoke judgmental responses, in those who share a particular set of ideological values. These evoked evaluations, in themselves do not denote the text producer’s attitude to the content overtly, but leave the value judgement to the reader/listener. However, they are mechanisms through which evaluation is covertly constructed. For example in tourism texts (de Freitas, 2003) the terms *natural* and *sunny* operate at experiential level yet do help to construct a positive image and in food promotional text terms such as *natural*, and *organic* operate in a similar way. Negative evaluation can also be constructed by terms such as *suspected asylum seeker*. Such mechanisms can be seen as powerful devices in constructing the companies’ identities.

From here, it can be concluded that the primary functions of adjectives are to describe things. Adjectives do play a role in the construction of these companies' identities. This is done positively and indirectly helps in the marketing of their services too. The adjectives used will help to create positive evaluation from the customers towards them. Analysing adjectives seems helpful as it gives a clear indication on how these companies project themselves. This may also reveal persuasion and manipulative techniques that these companies use to influence the public.

3.3.4. Tenses

According to Halliday (1994) tense is the time of a clause. He points out that primary tense means past, present or future at the moment of speaking – it is the time relative to “now”. Tense is often used to construct understanding about particular events. For instance, the use of the simple present tense constructs an event as reality or fact; the use of the present perfect constructs a past event as being of relevance at the moment; the simple past tense can represent a past event as no longer being important or relevant.

In the studied brochures for example, simple present tense addresses the issue of stem cell banking at present moment. Simple future tense on the other hand indicates planned or expected things in the future. The tense helps these companies to lay out their future plan with regards to services. In this way, the companies' aims are shown and at the same time, the audiences' confidence is built by the prospect of having a secure future for their child(ren). On the other hand, present perfect tenses are used to refer to the actions or things in the past. This could relate to the companies' achievements in terms of providing good services to the customers.

It is therefore important to understand that choices made with regards to tenses are not only concerned with the time frame of an action or process, but also impact clearly on the representation of that action or process as true, relevant or significant.

3.3.5. Transitivity

According to Halliday (1994), transitivity is the grammar of the clause for constructing our experience of a process. Participants are directly involved in that process and circumstances. The nature of the process and the participants involved in it is determined by the system of process type and the nature of circumstances by the system of circumstantiation. Therefore, the model of transitivity can function as a useful instrument in revealing the process of a character's mental transformation, participants' classes and participants' activities sequence (Halliday, 1994).

Hu Zhuanglin (1988) mentions that the transitivity system includes six processes; (1) material process, (2) mental process, (3) relational process, (4) behavioural process, (5) verbal process and (6) existential process. These processes are described as follow;

- 1) *Material processes* are those in which something is done. These processes are expressed by an action verb (e.g. eat, go, give), an *Actor* (logical subject) and the *Goal* of the action (logical direct object, usually a noun or a pronoun).
- 2) *Mental processes* express such mental phenomena as "perception" (e.g. see, look), "reaction" (e.g. like, please) and "cognition" (e.g. know, believe, convince). A mental process involves two participants, *Senser* and *Phenomenon*.
- 3) *Relational processes* can be classified into two types; *Attributive* and *Identifying*. The former expresses what attributes a certain object has, or what type it belongs to, for example.

- 4) Verbal processes are those of exchanging information. Commonly used verbs are *say, tell, talk, praise, boast, describe*, etc. In these processes the main participants are *Sayer, Receiver* and *Verbiage*.
- 5) *Behavioural processes* refer to physiological and psychological behaviour such as breathing, coughing, smiling, laughing, crying, staring, and dreaming, etc. Generally there is only one participant – *Behaver*, which is often a human. This kind of processes is much like the mental process. Behavioural process may sometimes be hardly distinguished from a material process that has only one participant. This depends on whether the activity concerned is physiological or psychological. When behavioural process has two participants, we may take it as material process.
- 6) *Existential process* refers to something that exist or happen. It has no representational function in the transitivity structure of the clause; but it serves to indicate the feature of existence, and it is needed interpersonally as a subject.

Hence, transitivity is essential in analysing the roles assigned to participants, company and customers.

3.4. Kress and Van Leeuwen's Multimodality Framework

Barthes (1977) acknowledges that analysing images is essential in advertising, because the meaning of the advertisements is intentional. One of the primary functions of advertisement is to promote a certain service or product. Promotion is a concept that is widely accepted and generalised and thus creating a new hybrid of partly promotional genres (Fairclough, 2003). According to Kress and Van Leeuwen (2001), the new millennium forms of discourse has changed rapidly, hence various modes interplay with

each other especially in terms of linguistic devices and images. This requires another form of analysis which is called the multimodal analysis.

Works by Van Leeuwen (2005), and Hodge and Kress (1988) are influential in shaping the methodological framework in analysing images and their relations with text. In addition researchers such as Barthes (1977) emphasises the importance of images in deciphering meaning. He, however, cautions that the meaning of images is always related to and in a sense, dependent on verbal text. Hence, Kress and Van Leeuwen (2001) created and developed a theoretical and descriptive framework for the analysis of images. They call it as the grammar of visual design.

According to Kress and Van Leeuwen (2001), there are four main elements that should be considered. They include analysis of discourse, production, consumption and design. However, for the purpose of this study, it mainly focuses on image design as mentioned by Kress and Van Leeuwen (2006). In their approach, Kress and Van Leeuwen regard visual elements as containing grammatical structures. Hence, they adopted a functional approach and extend the use of systemic functional linguistics to the analysis of images. According to them, any semiotic mode has resources for fulfilling three kinds of metafunctions: the ideational, the interpersonal and the textual.

Azirah (2010) states that there is three areas of representation. Firstly, the events and the people involved and the circumstances associated with the events. Secondly, the relationship between the image and the viewer is also looked at. Finally, the structure of the visual image is also analysed. All of these aspects can affect a company' identity construction in ways it wants itself to be viewed by readers (intentionally), as well as how readers might perceive it regardless of the initial intended message (unintentionally).

This study employs Kress and Van Leeuwen's (2001) Multimodality Framework to answer the second research question, which is to look at how the selected stem cell companies construct their identity visually in their brochures. This is highly relevant as Kress and Van Leeuwen (2001) showed that much communication is 'multimodal' rather than 'monomodal'. Therefore discourses, along with their values, participants, actions settings, etc. can be connoted by both linguistic and visual choices. Hence, the methodology listed by them allows de-contextualisation of the images to further investigate the images provided in the advertisements. .

3.5. Data Samples

Brochures are one form of advertisement that these two companies provide. One reason to study brochures is because they are easily available and are distributed to the public during promotional events such as at baby fairs. Due to their nature (i.e. relatively compact in size), brochures are usually concise and only provide important information about particular companies. Accordingly, these companies had to choose the information that they want to include. Hence, it can be said that most parts of this brochure are intentional and carefully chosen to promote themselves, and indirectly impart certain ideologies to the public.

There are several reasons as to why these brochures of the two companies were chosen. Looking at these two companies seem vital, as they are regarded as pioneers in promoting stem cells banking service in Malaysia. Since the study is looking at how companies construct their identities, it is be interesting to note any similarities and differences between these two brochures although their layouts seem similar. The images also provide ample visual representations for analysis aside from the linguistic evidences, hence, providing a richer source of data and in depth discussion.

The samples used in this study are two brochures by two companies that provide stem cell banking service in Malaysia. Those two brochures are from Cyrocord Sdn. Bhd. (referred to as *Cyrocord* henceforth) and Cellsafe International Sdn. Berhad. (referred to as *Cellsafe International* henceforth). Brief descriptions of two brochures are as follow:

3.5.1. Cyrocord's Brochure

Like any other typical brochure, Crycord's brochure consists of six pages. The brochure is bilingual; in English and Chinese. The main colours used in this brochure are red, white and blue. There are also six logos listed in this brochure. Two pictures of a mother and her child are also depicted in the brochure. (Refer appendix 1)

3.5.2. Cellsafe's Brochure

Similar to its counterpart, Cellsafe International's brochure also consists of six pages. It is fully in English. The background colour is primarily white with hint of blue. It has more pictures including the Malaysian astronaut and a girl, and pictures depicting the processing procedures of stem cell storage. (Refer appendix 2)

In carrying out the analysis, the brochures were first scanned using a scanner. The linguistic aspects were then analysed. However, since there are numerous linguistic evidences to be found in those two brochures, the present study decided focus only several aspects which help to construct the companies' identity, and assign social roles to both companies and customers. Next, the images depicted in the brochures were also analysed. Discussion of the findings is presented in the next chapter.

3.6. Data Collection

The brochures were collected at three different baby fairs which were held in three different places namely, Malacca International Trade Centre (Malacca), Midvalley

Megamall (Kuala Lumpur) and Putra World Trade Centre (Kuala Lumpur) from August to December 2012. The data was collected in such places because baby fairs are seen as important platform for these companies to meet and persuade their potential customers who are normally expecting parents. From the three visits conducted, it was confirmed that these companies use the same brochures during their tours and promotions. This gives a sense of validity and reliability that the brochures are the same regardless of the places where they were distributed.

3.7. Questionnaire

Questionnaire was used in order to answer the third research question which is to look at how social roles and relationships between the two main participants i.e. the companies and prospective customers are constructed in the selected brochures. For the purpose of the present study, the samples are only concentrated on expecting parents. The reason behind this is that because it is believed that they are the ones who would find the brochures most useful and are interested in the concept of stem cell banking as it may directly concern them and their children. It is important to note that despite the small number of respondents, the findings is still relevant. This is because the third research question only functions as a triangulating question to check the analysis on linguistic and visual images are reflective.

Ten respondents expecting newborns were given the questionnaire. The questionnaire was distributed in three different places. These places include schools, two gynaecologist clinics and a supermarket. All of these places are located in Ayer Keroh, Malacca.

Each respondent were first given a photocopied brochures for them to read. This was to ensure that all of them to have read the brochures at least once. Approximately, each

respondent took twenty minutes to answer the questions. It is worth noting that it was hard to get volunteers during this process. Some respondents refused to cooperate and simply were not interested. Since it was difficult to get at least ten respondents, the researcher opted to carry out random sampling.

In order to ensure that the respondents come from diverse background, the researcher tried to engage participants (i.e. customers) in general health clinic and the supermarket. By doing so, the researcher hopes to get respondents from different socio-economic backgrounds. This can be a significant variable as the stem cell banking facility can be considered quite costly. It is hoped that by having more diverse backgrounds, the answers may be of variety.

3.7.1. Respondents

The following table summarises relevant information of the respondents:

Respondent	Race	Age Group
R1 (Male)	Chinese	Early 20's
R2 (Female)	Malay	Early 20's
R3 (Female)	Malay	30s
R4 (Male)	Malay	20-30's
R5 (Female)	Malay	30s
R6 (Male)	Chinese	30's
R7 (Female)	Chinese	20-30's
R8 (Female)	Chinese	20-30's
R9 (Female)	Chinese	20's
R10 (Male)	Indian	30's

Table 3.2: Summary of the respondents' information

The questions focussed on their understanding the concept of stem cell and stem cell banking service. They were also asked mostly about their opinion on the brochures and their opinions on each stem cell banking companies. From the questionnaires given, many insightful opinions were gained. The sample of the questionnaire is as follows:

There were many questions that were asked to gain insights to the company-customer relationship. Some of the questions that are included in the questionnaires are:

1. Do you know anything about stem cell before you read the brochures?
2. If you know about stem cells banking before reading the brochures, how do you know about it?
3. Which brochure that you like the most and why?
4. Which brochure do you find more informative?
5. Which brochure do you find more convincing in telling about the products?
6. Based on the brochures you have read, do you think that stem cell will banking be helpful for your child when they have health problems in the future?
7. Assume that you have no financial constraint. Based on your reading of both brochures, which company will you choose to bank your stem cell with?
8. In your opinion is stem cell banking necessary?
9. Do you have any issues about stem cell banking?

3.8. Ethical Consideration

This study tries its best to adhere to ethical aspects in its methodology. Firstly, all information regarding the interview respondents remained confidential. Consequently, the names of the respondents have been changed. The researcher also sought permission from the authorities to distribute the questionnaire. The doctor's permission was sought for the questionnaire in the private clinic while the head of nurse consented to the

interviews conducted in the general health clinic. Before answering the questionnaire, all respondents consented verbally. Those who refused to participate were not harassed and respected.

3.9. Limitation

The research design used in this study too has its own limitations. Firstly, it is important to note that the responses and data gathered only reflect the respondents' perceptions. However, it is believed that the data provided enables the study to catch a glimpse of idea on how the targeted audience view the brochures and stem cell banking concepts.

In distributing the questionnaire, I also tried to get a balance number of respondents in terms of race, gender and age. Due to unavoidable circumstances, getting a well proportioned sample became quite a problem. It is hard to get sample whose age is less and more. Although the sample is small, this questionnaire is still relevant as it only functions to triangulate the results found in the analysis of linguistic aspects and visual analysis in the brochures. Moreover, it has helped the study to understand public's perception towards the companies itself especially in terms of their identity.

It is important to note that the questionnaires were also explained in Malay whenever necessary. Some choose to answer the questions in Bahasa Malaysia. Hence efforts were taken to translate the data in English. Nevertheless, steps were taken to translate the data in English as accurately as possible. The researcher collaborated with three colleagues in order to get the best translation for the questions and samples required. Two are English teachers in secondary schools and one is an English lecturer from a local university. The findings and discussions on the interviews will be provided in the chapter.

3.10. Summary

The chapter describes the methodology of this study. Fairclough's (1992) Three Dimensional Model is explained in detail and the linguistic aspects analysed are clarified. Aside of that, multimodality framework by Kress and Van Leeuwen (2001) which is used to analyse visual images is further elaborated. In order to understand the discursive practices, ten respondents were asked to answer questionnaire. The sample selection and the procedure in distributing the questionnaire were also mentioned. Questions that were asked were also listed. The findings will be discussed in the next chapter.

CHAPTER 4

Analysis and Discussion

4.1. Introduction

This chapter presents and discusses the findings of this study in relation to its objective; which is to investigate how stem cell banking providers construct their identity linguistically and visually in the selected brochures. It also looks at the triangulating research question which is to investigate how social roles and relationships between the companies and prospective customers are constructed in the selected brochures. The first aspect discussed is the linguistic elements. These include transitivity, pronoun, adjectives, modality and tense. This is then followed by discussion on the visual analysis of the images. The images are discussed according to the three metafunctions; which are ideational, interpersonal, and textual metafunctions. Both aspects will help to look at the identities of both companies being constructed. In regards of discursive practice, discussion on the questionnaires distributed at three different places helps to shed light on how the respondents (e.g. prospective customers) interpret the brochures; based on the results of the small scale questionnaires. Also this chapter attempts to relate the findings to discursive and social practices of the society.

4.2. Layout of the Brochures

Fairclough's (2001) points out that media texts nowadays are more hybrid in nature, and are different as compared to those of the previous era. Nowadays, more visual representations and graphics are included in the media texts, thus giving the readers unique experiences when dealing with them. This is certainly the case for the two brochures as they both are also rich with linguistic texts, as well as visual texts; such as

graphics in the form of pictures and logos. Despite being illustrated and positioned differently, the two brochures share five common sections. These sections are;

Section

1. Company's profile
2. Facilities provided
3. Importance of Stem Cell Banking
4. Recognition and awards
5. Contact Details

Table 4.1: Sections found in the two brochures

		Position	
		Front	Back
Cellsafe International's Brochure			
Cyrocord's Brochure			

Figure 4.1: Layout of the two brochures (front and back)

This section provides an overall description of what these two brochures look like.

This is relevant as this study focuses on looking at these companies' identity construction in these brochures.

4.3. Linguistic Devices

Woods (2006) argues that advertising language is frequently maintained to extend the meaning beyond the breadth of the facilities offered. This is the reason that the language used in advertisements may seem especially descriptive. In the present study, the categories of linguistic devices studied include transitivity, pronouns, modality, tenses, and adjectives. However, not all the linguistic devices present in the two brochures will be discussed; as the scope may become too wide and redundant. Several examples of each linguistic device will be included as to provide better perspective on the linguistic devices analysed. These examples are arranged according to their respective brochures. The positions in which these phrases or sentences occur in the brochures are also included for reference. Before going in depth into the discussion, the table below is the summary of frequency of the linguistic aspects studied in the brochure:

No.	Types of Linguistic Aspect	Subcategory	Frequency
1.a	Pronoun	You	5
1.b		We	3
1.c		Our	2
1.d		It	2
2.a	Modality	May	3
2.b		Will	4
2.c		Can	2
3.	Adjectives (Only related to the company , services, products)		10

Table 4.2: Frequency of the linguistic aspects analysed in Cryocord's brochure

No.	Types of Linguistic Aspect	Subcategory	Frequency
1.a	Pronoun	You	3
1.b		We	2
1.c		Our	2
1.d		It	8
2.a	Modality	May	0
2.b		Will	3
2.c		Can	2
3	Adjectives (Only related to company, service and product)		23

Table 4.3: Frequency of the linguistic aspects analysed in Cellsafe International's brochure

4.3.1. Pronoun

The first type of linguistic device that is evident in the two brochures is pronoun. According to Huckin (2002), pronoun is used to replace the subject or the object in a particular sentence. The use of pronoun is able to create the concept of inclusiveness or isolation. For instance, the pronoun “we” creates can create both the sense of inclusiveness or exclusiveness to the readers. On the one hand “we” can be inclusive in the sense that it includes the readers. On the other hand, in can be exclusive in the sense that it indicates the company’s corporate identity. Thus it is vital to consider which “we” plays which role. Meanwhile the brochures’ uses of “you” only refer to readers as customers. This distinguishes the companies from the customers who are receiving the benefits. Thus the company and customers are treated as two separate parties. Indirectly, the roles of pronoun in these brochures are significant as they help establish the kind of relationship that the companies attempt to create between them and the readers.

4.3.1.1. Pronoun in Cyrocord’s Brochure

In this brochure, there are many instances in which pronoun are used. Four most highly used are “you”, “we”, “our” and “it”.

4.3.1.1.a. Pronoun “you”

Example	Position
Crycord in its quest to provide <i>you</i> with the best in stem cell banking	Middle page
This provides <i>you</i> with a wide possibility and scope for stem cell treatment if required	Inner page 1

This brochure uses the pronoun “you” to address the readers. The readers are regarded as the customers who receive the service that they provide. The pronoun “you” in these sentences are positioned as objects and thus the customers are viewed as receivers of services. Thus they are promised to be given the best by the company in terms of stem cell banking. Moreover, the customers are also given a wide possibility and scope if needed. This shows that the company projects themselves as guides which are able to help their customers. Apart from that, they also try to show that they are a client centred company which provides options to their customers.

4.3.1.1.b. Pronoun “we”

Example	Position
<i>We</i> will collect process, test and store your CordMSCs	Last page
<i>We</i> also offer easy payment schemes to make this unique experience more affordable for everyone	Last page

Firstly, in referring to the company, the pronoun “we” is used to indicate that they are of plural numbers. Thus, it may create the picture that they are a team of people. They also use ‘we’ to refer to themselves instead of using “the company”. This helps to create a

friendlier tone hence creating a less formal and more intimate relationship between the company and the readers. “We” here build up the company’s corporate identity as friendly and client-centred.

4.3.1.1.c. Our

Example	Position
<i>Our</i> friendly consultant will counsel and prepare you	Last page
<i>Our</i> consultants will train all medical personnel involved in the collection process.	Last page

“Our” is used to refer to the consultant. This shows that the company hire many consultants to train medical personnel and attend to the customers’ needs. The word “our” too show possessiveness; thus indicating that the company is able to provide their lines of professionals. . This creates an image that the company is resourceful and to a certain extent reliable.

4.3.1.2. Pronoun in Cellsafe International’s Brochure

In this brochure, the pronouns that are highly used are “you”

4.3.1.2.a. Pronoun “you”

Example	Position
With Cellsafe, <i>you</i> can be sure that the stem cells your family banks will be available when you need them most.	1 st and 2 nd page
With in depth experience in stem cell banking, Cellsafe has the regional presence and resources to provide <i>you</i> with the highest quality service.	1 st and 2 nd page

Similar to the previous company, Cellsafe also uses the pronoun “you” to address the readers. The sentence structures of both following sentences are also interesting. Both highlights that “you” is the beneficiaries of the expertise of the company. This shows

that the company is resourceful as they have enough resources to provide for the customers. Again, it could be said that this company also distinguishes the company and the potential customers with the pronoun used.

4.3.1.2.b. Pronoun “we”

Example	Position
Should either of the parents unfortunately pass away, <i>we</i> will waive the remaining annual storage fee.	3 rd page
<i>We</i> also operate a secondary cryogenic storage site in the suburbs for an added measure of security.	Last page

Similar to the previous company, the pronoun “we” in the brochure is also used to create a less formal relationship between the company and the customers. Using “we” to represent themselves seems like a more friendly way to communicate with the readers. It is also a subtle way to state that they are authority and hence they can charge fees.

4.3.2. Modals

According to Fairclough (2003), some functions of modality include giving commands or express obligation. Modality is used to talk about peoples’ ability to do something and to indicate permission. They can also be used to express determination, to express a wish or request. Some examples of modals used are should, could, can, will and would. There are many instances where modals are used in the brochures.

4.3.2.1. Modals in Cyrocord’s Brochure

4.3.2.1.a. Modal “may”

Example	Position
The Wharton’s Jelly, a soft connective tissue that is found on the umbilical cord is a rich source of primitive stem cells that <i>may</i> be useful in cell-based therapy.	3 rd page
Immunologically immature, they do not trigger cellular rejection and therefore <i>may</i> be well-tolerated in allogenic situation.	3 rd page

“May” here is used to indicate a possibility. In this sense, the stem cells are seen as something that is desired to be useful for the cell-based therapy. In this context, the usability of stem cells are not guaranteed but indeed is portrayed as a fact. However, in the second example, “may” shows probability. It is hopeful that this concept can be well tolerated and not causes allergies to those who use it. Thus, this shows that the truth value that the stem cells are beneficial to everyone is questionable. Even this company is unsure of the probability that the stem cells are beneficial. Despite that, they still try to persuade the readers to believe in the technology.

4.3.2.1.b. Modal “will”

Example	Position
Our friendly consultant <i>will</i> counsel and prepare you	Last page
Our consultants <i>will</i> train all medical personnel involved in the collection process	Last page
We <i>will</i> collect, process, test and store your Cord MSCs	Last page
You <i>will</i> receive our laboratory report on maternal blood and CordMSC’s test results	Last page

In this case the modal “will” is used differently as compared to the next brochure.

“Will” is used to show the level of commitment that the company obliges itself to; that

is providing the customers with excellent services throughout their contract if they agree to use their stem cell banking services. This shows that the company is responsible, reliable and professional. It also shows how the company operates and the procedures they do in storing the stem cells. Possibly by having many procedures, the company's high service charge is justified.

It is also interesting to look at when the company choose to use "will". It is noticeable that none of "will" is used with stem cell itself. In terms of company construction, it gives a picture that the company is capable in doing many things and are well equipped with the latest technology. This increases the brand value of this company as they portray themselves to be responsible and constantly trying to achieve the best for their customers.

4.3.2.1.c. Modal "can"

Example	Position
You <i>can</i> do more for your child	1 st page
With Cryocord, your baby's stem cells <i>can</i> be preserved for a lifetime	1 st page
Your sample <i>can</i> be transported and processed as soon as it reaches our laboratory	7 th page
Your sample <i>can</i> be transported and processed as soon as it reaches our laboratory	7 th page

The modal "can" here indicates desirability and shows possibilities. For instance, in the first example, "can" is used to state that the baby's stem cell can be preserved for a lifetime. However, "can" has a weaker function than "will" in the first example. The obligation for "can" is also lower as compared to "will". Thus, it shows that the company gives less emphasis on its obligations and responsibility by choosing to use "can" instead of "will". In the second example, the doer of the process (transporting and

processing) is not mentioned although it refers to the company. This too lessens the obligation towards the customers in the sense as the doer becomes unknown. Despite that, these examples show that the company tries to projects itself as being caring and responsible towards their customers.

4.3.2.2. Modals in Cellsafe International’s Brochure

4.3.2.2.a. Modal “can”

Example	Position
With Cellsafe, you <i>can</i> be sure that the stem cells your family banks will be available when you need them the most.	1 st page

The modal “can” in the example functions as a reassurance to the customers about the services. This shows that the company tries to show that they are client-orientated and trustworthy.

4.3.2.2.b. Modal “will”

Example	Position
With Cellsafe, you can be sure that the stem cells your family banks <i>will</i> be available when you need them the most	1 st page
We <i>will</i> waive the remaining annual storage fee up to 21 years of age, if the parents passed away.	3 rd page

The modal “will” is used to indicate the level of commitment the company gives towards the customers. In this case, the company guarantees that the stem cells will be ready for use when it is needed the most. Hence, the company ensures that it will take care of their potential customers. “Will” in the second sentence guarantees that they will waive the fees if anything happens to the parents. The usage of “will” shows a high level of obligation from the companies. The word “will” indicate willingness to continue their services although outside their contract term. Thus the company is

portrayed as responsible in the first sentence. In the second sentence, they are regarded as sensitive towards their customers and are flexible in terms of payment. This is important in creating a long lasting relationship with their customers in the future. According to Fournier (1998), an emotionally attached relationship between the company and the customer will increase the positive relation of the customers to the brand trust level and hence increases purchase intention.

4.3.3. Adjectives

Adjectives too are highly used in the brochures to further emphasise and exaggerate about the services offered in the brochures. Adjectives are used to describe, identifies or further defines a noun or a pronoun. The examples below will further look at how adjectives are used to construct the companies' identities.

4.3.3.1. Adjectives in Cryocord's Brochure

Example	Position	Referring to
The <i>best</i> in stem cell banking	2 nd page	Company
Our <i>friendly</i> consultant	Last page	Company
We also offer <i>easy</i> payment schemes	Last page	Company
<i>Unique</i> experience	Last page	Service
More <i>affordable</i>	Last page	Service

The company too promotes their services and their efficiency in providing services through many adjectives. For instance, they use the word “friendly” to describe the consultant, “unique” to describe the experience and hence forth. In terms of payment, word such as “easy” is used. The superlative form is used to describe the company;

“The best”. This highlights the identity that this company wants to create; which is to be considered as the best in stem cell banking. All these examples point out to one direction which is to promote that the company is efficient and subscribing to their stem cell banking service will be a beneficial investment.

4.3.3.2. Adjectives in Cellsafe International’s Brochure

Example	Position	Referring to
Fastest growing cord blood banking company	1 st page	Company
World renowned fully automated processing technology	1 st page	Equipment/product
Established technological leader	1 st page	Company
Highest quality service	1 st page	Company/product
Benchmark technologies	3 rd page	Service/equipment
A state-of-the art closed processing system	1 st page	Equipment
Yield high cell recovery rates	3 rd page	Equipment
Fastest growing cord blood banks	6 th page	Company
The most complete lab Medical report	6 th page	Company
Dedicated staff of professionals	6 th page	Company
First in Malaysia to process cord blood with industry leading Sepax technology	6 th page	Company
World’s most trusted automated cord blood processing system	6 th page	Company

In terms of frequency, more adjectives are used in this brochure as compared to Cryocord’s brochure especially in describing the company and services. Cellsafe’s brochure uses more adjectives to talk about the company as the service provider. In

addition this brochure tends to use superlative forms of adjectives. This include words such as ‘the most complete’, ‘fastest growing’, ‘first in Malaysia’ and ‘world’s most trusted’. These words indicate they want the potential customers to believe that they are the best in all aspects. This shows that this company uses adjectives to promote and enhance the company’s credibility. Possibly they want the customers to highly regard them as the best service provider. It is also important to note that the brochure uses none of the adjectives to talk about the stem cells. Presumably, this company assumes that the benefits of the stem cells are well known facts.

4.3.4. Tenses

Tenses give an indication of the achievements of the company and it may also explain the direction that the particular company is heading. The examples are shown below:

4.3.4.1. Analysis of Tenses in Cyrocord’s Brochure

Example	Tense
Cyrocord in its quest to provide you with the best in stem cell banking, <i>has researched, developed and established</i> the capacity and expertise to bank not only cord blood stem cells, but also Wharton’s Jelly stem cells	Past tense

Cryocord’s brochure uses mostly present tense in their brochure. Present tense is used to talk about stem cells and the company. However, this brochure too uses present perfect tense that create different tones and give different impact to talk about the researches that they conducted with regards to stem cells. This indicates two things. First, the company has extensively researched about stem cells and hence stem cell is something worth investing on. Secondly, the company is indicating that they have achieved a number of results with regards to the functionality of stem cells. By being able to do all these, the company tries to portray that they are successful in their researches on stem

cells. This shows that this company is knowledgeable and resourceful in this field hence making it a reliable company.

4.3.4.2. Tenses in Cellsafe International’s Brochure

Examples	Position
A high tech biotech venture <i>licensed</i> by the Malaysian by the Malaysian Ministry of Health, the Cellsafe Biotech Group <i>provides</i> cord blood stem cell cryogenic preservation services for your child.	3 rd page

Cellsafe uses two different tenses in this sentence. Past tense is used to indicate that they have received license from the authorities to conduct stem cell banking. This also shows that they have received recognition by the authorities and hence their service is legitimised. The company also uses present tense to talk about itself. The usage of present tense indicates that the company continues to provide services to its customers.

4.3.5. Transitivity

4.3.5.1. Transivity in Cryocord’s Brochure

Examples	Processes	Position
<i>Contact</i> Cryocord anytime before the expected delivery date	Material	5 th page
We will <i>collect, process, test and store</i> your CordMSC	Material	5 th page

From these evidences, it can be said that material processes indicates the action of doing. The company too is seen as an active participant who does everything for the customers. This is the case for the second example. This also indicates that the company is a hardworking too. Indirectly, this projects that the company is competent in their services.

4.3.5.2. Transivity in Cellsafe International’s Brochure

Examples	Processes	Position
We also <i>operate</i> a secondary cryogenic storage site	Material	4 th page
<i>Collecting</i> and <i>storing</i> the stem cells from his or her umbilical cord	Material	2 nd page

The functions of material processes in this brochure are the same as the ones in Cryocord. Again, the functions of the customers are as decision makers. Cellsafe acts as a competent service provider to the customers..

4.4. Visual Representation

In order to answer the second research question; on how the selected stem cell companies construct their identity visually in their brochures; images are analysed. There are many ways one can analyse and interpret graphics. According to Barthian concepts of visual semiotics as mentioned by Van Leeuwen (2005), the key idea to understand visual representations are by considering the layering of meanings. There are two layers of meanings; denotation and connotation. The first discusses the layer of denotation of what, or who is being depicted in the pictures. The second layer looks at connotation of ideas and values that are expressed through the ways in which the graphic is represented. In the present study, the visual representations will be discussed through three metafunctions as mentioned by Harrison (2003).

a) *The representational metafunction*

This metafunction relates to people, places, and objects within an image. It looks at the represented participants (RPs) in the image. It answers the question “What is the picture about?”

b) **The *interpersonal metafunction***

This metafunction looks at the actions among all the participants involved in the production. It answers the question of “What are they doing?”

c) **The *compositional metafunction***

The compositional metafunction answers the question “How do the representational and interpersonal metafunctions relate to each other and integrate into a meaningful whole?” Compositional metafunction is an imagery is the equivalent of syntax in language; a set of rules that enable the signs of language (i.e. words) to be arranged grammatically so that they make sense to the reader.

It is very important to state that the visual images interpretations are subjective. With this being said, the analysis on visual images may only reflect the researcher’s interpretation. Thus, she will not focus on looking at the symmetrical features of the the baby thus reflecting the company’s identity of being reliable and technologically superior.

4.4.1. Cellsafe International's Brochure



Figure 4.2: Cellsafe International's Front Cover

4.4.1.a. Front Cover

Cellsafe's strategy is to endorse Malaysian first astronaut, Dato' Dr Sheikh Muszaphar as the ambassador. Thus his image is on the front cover. He is wearing his astronaut suit and holding his baby daughter. By doing this, the company tries to attract the male readers' especially potential fathers to read the brochure further. This signifies that it is the responsibility of the father as the breadwinner of the family to protect and provide for the family; hence investing in this technology. Dr. Sheikh Muszaphar is also positioned at the centre and covering almost half of the front page. In addition, his picture is taken at medium shot suggesting a more social instead of an intimate relationship. His picture is in grey, thus creating a less realistic picture of him. He is also smiling broadly in the picture. This gesture may indicate that he is satisfied with the decision he made to believe in the company and invest on the technology. A quote from him "Choose only the most advanced stem cell technology because your loved ones deserve the best" further persuade the readers to invest in the company. On the right hand corner, he penned down his signature. Clearly, this company believes in using popular ambassador to sell their products. In this case, they chose a holistic high achiever; a doctor (someone who involves directly in the medical field), the first Malaysian astronaut, a successful entrepreneur and a loving father. From this, it can be said that the company targets fathers as the ones who have financial powers and make financial decisions since they are responsible towards the well being of their families.



4.4.1.b. Baby girl

On the second page of the brochure, there is a close up picture of a baby girl. This could suggest that the company is trying to create a more intimate relationship with the readers through the picture. The baby is also smiling broadly suggesting that she is happy and feels secure. It can be said that this picture serves as reminder as to what is important in the life of the parents; a healthy and happy baby. Reminding the readers, they can create a happy family through investing in the stem cells banking technology.

SEPAX The First Private Stem Cell Bank In Malaysia to use the Sepax system.

Technology

Sepax is one of the benchmark technologies in automated cord blood processing and utilised by a large majority of the world's leading cord blood banks. A state-of-the-art closed processing system, Sepax has been proven to consistently yield high cell recovery rates. It can deliver a total nucleated cell recovery rate as high as 96%. The higher number of stem cells will significantly increase the chances of a successful transplant.



Extra Benefits

Enjoy added security with our exclusive benefits.

CellCare
 Compensation of up to RM100,000* if your baby's cord blood unit is deemed not viable at the time of withdrawal for transplant.

FamilyCare

- Coverage of up to RM100,000* on Stem Cell Transplant Expenses.
- Should either of the parents unfortunately pass away, we will waive the remaining annual storage fee up to 21 years of age to ease the burden of the family and protect the baby's welfare.

Figure 4.4: Cellsafe International's Sepax Machine

4.4.1.c. Sepax machine

The picture of the Sepax machine that is used by the company to preserve the stem cell is also included in the second page of the brochure. This indirectly highlights the uniqueness of this company as compared to the other stem cell banking company. This picture also serves as a reminder of the strength of the company which is being technologically advanced. Explanation on the advancement and benefits of this machine under the picture further promotes the machine and the service itself. Thus this picture helps to construct Cellsafe International as technologically advanced company.



4.4.1.d. Laboratory

Cellsafe International's brochure also includes pictures of the man power behind the banking services who work in the laboratory. These include pictures of well equipped analysts analysing, measuring and handling the cells samples. These pictures portray the professionalism of these workers and the technology that is provided and used in order to restore the stem cells. The aim of such inclusion is to convince the readers to invest in the company; hence creating a sense of trust towards Cellsafe International. Again this emphasised that this company wants to be projected as technologically driven.

4.4.2. Cryocord's Brochure



Figure 4.6: Cryocord's Front Cover

4.4.2.a. Front cover

Cyrocord on the other hand seems to differ in approach. Its front page includes a picture of a pregnant mother smiling while holding the hand of a young girl. Both are smiling broadly and looking at each other hence initiating the relationship of mother and daughter. Both looks happy and hence this indicates that the girl is well taken care of. The picture too is coloured and is at full length. This shows that the picture is taken to show a further distance between the reader and the picture. It is believed that the picture is used to symbolise the close relationship between a mother and her

baby. Possibly, the company wants to be seen as a sensitive company.

CryoCord in its quest to provide you with the best in stem cell banking, has researched, developed and established the capacity and expertise to bank not only cord blood stem cells, but also Wharton's Jelly stem cells.

CordMSCs are early MSCs that are derived from the human umbilical cord's Wharton's Jelly. The Wharton's Jelly is a soft connective tissue that is found in the umbilical cord. It protects the blood vessel within the umbilical cord from compression and reduces stress to the baby. The Wharton's Jelly provides a readily available source rich in primitive stem cells.

那儿童, 不啻其他干细胞库, 我们不断地研究, 开发和建立干细胞的技术, 我们不仅储存脐带血造血干细胞, 而且也储存脐带瓦顿氏凝胶内的间质干细胞 (脐带间质干细胞)。

脐带间质干细胞是从人类脐带内的瓦顿氏凝胶 (Wharton's Jelly) 中萃取出来的。瓦顿氏凝胶是脐带里组织的结缔组织, 它保护脐带里的血管不受外界的挤压, 也是间质干细胞主要来源之一。

Chen A and Kishimoto T. Concise Review: Human Umbilical Cord Stromal Cells: The Source of Mesenchymal Stem Cells. *Stem Cells*. 2005;23(12):1790-1802.
 Zhang C, et al. Comparative Growth Behavior and Characterization of Stem Cells from Human Wharton's Jelly. *Reproductive Bio Medecine and Endocrine*. 2005;1(1):1-10.
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 Chen S, et al. Characterization of Human Umbilical Cord Wharton's Jelly-Derived Stem Cells. *Stem Cells*. 2007;25(10):2506-2511.
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<http://stemcellsjournal.sagepub.com/abstract/25112368>

Figure 4.7: Cyrocord's picture of a mother and a baby

4.4.2.b. A mother and a baby

In the inner page, there is a picture of a mother kissing her baby on her forehead. The baby is sleeping soundly. The colour of the picture is black and white and of the lowest modality. This indicates that the picture uses modality to evoke a happy feeling of using the product instead of the reality. This tries to persuade the readers to feel the fantasy of holding a child close to herself and cuddling her, an epitome of what a mother should be. From this, it could be said that this company tries to be sensitive towards their clients.

4.5. Questionnaire

In order to solidify the textual analysis, it is also relevant to look at how the public interpret the discourses themselves. Thus the easiest way to gather this information is distributing questionnaires. With reference to the brochures, questionnaires were distributed to gauge potential customers' perceptions on the issue of stem cell banking. There are many different responses as to how the public view the matter. It is also important to state that this questionnaire is conducted in order to answer the third research question; the triangulating research question. Thus, the small number of respondents is acceptable and does not affect the reliability of this study.

1. Do you know anything about stem cell before you read the brochures?

4 out of 10 respondents said that they know about stem cells. As for the rest of them, the brochures given are their first encounter with the concept of stem cell.

2. If you know about stem cells banking before reading the brochures, how do you know about it?

2 respondents said that they have heard about stem cells from the media (website and blogs). The other two heard it from family and friends who have subscribed to it. This indicates that the promotions made by these companies are proven successful to impart information about the service to the public. It is interesting that recommendations from family and friends significantly increases the respondents' awareness on the concept of stem cell banking. Hence, these companies need to maintain their reputation and communication with their existing customers as they could affect other potential customers.

3. Which of the two brochure that you like the most and why?

Seven out of ten respondents prefer Cellsafe brochures. Four of them said that the brochures have many diagrams and pictures to help further understand the concept of stem cells bank. 3 other respondents are attracted to the SEPAX technology mentioned. Other 3 respondents chose Cyrocord brochure. It is worth noting that all of them are Chinese. They felt that the brochures are relatable since they are translated in Chinese. From this it can be said that there are many different points in the brochure that becomes the strength for each brochure. It also shows that different company uses different techniques to gage their customers and they too have their own targeted audience. Take Cyrocord for instance, efforts were taken to cater to the Chinese community unlike Cellsafe. Cellsafe on the other hand highlights its strength which is the SEPAX technology.

4. Which brochure do you find more informative?

8 of 10 respondents reported that Cellsafe's brochure gives more input as compared to Cyrocord's brochure. Another reason for their choice is because the diagram that they use in the brochures to explain the procedures. They do not have to read every single detail in order to understand what stem cell banking all about. This proves that images aid the understanding of the customers on stem cell banking. This also reflects that people are prone to texts that are hybrid in nature (a mixture between images and text) instead of words alone.

5. Which brochure do you find more convincing in selling the services? Please provide reasons.

There is a mix reaction to this question. 4 out of 10 respondents would choose Cyrocord. There are also the ones who have heard about stem cells from their family and friends. This shows that external factors play a role too in persuading the consumers aside of brochures. However, it could be said that the majority of people choose Cellsafe. The diagram and graphic organisers provided aid their understanding of stem cells banking. Two respondents said that Cyrocord's brochures are full with scientific jargons hence is it incomprehensible. The company needs to provide a promoter to explain to them about the whole concept. This again emphasised that in creating promotional discourse, companies should go back to the basics. They should ensure that their customers are able to understand everything about the service just by reading the brochures. They should not assume that the readers have prior background of the knowledge. Whenever possible, graphic organisers and diagram should be included as being wordy may not appeal to the public.

6. Based on the brochures you have read, do you think that stem cell will banking be helpful for your child when they have health problems in the future? Provide reasons.

Seven of the respondents felt that stem cell banking may be necessary especially if the couple is having their firstborn. This is because they believe that the stem cells of the first born child will help his or her siblings. Interestingly, all seven of them regards themselves as a bad parent if they fail to subscribe to stem cell banking and hence indicating that they are unfit parents if fail to do so.

However, three of them felt that it is unnecessary as Malaysian expertise in this medical field has not been proven as compared to those in the European countries. One felt that she is confident that her family will not get any diseases that can be treated using stem cells as her family has no history of having any blood deficiencies illness. From this, it is interesting that they associate stem cell banking with good parenting. It seems that the advertisements have managed to create an ideology that by providing their children with stem cell they are considered as good parents. This proves that the media can spread ideology. In this case, the ideology is in favour of the stem cell banking providers.

7. What is your opinion on Cyrocord Sdn Bhd? Please provide answers

It is interesting to highlight that in order to answer this question, all respondents state again the adjectives used in the brochures. This explains that they do believe whatever information given to them in the brochure. 2 respondents highlighted that this company has a strong research team. Thus they are very advanced in the field. Another 2 who have prior knowledge about the company said that they are expensive; something that is not mentioned in the brochures. Adjectives used in the brochure helps to create the companies identities. It can also be said the scientific jargon used in the brochures create a feeling that the company has strong research background. It is also worth noting that the company purposely hides the negative aspect of their company which is their expensive charge.

8. What is your opinion on Cellsafe International Sdn Bhd? Please provide answers.

Similar to the above, respondents again use the adjectives in the brochures. They also indicate that the processes explain in collecting and storing the stem cell is user friendly. Cellsafe is also regarded to have high regional presence.

4.6. Discussion

4.6.1. Linguistic Analysis

It can be said that these linguistic evidences have managed to portray the image of both companies positively. They are seen as responsible and committed in providing services to their customers. They are also seen as stable as they are able to provide the customers with high end facilities. Another example, the usage of adjectives showed that these companies are technologically advanced and reliable in their own line of work. Pronouns too help them to create a friendlier tone for these companies hence building a friendlier relationship with their customers.

From the usage of modalities, it can be seen that both companies construct their companies as being responsible towards the trusted stem cells. This positive construction of identities is in a sense a marketing strategy by itself. Hence, using modality, both companies try to heighten the level of trust towards their services. This is done through the usage of modality to give a sense of commitment towards their responsibilities as the service provider. Both companies use “will” to talk about their commitment in giving excellent services. The usage of modality too indicates that the company is sensitive towards their customers’ needs. It can also be said that modality is used to create long term promises. This indicates what kind of a relationship both companies would like to have with their customers: a long lasting relationship. Since this a long period of time, these companies need to persuade and reassure their

customers on the level of commitment they would give to them. Interestingly, Cyrocord uses “may” (weak commitment and truth values) to talk about the stem cells. This shows that they try to impart the ideology that the stem cell is needed even though it is yet to be confirmed. However, they are very subtle in not guaranteeing that the stem cells are beneficial. Cellsafe instead uses “can” to talk about the technology that they have, SEPAX machine in ensuring it is able to ensure a high recovery rate for the nucleated cells. It can be concluded that both companies use “will” to construct the identities for their companies while they use weaker forms of modality to talk about the possibility of the stem cells to be useful and also the technology that they provide.

The usage of pronoun creates a certain level of trust towards their products. The concept of having experts in their companies through the usage of “our consultant” and such is clearly illustrated in these brochures. This can be seen as a form of strategy to increase brand trust. The usage of “we” indicates that the companies operate as a team and thus are more reliable. The team too is shown as knowledgeable and functions as guides to the customers. This helps to increase the level of trust towards their service.

The role of both companies and customers are clearly distinguished. The companies are viewed as the service providers while customers are seen as the ones receiving benefits from the companies. In terms of relationship, these companies try to create an intimate and friendlier relationship. This can be done through the usage of the pronouns to create an imaginary relationship with its customers. It creates a more personalised atmosphere between these companies and the readers. They try to portray that they are friendly and are able to understand the customers’ needs. Thus, it is believed that these companies are trying to create a smaller proximity between themselves and their customers indirectly increasing their sales. Transitivity too indicates that the company serves the customers and the customers are the beneficiaries of the actions.

Adjectives are used heavily in both brochures. However, Cellsafe uses more adjectives to portray the company as compared to Cyrocord. From this it can be said that they use adjectives to create the identity of their company. Cyrocord only indicates once that they are the best, where as Cellsafe states the same time in higher frequency. Cellsafe too focus on being the best not only in Malaysia but also regionally. Analysing adjectives gives a picture of how these companies construct themselves. Adjectives too enable them to persuade readers to invest with them. Obviously, customers would choose the best company that gives the best service.

It is also interesting to note that one different approach taken by Cyrocord is that they use intertextuality in their brochures. This is evident as there is a mixture of jargons used in the text taken from different types of articles. For instance, in order to explain the medical procedures, the brochure quotes from different texts and journal articles. This is achieved by quoting and listing the references of the articles they quoted. This is a strategic way to increase validity and the reliability of the points made. According to Phakdeephassook (2009) health-related information especially scientific facts about the products and services are normally provided through citing reliable journal articles. This can be regarded as motives for purchases.

In terms of relationship, these companies try to indicate that these companies are creating long term relationship with the customers. This is portrayed through their reference towards their service and also to the existence of stem cells. Pronouns help with customers' emotional side, as they are used to create a less formal and friendly form of relationship between the text producer (company) and the text readers (customers).

4.6.2. Visual Analysis

From the discussion above, it can be concluded that the visual images used strengthen the companies' identities. All of these companies use visual images that may appeal to the customers. From these images, it can be concluded that images were chosen carefully to influence customers' to purchase.

From these pictures it can be concluded that the companies are seen as nurturing too and focus on emphasising close family relationships. Pictures of babies included portray them as fragile thus they need guardian to protect them. Thus it is said that the visual images aid the linguistic devices used in the respective brochures. The visual analysis revealed that advertisement producers exploit different systems to signify their thoughts. It can also be said that the visual representation in the brochures play with the emotional side of the viewers. It includes the pictures of happy family that appeals to the readers. Thus both companies try to put in view that they are sensitive towards the needs of the readers.

The pictures too help build close relationship. Pictures are carefully chosen to create a small social distance with the readers. All pictures look directly at the readers hence creating a more intimate distance between both the readers and the writer (text). With all of these being said, it can be said that pictures are carefully chosen to further attract the readers to subscribe to their services. It can be said that the pictures that appeals and reflect the lifestyles of the people the most may impact and sell the service. This is in line with (Aaker, 2010) who said that the more relatable the pictures, the higher chances of the people to be loyal to the brand.

4.6.3. Discursive Practices

The brochures are well planned in disseminating information about stem cells banking. In doing so, they do impart the ideology that stem cell banking is necessary to qualify as a good parent. According to (Clatworthy & Jones, 2006), advertisement should have self-serving attributions. An emphasis on positive over negative content usage of more positive than negative expressions also helps to sell the products or services further (Rutherford, 2005). It is also important to note that the company management should monitor how the external audience views their company (Aerts, 2001). This summarises the discursive practices surrounding the brochures.

It can be seen that these companies have carefully constructed the brochures to appeal its customers. This is proven as a success as the consumers acknowledges the powerful function of the brochures themselves. From the interpretation point of view, it is obvious that these brochures have helped to construct the consumers' perception towards the companies. This is confirmed through the responses received from the questionnaires. It is also evident that the brochures had increased the understanding of the potential customers on stem cell banking. From the response made by the participants, it can be said that the brochures are considered as eye openers for them about stem cell banking. The pictures too helped to increase their understanding on the processes behind the concept of stem cell banking.

Fairclough (1997) mentions that discursive practices may have major ideological effects – that is, they can help produce and reproduce unequal power relations between (for instance) social classes, women and men through the ways in which they represent things and position people. Thus, CDA understands discourses as relatively stable uses of language serving the organization and structuring of social life. For the purpose of

this study, discourse is referred to as text and thus the discursive practises surrounding it (production and consumption) will be discussed.

Advertising works as a potential method of meaning transfer by bringing the consumer good and a representation of the culturally constituted world together within the frame of a particular advertisement (McCracken, 1986). Theoretically, there are many stages involved in creating an advertisement. According to (McCracken, 1986) firstly the creative director of an advertising agency seeks to conjoin text and meaning in such a way that the viewer/ reader glimpses an understanding of the advertisement. In most cases, the client gives the director consumer goods which are fixed and not subject to manipulation. The client, sometimes drawing on marketing research and advice, will specify the properties being sought for the consumer good. The creative director now will attach the cultural meaning to the consumer good and is free to deliver the desired symbolic properties through the advertisement created (McCracken, 1986). With this being said he further mentions that visual images and verbal material appear to assume a very particular relationship in this transfer process. Moreover, it is chiefly the visual aspect of an advertisement that conjoins the world and the object when a meaning transfer is sought (McCracken, 1986). On the other hand, verbal material serves chiefly as a kind of prompt that instructs the viewer/reader in the salient properties that are supposed to be expressed by the visual part of the advertisement (McCracken,1986). In conclusion, in theory, it can be said that advertisement is a planned process; where creative directors attached cultural meaning to a certain consumer goods in the most appealing way to ensure that customers would be able to relate to the goods and buy it. Understanding these processes is important as it helps to further understand the discursive practices surrounding the brochures that are being studied. Although there is no confirmation that the producers of brochures (company; media agency or both) used

rigorously similar processes, it can be assumed that they followed at least some parts of the processes. This is supported by short emails replies by the marketing personnel of Cellsafe and Cyrocord who mentions that the brochures are created through similar processes like other advertisements selling products. They however could not disclose the steps in depth as the information are confidential.

These brochures try to impart information about stem cells banking. In doing so, they are able to impart the ideology that stem cell banking is necessary to qualify as a good parent. Based on the questionnaire given, all respondents believe that they are good parents if they are able to subscribe to the stem cell banking. These brochures seem to be carefully constructed to appeal their customers. From the interpretation point of view, it is obvious that these brochures have helped to construct the consumers' perception towards the companies. This is confirmed through the responses received from the questionnaires. Nevertheless, it is also evident that the brochures had increased the understanding of the potential customers on stem cell banking. Images too helped to increase their understanding on the processes behind the concept of stem cell banking. In conclusion, the discursive practices surrounding the brochures (production) emphasis on positive construction of these companies' identities.

4.6.4. Social Practices

According to (Williamson, 1978) the pervasive influence of advertising within society has drawn many researchers to the view that advertising constitutes a powerful ideological force within consumer culture. The discourse of advertising has a dialogic and reciprocal relationship to other cultural institutions and social systems such as family, religion, arts, literature and music (Cook 1992), and through this interactive and

fluid relationship advertising has developed into a potent “cultural system” which shapes and reflects consumers’ sense of social reality (Sherry & Camargo 1987).

In terms of social and culture practices, it can be said that these brochures consider and put a lot of effort in terms of adhering to the culture of the Malaysian market. They focus on familial roles and put great emphasize on family values (Abdul Razak & Kamarulzaman, 2009). Aside of that, they too positioned the fathers as the target buyers highlighting their responsibilities to secure the future of their family members. This is because the Malay culture is considered rather paternal and they believe that the parents have very high authority towards their children well being (Fatt et al, 2010)..

The relationship between companies and consumers are established too in a less formal and friendly way. This is probably because Malaysian culture is more laid back especially the Malays (Fatt et al. 2010). Hence, it can be said that the words and structure of these brochures construct positive identities of the companies, create long lasting relationship with their customers and adheres to the social practices surrounding it.

Fairclough(1995) mentions that consumer culture plays a vital role in the society. Consumer culture may be defined as a day to day change in the taste of consumer behaviour. Furthermore he mentioned that the term “consumer culture” refers to culture in which mass consumption and production both fuel the economy and shape perceptions, values and desires. Some aspects like economic developments, demographic trends, and new technologies profoundly influence the scope and scale of consumer culture. The concept of transformation is still central to consumer culture, with magazines, advertising and television presenting an endless range of material on the transformation of lifestyle, living space, relationships, identities and of course,

bodies (Featherstone, 1999). He said that the body is presented as the central vehicle to the consumer culture good life: must be 'looked after,' (maintained, repaired and improved). This is relatable towards the concept of stem cell banking which is being promoted through the brochures. By taking stem cell banking as a form of insurance, it seems to be a justification that the parents have taken good care of "the body" of their infants and their family's well being.

Looking at visual images, it is obvious that traditional role of gender ideology theories is still being followed. According to Blair (1993), men are traditionally viewed as the breadwinners and thus immune from household and childcare responsibilities. In contrast, women are responsible for maintaining the household and caring for children. In this theory women are viewed as having essential traits for raising children. For example, women are considered more nurturing and caring than men. Thus, women are better equipped to mother. This shows that these companies consider well established ideologies (gender ideology theories) in creating the brochures. This can be seen from the picture that they have chosen. Dato Dr Syeikh Muszaphar is chosen as the ambassador for Cellsafe International as he is a model father-successful doctor, astronaut and businessman. Cryocord used pictures of mother and child as the front cover, reflecting the nature of being a mother which is to care for her children. In this case, social practices surrounding the text influence the construction of the text .

In terms of social and cultural aspects, it can be said that these brochures consider and put a lot of effort in adhering to the culture of the Malaysian market. It is also interesting to note that the companies have created an ideology that good parenting should involve investing in the services. All respondents believe that it is necessary to invest in this, as it is a life time opportunity although it is not guaranteed to be useful. It is also interesting that all respondents have faith that in the future; the advancement in

technology will ensure that these cells will be useful. This ideology is in favour to the companies as when the parents believe that their services are a necessity; it will increase the brand attachment and brand loyalty of the customers. The relationship between companies and consumers are established too in a less formal and friendly way.

From this it could be said that the discourse is socially constitutive as well as socially conditioned – it constitutes situations, objects of knowledge, and the social identities and relationships between people and groups of people (Fairclough, 1995). It is constitutive both in the sense that it helps to sustain and reproduce the social status quo, and in the sense that it contributes to transforming it.

It is important to note that the primary focus of this study is to look at how companies construct identities textually and visually. It also looks at how these companies construct social roles and relationship with customers. Thus this study focuses on the customers themselves and does not attempt to discuss ideology, legal discourse and capitalism in depth. However, some aspects on consumer culture, the body and gender ideologies have been touched on to provide further understanding towards the social practices.

4.7. Summary

This chapter has included findings from the linguistic evidences and visual representations in the brochures. There are many linguistic components that were analysed. Some criteria include pronouns, modality, adjectives and transitivity. In order to answer the second research question, the visual images listed are analysed according to three metafunctions: ideational, relational and interpersonal. In order to solidify the textual and visual analysis, questionnaires were distributed. This questionnaire gives a glimpse of how the customers review the brochures themselves. From the findings it

can be concluded that the linguistic evidences, visual analysis helped to the construction of identity of these three companies. It has also helped to create the relationship that these companies want to create with their customers. It is important to mention that the responses received from the samples are reflective of the findings of linguistic and visual images despite of its small sample size.

CHAPTER 5

Conclusion

5.1. Introduction

The motivation of this study is to look at how stem cell banking providers advertise themselves and their services. Specifically, the first objective of the present study is to investigate how stem cell banking providers construct their identity textually and visually in the selected brochures. Aside of that social roles and relationships between the companies and prospective customers constructed in the selected brochures are analysed to meet the second objective of the study. The findings are then related to the discursive practice and socio cultural practices in Malaysia.

5.2. Company Identity Construction Based on Linguistic Evidences

Based on the linguistic evidences investigated, it can be seen that the choice of words used in the brochures helps to build the respective companies' identities. Modality represents the level of commitment given by the company towards their customers. For instance, the modals "can" and "will" demonstrate their commitment in taking care of the stem cells. In this instance, both companies highlight that they are reliable and responsible.

Apart from that, adjectives are also highly used in the brochures. All the adjectives are positive adjectives. In this study, adjectives affect potential customers' perception towards the companies. It also projects the direction in which the company is heading towards. For instance, in its brochure, Cryocord states that they want to be recognised as *the best* in stem cell banking. This company also states that they have friendly consultant. These examples show the direction in which this company is heading. It also

reflects the type of relationship they want to build with their customers, which is long-lasting relationship. Cellsafe International also uses adjectives more frequently than Cryocord. In fact, Cellsafe uses more superlative forms of adjectives.

Tenses also indicate the goals of the company. Past tense is used to show that they are established and recognised. This is the case for Cryocord's brochure. This brochure uses present perfect tense to talk about the researches that they conducted with regards to stem cells. It is also used to describe the extensive study they claim to have conducted. Cellsafe International use past tense to indicate that they have received license from the authorities to conduct stem cell banking. All of these examples may increase customers' trust towards these companies.

Pronouns play a part in creating a friendlier environment for both customers and the company. The company is seen as less authoritative. Customers on the other hand are addressed politely and act as the beneficiaries of the product. This is crucial as the more relatable the product is to the customers, the higher the tendency for them to subscribe to the service.

In terms of transitivity, material processes are applied by these companies – to indicate that they are able to cater to the customers. Here, these processes distinguish the roles assigned to the companies and customers. Companies are seen as the service provider which will need to cater to the customers and maintain their services. Customers on the other hand have the power to choose, and the ones responsible to take action and subscribe to the service as they will experience the satisfaction and benefits of the stem cells. This implies that both companies are client centred.

From the analysis, it could be said that both companies use many linguistic devices in order to construct their companies' identity. Cryocord is seen as a reliable and has a

strong research background in the field. Cyrocord uses intertextuality to further convince the customers to believe in them. It quotes research on stem cells, hence proving that its service is worth investing on. Cyrocord also chooses its target audience, as they have translated each section into the Chinese language. Possibly it assumes that the Chinese are willing to experiment with new things hence subscribe to the new technology. This is line with Fatt et al (2010) findings that state Chinese are more open towards new concepts as compared to Malays.

Meanwhile, Cellsafe gives emphasis on the technology of SEPAX machine – as it is the only company in Malaysia that uses this technology. This company projects itself as being a key regional player and hence shows that the company is accepted by many other countries. Cellsafe International is seen as strong, financially stable and able to provide the customers with advanced technology needed for the stem cell banking procedure. The company also indicate that it is equipped and up to date with the latest stem cell technologies and researches.

Fowler and Hodge (1979) mention that often the choice of grammar and vocabulary for companies are not arbitrary but instead are based on ideologies. This is the case for both brochures as they impart certain ideology in their construction of identities of these companies. As for these brochures, words and images in the brochures help to create imageries of these companies as being technologically driven, competent, reliable, friendly and caring. Thus, potential customers might want to buy their products.

5.3. Companies identity constructions based on visual images

With regards to visual images used, both companies have chosen appealing pictures to include in their brochures. This is purposely done to further promote their companies and services, thus increase the constructive perception of the customers towards their

products or services. For instance, Cellsafe includes pictures of the SEPAX machine which they regard as the strength of their company. Its brochure also includes pictures of its laboratories to demonstrate how it operates. Such an understanding helps customers to perceive it as a company that is careful, tactful in handling and storing the stemcells; a justified reason for the high price that they charge. In addition, the company also uses ambassadors. For instance, it uses Dato' Dr. Sheikh Muszaphar as the brand ambassadors. As a doctor and the first Malaysian astronaut, he is looked up to for his achievements. He can be seen as the perfect father figure, hence those who want to emulate the same; should invest in the company just like him.

Cyrocord, on the other hand, plays with the emotional side. The brochure uses pictures of newborn babies which indicate fragility. It also focuses on the bonding of the child and her mother which evoke maternal or paternal feelings. In conclusion, it appears that those pictures help to exaggerate and enhance the linguistic elements used in their respective brochures. The use of pictures depicting members of a family also becomes an indicator as to what they think appeal the most to their potential customers – which is the concept of a caring family. This shows that the company is sensitive towards the needs of their customers.

5.4. Social roles and relationships between the companies and customers

The brochures also position social roles for both the company and customers. The companies are seen as service providers while the customers are receivers of the service provided. The companies are knowledgeable about stem cell as they conducted many researches on them. Hence they act as a guide to the customers. Customers too are seen as good parents if they subscribe since this service involves the future of their children.

The relationship between them has to be a long lasting commitment as these companies keep their stem cells for a long period of time.

5.5. Discursive Practice

After looking at the text, discursive practices surrounding the text should also be considered. This study focuses on the consumption aspect in the discursive practice dimension. This refers to public's interpretation towards the brochures. As mentioned by Dyer (1982), one of the primary functions of advertising is to introduce the usage of consumer goods to the public and thus to support the market economy.

From the previous discussion, it is evident that the constructions of identities of these companies are done through linguistic elements and visual images. Discursive practices could also be examined through the public interpretations of the brochures. Hence, in order to gain a deeper insight on customers perspectives, questionnaires were distributed. From the questionnaires, it can be concluded that the brochures has helped to construct the companies' identities. Most respondents were able to relate to these brochures and use them as guides in choosing which company to subscribe to. Aside of that, all respondents mentioned that they felt a sense of urgency to invest in the stem cells as they thought it will be beneficial for them and their family in the long run. Although some of them acknowledged that stem cell is yet to be proven scientifically as useful, they still felt that they want to invest on them. They also felt that by signing to the service, they would be justified as good parents as they provide for their child and the child's future is somehow more insured.

Aside of discussing about the perception of the public, it is also worth noting that these companies are careful in planning their brochures. Words and images used are edited and synchronised to portray positive images of each company. Although the specific

processes in which the construction of these brochures remain confidential, it can be said that a lot of effort and thoughts are put into creating these brochures. Nonetheless, each company uses various forms of linguistic devices and visual images to portray themselves as a reliable stem cell banking provider; hence they should be chosen by customers. Evidently, linguistic devices and visual approaches are used exhaustively to construct and represents concepts that help with the identity construction of these companies and their relationships with their customers.

5.6. Social Practice

It can be concluded that identity construction of these companies are directed based on the social practices of Malaysian community and consumers. Since Malaysia is a country with diverse cultural groups, many cultural bound factors will affect the different ethnic groups in Malaysia. According to Abdul Razak and Kamalzaman (2009), Malays seem to be particularly concerned in seeking high-quality products, to get the best value for money, tend to watch their spending and set a high standard of expectation for products. As consumers, they would search carefully and systematically for the best quality in products and often, they are not satisfied with good enough products. This is possibly the reason why Cellsafe saturates its brochures with highly sensationalised adjectives as it helps to attract Malay customers. They further explain that religion does not play an influential factor for Malays in determining other shopping orientations such as brand consciousness, brand loyalty and impulsive buying. Another culture of the Malays is that they have high respects for the elders and parents (Fatt et. al, 2010). Furthermore, the Malay community is generally communal in basis rather than individualistic. It is also interesting to note that both the Malays and the Chinese exhibit consistently high in the masculinity index as reflected among the oriental nations. This may justify the use of a male ambassador for Cellsafe, as fathers

are expected to be the breadwinner and protector of the family. The pictures of a mother and daughter in Cyrocord brochure may remind the fathers of their loved ones and those they need to support.

On another note, Fatt et. al (2010) mentions that the Chinese can be classified as “horizontal and vertical individualist” where they attempt to do their own thing and at the same time strive to be the best. They also quote that the Chinese emerged to be more acceptable to uncertainty than the Malays. They further mention that Chinese are more tolerant to uncertainty and unfamiliar environments. This may a good justification of why Cyrocord provides Chinese translation in its brochures in order to appeal this group of customers. Possibly it does this as it felt that the Chinese will invest on them as they are more open to uncertainties.

Dyer (1982) states that advertisement is said to play a vital role in creating needs and desire to purchase .This is in line with the concept of consumer culture which plays a vital role in the society. Consumer culture theorists read popular culture texts (advertisements, television programs, films) as lifestyle and identity instructions that convey unadulterated marketplace ideologies By decoding and deconstructing these mass-mediated marketplace ideologies, consumer culture theorists reveal the ways in which capitalist cultural production systems invite consumers to covet certain identity and lifestyle ideals (Featherstone, 1999).

The term “consumer culture” also conceptualizes an interconnected system of commercially produced images, texts, and objects that groups use—through the construction of overlapping and even conflicting practices, identities, and meanings—to make collective sense of their environments and to orient their members’ experiences and lives (Kozinets, 2001). These meanings are embodied and negotiated by consumers

in particular social situations roles and relationships. (Kozinets, 2001) Further, consumer culture describes as a densely woven network of global connections. In this case, the brochures act as tools to persuade the customers to subscribe to the brochures. These brochures serve as a bridge between these companies and their potential customers. With this being said these brochures has put a lot of effort in adhering to the culture of the Malaysian market.

Respondents believe that it is necessary to invest in stem cell banking as it is a life time opportunity although it is not guaranteed to be useful. It is also interesting that all respondents have faith that in the future; the advancement in technology will ensure that these cells will be useful. This ideology is in favour to the companies as when the parents believe that their services are a necessity; it will increase the brand attachment and brand loyalty of the customers. Although some of them acknowledged that stem cell is yet to be proven scientifically as advantageous, they still felt that they want to invest on them. They also felt that by signing to the service, they would be justified as good parents as they provide for their child and the child's future is somehow more insured. This shows that the brochures are able to impart the ideology that good parenting involves investing on stem cells although it is yet to be proven useful. The relationship between companies and consumers are established too in a less formal and friendly way. All of these could be related to postmodernism According to Jameson (1991), consumer in the postmodernism era prefers abstract ideas are able to accept ambiguity. Thus, the notion that this technology is necessary may work as people of this era are more open to uncertainty as compared to the previous era.

Nevertheless, advertisements are arranged in a manner which will help to create demands for goods and services. This is supported by Dyer (1982) which states that advertising is one of the means used by manufacturing and service industries to ensure

the distribution of commodities to the society at large and is designed to create demands for goods and services. In the case of these two brochures, linguistic elements help to further persuade and affect people's perceptions towards these companies and services.

It is interesting to look at how both parties define, construct and reconstruct their relationship as active members of the society. It is also interesting to note that both parties need each other. The company needs the consumers to subscribe to them and the consumers need them to take care of their stem cells. Jameson (1991) also notes this saying that postmodernists are less likely to prefer hierarchy and they prefer equality. Hence by using friendly tone and addressing the reader as "you" and themselves as "we", is it hoped that the readers will be attracted to the brochures. .

With this being said, similar like any other advertisements, these advertisements are governed by social practises that surround them. This is the case for the visual images. They followed the gender and parenting roles ideologies which state that women are seen as naturally more nurturing as compared to men (Featherstone, 1991). Hence pictures of babies with mothers are included in Cyrocord's brochure. Male ambassador is used by Cellsafe International. This is because fathers are still viewed as the breadwinner of the family. These are some examples of how ideology affects the visual images in the brochures.

Hopefully this study will lead to an increased awareness on the brochures itself. This is achieved through the use of CDA as a tool to demystify the linguistic elements and visual iamges in the brochures. Thus, consumers need to continue to critically analyse marketing of all sorts to oppose marketing of consumer goods and relations that may at times be unnecessary. Ultimately it is hoped that this awareness will allow becoming

parents to be aware on stem cell banking and make wise choices as to determine whether stem cell banking is necessary and vice versa in their own personalised context.

As mentioned in chapter three, the research design used in this study too has its own limitations. Firstly, it is important to note that the responses and data gathered through the questionnaire is relatively small scale. This is because it is hard to get respondents that are willing to participate. Despite that it is hopeful that the data provided enables the study to catch a glimpse of idea on how the public view these companies' identities and how they build their relationship with their customers. It is again emphasised that this study only looks at relationship between companies and customers. Thus this study does not include discussion of ideology, consumerism, capitalism and legal discourse in explaining social practices surrounding the text.

5.7. Further Recommendations

In terms of research design, the present study has utilised CDA and adapted several approaches from the social semiotics field. Despite that, there are many rooms for improvement especially regarding the methodology for those who intend to conduct similar study. This may include corpus-based analysis. Aside of that, new forms of media especially involving the internet could be a worthwhile ground to investigate into. It is believed that the internet is a rich source of data as many people turn to other individuals for advice, information and social interaction. This is also highly relevant as time goes by, the influence that traditional mass marketing brings may likely to lessen. Hopefully this study has shed some light and opens up new research directions.

5.8. Summary

This chapter has summarised the key findings of the present study. The present study therefore concludes that the companies' identity constructions were unravelled through

the use of CDA. It has also explained the social roles as well as the relationship between the companies and the customers. Another objective of the study; which is to look at companies' identity construction using linguistic and visual analysis is also met. Hence it seems that the relationships between the two parties, the companies and the customers, are made clear in the study. In conclusion, the present study has managed to meet its research objectives and answer its research questions.

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Appendix

APPENDIX 1

ABC's of Getting Your Baby's CordMSCs Stored
储存您宝宝的脐带间质干细胞的三步骤

A. Enrollment
Contact CryoCord anytime before the expected delivery date. Our friendly consultant will counsel and prepare you.

B. Inform your delivering physician
You need to inform your doctor well before you deliver. Our consultants will train all medical personnel involved in the collection process.

C. Leave the rest to us
We will collect, process, test and store your CordMSCs. You will receive our laboratory report on maternal blood and CordMSCs test results.

A. 登记
请在分娩前, 尽快联系凯儿库。我们的辅导员将为您解释详情及作出适当的准备。

B. 通知您的妇产科医生
在分娩前, 您需要通知您的医生。我们的辅导员将会向与您有关的医护人员。

C. 剩余的工作交给他们
我们将收集, 处理, 检验及储存您宝宝的脐带间质干细胞。您也会收到一份母体血和脐带间质干细胞的化验报告。

The Investment | 费用
CryoCord charges a one-time fee for the collection, special transportation, testing and processing of your baby's precious CordMSCs. Year-to-year storage is subject to annual storage fees. We also offer easy payment schemes to make this unique experience more affordable for everyone. Call CryoCord today for a personal consultation.

凯儿库收取的一次性费用包括收集脐带, 运输费, 检验与处理您宝宝的脐带间质干细胞。您也需要支付每一年的储存费。

为了让人们可以负担得起, 我们也提供分期付款的服务。欲知详情, 请即刻联系凯儿库。



Main Office | 总部
37-3 & 39-3, Jalan PJU 1/41, Dataran Prima
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E info@cryocord.com.my

Laboratory | 实验室
Suite G03, Ground Floor, 2310 Century Square
Jalan Usahawan, 63000 Cyberjaya
Selangor Darul Ehsan, Malaysia
T +60 3 8318 8833 | F +60 3 8318 8832

MSC STATUS

ISO 9001:2008

ISO 15189

Our Footprint:
我们在这儿:
Malaysia 马来西亚
Singapore 新加坡
Brunei 汶莱
Indonesia 印尼
Philippines 菲律宾
Thailand 泰国

24 Hours Hotline | 24 小时热线
1 800 88 3300

CordMSCs
脐带间质干细胞

Store Wharton's Jelly Stem Cells for your family's added security
储存脐带干细胞 让家人更有保障



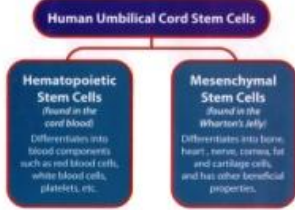
CryoCord's Suite of Services
CordBlood
CordMSCs
MarrowMSCs
AdiMSCs
AdultPBSCs
amnioPlas+

Stem Cells Overview | 关于干细胞

Stem cells are original or "master" cells that form tissues and organs that make up the entire human body. Research has found that the umbilical cord is a rich source of 2 categories of stem cells:

- Hematopoietic Stem Cells (HSCs)**
HSCs that are found in the cord blood are multipotent stem cells that has the potential to differentiate mainly into blood components such as red blood cells, white blood cells, platelets, etc.
- Mesenchymal Stem Cells (MSCs)**
MSCs that are found in the Wharton's Jelly are also multipotent stem cells that has the potential to differentiate into a wide range of cells and tissues such as bone, heart, nerve, cornea, fat and cartilage.

As cord blood HSCs have the ability to differentiate into blood components, MSCs have the ability to differentiate into other cells that may be restricted in HSCs. This provides you with a wider possibility and scope of cover for stem cell treatment if required.



我们的身体是由干细胞组成的。这些细胞形成我们身体内的组织和器官。研究发现, 脐带是一个含有丰富的干细胞来源。干细胞可分为两大类:

- 造血干细胞**
造血干细胞可在脐带血里寻, 它是一个多功能的干细胞。它主要可以分化成红细胞, 白血球, 血小板等等。
- 间质干细胞**
间质干细胞可在瓦顿氏凝胶里寻, 它是一个多功能的干细胞。它可以分化成不同的细胞和组织, 例如: 心脏细胞, 神经细胞, 眼角膜, 脂肪和软骨。

脐带血的造血干细胞的分化能力有限, 只能分化成血液细胞。当您需要进行干细胞治疗时, 间质干细胞可用于治疗更多疾病。



CryoCord, in its quest to provide you with the best in stem cell banking, has researched, developed and established the capacity and expertise to bank not only cord blood stem cells, but also Wharton's Jelly stem cells. CordMSCs are early MSCs that are derived from the human umbilical cord's Wharton's Jelly. The Wharton's Jelly is a soft connective tissue that is found in the umbilical cord. It protects the blood vessel within the umbilical cord from compression and reduces stress to the baby. The Wharton's Jelly provides a readily available source rich in primitive stem cells.



凯儿库, 不啻其始于细胞库。我们不断地研究, 开发并建立干细胞库。我们不仅储存脐带血干细胞, 而且也储存脐带瓦顿氏凝胶内的间质干细胞(脐带间质干细胞)。

脐带间质干细胞是从人类脐带内的瓦顿氏凝胶(Wharton's Jelly)中萃取出来的。瓦顿氏凝胶是脐带里胶质的连接组织。它保护脐带里的血管不受扭转的压力, 也是间质干细胞的主要来源之一。

Why Store CordMSCs? | 为什么储存脐带间质干细胞?

- Placenta, together with umbilical cord and blood are usually discarded as medical waste after delivery.¹
- The Wharton's Jelly, a soft connective tissue that is found on the umbilical cord, is a rich source of primitive stem cells² that may be useful in cell-based therapy.³
- The Wharton's Jelly is a unique and non-controversial⁴ source of stem cells that can be easily obtained without causing pain to donors.^{5,6}
- MSCs have the ability to differentiate into cartilage, bone, muscle and neural cells.^{7,8}
- MSCs have the potential to treat heart disease⁹, Parkinson's disease¹⁰, cerebral global ischemia¹¹ and retinal disease¹².
- It has been reported that Wharton's Jelly cells have faster proliferation and greater ex-vivo expansion capabilities.¹³
- Immunologically immature, they do not trigger cellular rejection, and therefore may be well-tolerated in allogeneic (transplant onto a different person) transplantation.¹⁴
- Has been demonstrated to improve engraftment of Hematopoietic Stem Cells¹⁵, such as cells from Cord Blood.
- 通常分娩后, 胎盘连同脐带和脐带血会被丢弃。
- 脐带内的瓦顿氏凝胶是连接组织, 且它含有丰富的干细胞可用于细胞治疗。
- 脐带内的瓦顿氏凝胶是独特和非争议的干细胞来源。它容易获得而且不会对捐献者造成伤害。
- 间质干细胞可分化成软骨, 骨头, 肌肉和神经细胞。
- 间质干细胞可在未来用于治疗心脏病, 帕金森病, 脑出血和视网膜疾病。
- 据科学研究, 脐带间质干细胞拥有更好增殖和体外扩增的能力。
- 因为它免疫原性比较低, 所以不会引起排斥作用。因此它可用于异体移植。
- 研究证明间质干细胞可以改善造血干细胞的移植效果, 比如脐带血细胞移植手术。

¹ Cox K and Sankaranarayanan S. Cord Blood Stem Cell Banking and Storage in the Face of Hematopoietic Stem Cell. Stem Cells. 2007;25:2880-2895.
² Theysen G, and Rosen M. Cord Blood Wharton's Jelly Stem Cells as a Primitive Stem Cell Population. Stem Cells. 2004;22:121-130.
³ Cheng Y, et al. Comparative Genetic Analysis and Characterization of Stem Cells from Human Wharton's Jelly. Reproduction. 2001;124:158-164.
⁴ Aul H, and Sankaranarayanan S. Stem Cells from Birth to Death. New Jersey: World Scientific; 2005.
⁵ Rosen M, et al. Isolation and Characterization of Human Wharton's Jelly Stem Cells. Stem Cells. 2002;20:2001-2009.
⁶ Wang Y, et al. Human Wharton's Jelly Cells in the Wharton's Jelly of the Human Umbilical Cord. Stem Cells. 2004;22:1088-1097.
⁷ Liu J, et al. Characterization of Human Wharton's Jelly Stem Cells in Wharton's Jelly. International Journal of Stem Cell Research. 2009;2:107-114.
⁸ Yaman S, et al. Potential Treatment of Cardiac Ischemic Lesions and Graft-injection of Cord Blood Cells. Stem Cells. 2007;25:284-291.
⁹ Lee H, et al. Cell-based Gene Transfer of Human Wharton's Jelly Stem Cells to a Murine Model of Heart Disease. Blood. 2004;104:167-174.
¹⁰ Kwon J, et al. Cell-based Gene Transfer of Human Wharton's Jelly Stem Cells to a Murine Model of Heart Disease. Blood. 2004;104:167-174.
¹¹ Kwon J, et al. Cell-based Gene Transfer of Human Wharton's Jelly Stem Cells to a Murine Model of Heart Disease. Blood. 2004;104:167-174.
¹² Kwon J, et al. Cell-based Gene Transfer of Human Wharton's Jelly Stem Cells to a Murine Model of Heart Disease. Blood. 2004;104:167-174.
¹³ Kwon J, et al. Cell-based Gene Transfer of Human Wharton's Jelly Stem Cells to a Murine Model of Heart Disease. Blood. 2004;104:167-174.
¹⁴ Kwon J, et al. Cell-based Gene Transfer of Human Wharton's Jelly Stem Cells to a Murine Model of Heart Disease. Blood. 2004;104:167-174.
¹⁵ Kwon J, et al. Cell-based Gene Transfer of Human Wharton's Jelly Stem Cells to a Murine Model of Heart Disease. Blood. 2004;104:167-174.

APPENDIX 2

Our Facilities

Cellsafe's advanced stem cell processing and cryogenic facility is located at a strategic location in Kuala Lumpur. We also operate a secondary cryogenic storage site in the suburbs for an added measure of security. Cellsafe provides 24/7 services to better serve our clients.

Top 8 reasons to store your baby's cord blood with Cellsafe

ONE OF THE FASTEST GROWING CORD BLOOD BANKS

BACK-UP LOCATION

MEDICAL REPORT

WELL QUALIFIED

SEPAx

Automated Cord Blood processing system

Nucleated Cell RECOVERY

24/7

It's one of the fastest growing cord blood banks in Malaysia.

It's the only facility in Malaysia to offer a secondary storage site for added security.

It offers the most complete Lab Medical Report in Malaysia (including CD34 + Viability Test).

Its dedicated staff of professionals includes medical technologists, doctors and scientists.

It's the first in Malaysia to process cord blood with industry leading Sepax technology from Switzerland.

It's the world's most trusted automated cord blood processing system.

It can achieve a total nucleated cell recovery rate as high as 96%.

It provides 24/7 service and support.

Cellsafe
Trusted Stem Cell Technology

"Choose only the most advanced stem cell technology because your loved ones deserve the best."

Dalia D. Sheikh
Masthead
The Star's Masthead

Scan me

Facebook

1300 90 3355

www.cellsafegroup.com

About The Cellsafe Biotech Group

A high-tech biotech venture licensed by the Malaysian Ministry of Health, the Cellsafe (Biotech Group) provides cord blood stem cell cryogenic preservation services for your child.

As one of the fastest growing cord blood banking companies in Malaysia and the first in the country to use a world-renowned fully automated processing technology, Cellsafe is also an established technological leader in this rapidly evolving field.

With in-depth experience in stem cell banking, Cellsafe has the regional presence, resources and expertise to provide you with the highest quality services. With Cellsafe, you can be sure that the stem cells your family banks will be available when you need them most.

What are cord blood stem cells?

Cord blood is the blood that's found in the umbilical cord and placenta following the birth of a baby after the umbilical cord is cut. It is a rich source of the stem cells that are being used today to treat various serious diseases.

Stem cells are "master cells" that have the ability to grow into different cell types in the body, making them ideal for replacing damaged cells and tissue.

Why save your baby's cord blood?

Stem cells can be potentially used to treat many life-threatening diseases. With breakthroughs being discovered in stem cell research every year, cord blood stem cells could hold the key to your baby's future health. Collecting and storing the stem cells from his or her umbilical cord blood is a precious, once-in-a-lifetime opportunity. Don't miss out on it. Call us now to find out how easy this process is.

Who could use your baby's cord blood stem cells?

Your Baby
(100%)

Parents
(Moderate chance)

Siblings
(High chance)

Close Relatives
(Low chance)

How do we collect cord blood stem cells?

SEPAx Technology

The First Private Stem Cell Bank in Malaysia to use the Sepax system.

SEPAx is one of the benchmark technologies in automated cord blood processing and utilised by a large majority of the world's leading cord blood banks. A state-of-the-art closed processing system, Sepax has been proven to consistently yield high cell recovery rates. It can deliver a total nucleated cell recovery rate as high as 96%. The higher number of stem cells will significantly increase the chances of a successful transplant.

Extra Benefits

Enjoy added security with our exclusive benefits.

CellCare
Compensation of up to RM100,000* if your baby's cord blood unit is deemed not viable at the time of withdrawal for transplant.

FamilyCare
* Coverage of up to RM100,000* on Stem Cell Transplant Expenses.
* Should either of the parents unfortunately pass away, we will waive the remaining annual storage fee up to 21 years of age to ease the burden of the family and protect the baby's welfare.

* Terms & Conditions apply.

APPENDIX 3

Questionnaire

Age: _____

Race: _____

Gender: _____

Below are some questions regarding stem cell banking. Please write your responses in the space provided.

1. Do you know anything about stem cell before you read the brochures?

2. If you know about stem cells banking before reading the brochures, how do you know about it?

3. Which brochure that you like the most and why?

4. Which brochure do you find more informative?

5. Which brochure do you find more convincing in telling about the products?

6. Based on the brochures you have read, do you think that stem cell banking will be helpful for your child when they have health problems in the future?

7. Assuming that you have no financial constraint; based on your reading of both brochures, which company will you choose to bank your stem cell with?

8. In your opinion is stem cell banking necessary?

9. Do you have any issues about stem cell banking?
