

## ABSTRACT

This study employs Critical Discourse Analysis to analyse two brochures of two stem cell banking companies in Malaysia. The primary objective of this study is to look at how these companies construct their identities in their respective brochures. It also looks how social relationships between the companies and their potential customers are constructed through their respective brochures. These companies are Cryocord Sdn. Bhd. and Cellsafe International Sdn. Bhd. Fairclough's (1992) *Three Dimensional Model* is used in order to explain the relationship between the text (brochures), discursive practices and the social practises surrounding these brochures. In regards of visual texts, Kress and Van Leeuwen's (2001) *Multimodality Framework* is also used to help understand the visual texts embedded. Questionnaires were distributed to ten respondents in order to gather insights and opinions on stem cell banking facilities. The analysis revealed that both brochures used many linguistic devices like transitivity, modality, pronouns and adjectives to promote their companies identities. Visual texts were carefully chosen to help create closer social distance between the companies and the readers. The pictures included also reflected that these companies are sensitive towards the needs of their customers. Most respondents were able to relate to these brochures and used them as guidance in choosing which company to subscribe too. This study is significant as it helps the public to be aware of their roles as consumers as well as their functions in shaping the aforementioned companies' identities.

## ABSTRAK

Kajian ini menggunakan kerangka teori analisis wacana kritikal untuk mengkaji dua brosur mempromosikan servis perbankan sel stem di Malaysia. Dua syarikat yang dikaji adalah syarikat Cryocord Sdn. Bhd. dan Cellsafe International Sdn. Bhd. Objektif utama kajian ini adalah untuk meneliti kaedah yang digunakan oleh kedua-dua syarikat tersebut dalam membina identiti syarikat masing-masing agar mereka dilangani. Selain itu, kajian ini juga melihat bagaimana mereka membinaa hubungan sosial antara syarikat dan pelanggan. *Three Dimensional Model* oleh Fairclough (1992) digunakan untuk meneliti evidens linguistik terdapat dalam kedua-dua brosur. Selain itu, kerangka Multimodality oleh Kress dan Van Leeuwen (2001) digunakan untuk menganalisa gambar-gambar yang terdapat dalam brosur. Sepuluh responden ditanyakan beberapa soalan berkaitan konsep pengestoran sel stem untuk mengukuhkan dapatan analisa. Analisa yang dilakukan mendapati pelbagai aspek linguistik digunakan dalam kedua-dua brosur bertujuan untuk membina identiti syarikat. Antara aspek yang digunakan adalah kata nama, kata adjektif, transitiviti dan modaliti. Gambar -gambar yang dipilih turut membantu membina kedua-dua identiti syarikat selain mendekatkan lagi jarak sosial antara syarikat dan para pembaca. Selain itu gambar -gambar yang digunakan menggambarkan kedua-dua syarikat adalah sensitif kepada kehendak bakal pelanggan. Kesemua responden mendapati mereka dapat memahami isi kandungan kedua-dua brosur dan menggunakan informasi yang diberikan untuk membuat pilihan dalam memilih syarikat terbaik untuk menyimpan sel stem mereka. Kajian ini signifikan kerana ia dapat memberikan kesedaran kepada masyarakat tentang peranan mereka sebagai konsumer yang mampu mempengaruhi setiap keputusan yang diambil oleh kedua-dua syarikat tersebut.

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