



**RHETORICAL MOVES' COHERENCE, LAYOUT DESIGN AND  
TYPOGRAPHICAL REALIZATIONS IN TRAVEL BROCHURES**

By

**AHLAM MUHAMMED LUTF AL-NAJHI**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra  
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Doctor of Philosophy**

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## DEDICATION

I dedicate my dissertation to my family and many friends. A special feeling of gratitude to my loving mom and my husband, Mrs Faizah and Dr Saddam, whose words of encouragement support and push for tenacity ring in my ears. Both of them have been my best cheerleaders.

My kids Dialla and Mohammed have never left my side and they are very special. They are my relief cure of stress and worries I have been through. They are my light in darkness and support me throughout this journey with their endless love and sacrifice.

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I dedicate this work and give special thanks to all my best friends for being there for me throughout the entire doctorate program.

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fulfilment of the requirement for the degree of Doctor of Philosophy

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Brochures are one of the significant marketing tools used to publicise marketing business, including travel and tourism. A typical well-designed brochure contains typical and coherent rhetorical moves that serve a communicative function in the discourse. The coherence of these moves is hold by meaningful relations and organised layout structures. Although previous studies on promotional discourse analysis have focused on texts and visuals, there is still a lack of in-depth analysis regarding the coherence of moves in terms of layout design and typographical realizations. Therefore, this study is significant because it aims to bridge this gap by revealing a new direction for viewing rhetorical moves as texts. It emphasizes the importance of certain layout and typography in order to achieve the intended communicative purpose.

The study utilized a quantitative genre multimodal analysis with a moderate sample size of fifteen travel brochures that were purposefully selected and collected during the annual MATTA Fair event in Kuala Lumpur. It employed two analytical frameworks: Bhatia's (1993) Move-Structural Model to identify the moves, and Bateman's (2008) Genre and Multimodal framework to identify the relations that reflect coherence, layout design structure, and typography. The data annotation process was implemented through manual coding annotation in the form of XML files. A set of software was used for coding and visualizing the data, namely the Genre and Multimodality (hereinafter GeM) tools and Python software. The findings of move analysis revealed that out of the nine typical moves only six moves were identified in both textual and visual modes. These moves were M4 (Detailing the product or service), M5 (Establishing credentials), M7 (Offering incentives), M8 (Using pressure tactics), and M9 (Soliciting response). Besides, M1 (Headline) was found to occur mainly in textual mode. In terms of coherence of moves, the findings showed that the M4 is formed coherently through the Elaboration relation. Other moves, such as M7 and M8,

maintain coherence through Motivation relations. While M1, M5, and M4 reflect coherence through Background, Identification and Restatement relations. Regarding the layout design and location of moves, the findings indicated that M4 occupied the largest space compared to the other moves, which reflects its significance over the others. The typographical design reflected that creativity in designing brochures does not necessarily follow common standards. The study concluded that the occurrence of rhetorical moves in visual modes is a common feature in promotional genres. The study contributes to the field of move analysis by integrating the two main frameworks of Bhatia and Bateman into a single visualization structure. It also expands the areas of investigation beyond linguistic expressions.

**Keywords:** Genre, Layout Design, Multimodal Analysis, Rhetorical Moves, Rhetorical Relations, Travel Brochures, Typography.

**SDG :** GOAL 4: Quality Education

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia  
sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

## **KESELURUHAN DAN REKA BENTUK REKA BENTUK TIPOGRAFI GERAKAN RETORIK DALAM BROSUR PERJALANAN**

Oleh

**AHLAM MUHAMMED LUTF AL-NAJHI**

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Brosur adalah salah satu alat pemasaran penting yang digunakan untuk mempromosikan perniagaan termasuk yang berkaitan bidang pelancongan. Secara tipikal, brosur yang direka dengan baik mengandungi gerakan retorik tipikal dalam bentuk elemen teks yang mempunyai fungsi komunikatif dalam wacana. Gerakan retorik ini mempunyai hubungan bermakna dengan dalam struktur susun atur tertentu yang menyampaikan maksud secara koheren kepada pembaca. Walaupun Kajian Multimodal wacana promosi biasanya tertumpu pada hubungan teks-visual, ianya memberikan penerangan yang cetek mengenai koheren pergerakan. Oleh itu, kajian ini cuba merapatkan jurang kerana dengan gerakan retorik yang direka bentuk secara koheren, brosur akan mencapai matlamat komunikatifnya. Kajian ini bertujuan untuk menyiasat hubungan koheren dalam gerakan retorik, reka bentuk struktur susun atur dan gerakan tipografi. Kajian ini menggunakan analisis multimodal genre kuantitatif dengan saiz sampel sederhana iaitu lima belas brosur perjalanan yang dikumpulkan semasa acara tahunan MATTA Fair di Kuala Lumpur. Selain itu, kajian ini menggunakan dua rangka kerja analisis: Model Gerakan Struktur oleh Bhatia (1993) untuk mengenal pasti pergerakan dan Genre dan Multimodal oleh Bateman (2008) untuk mengenal pasti hubungan yang mencerminkan kesepaduan, struktur reka bentuk susun atur dan tipografi. Proses anotasi data dilaksanakan melalui anotasi manual pengekodan dalam bentuk fail XML. Beberapa perisian telah digunakan dalam pengekodan dan visualisasi data iaitu GeM dan Python. Penemuan analisis pergerakan menunjukkan bahawa hanya enam gerakan daripada sembilan gerakan biasa yang dikenal pasti dalam kedua-dua mod teks dan visual. Gerakan tersebut ialah langkah 4 (Memperincikan produk atau perkhidmatan), langkah 5 (Mewujudkan bukti kelayakan), langkah 7 (Menawarkan insentif), langkah 8 (Menggunakan taktik tekanan,) dan 9 (Meminta respons). Dari segi keselarasan gerak, dapatan kajian menunjukkan bahawa M4 dibentuk secara koheren melalui hubungan Elaborasi. Pergerakan lain, seperti M7 dan M8, mengekalkan koheren melalui hubungan

Motivasi. Selain itu, langkah 1 (tajuk) dilihat banyak digunakan dalam mod teks. Penemuan sedemikian menunjukkan bahawa ketiadaan pergerakan tertentu mempengaruhi matlamat komunikatif sesuatu brosur. Dari segi keselarasan, dapatan kajian menunjukkan hubungan yang paling kerap digunakan untuk menghubungkan teks dengan visual ialah hubungan Elaborasi diikuti dengan Motivasi, Latar Belakang, Senarai, Persediaan, Pernyataan Semula dan Bukti. Dari segi reka bentuk susun atur dan lokasi pergerakan pada halaman, penemuan menunjukkan bahawa langkah 4 menduduki ruang terbesar berbanding dengan pergerakan lain, yang mencerminkan kepentingannya berbanding pergerakan lain. Secara tipografi, jenis tulisan yang paling banyak digunakan gaya fon tebal dan biasa dan gaya sempadan biasa berbeza dari satu risalah ke risalah yang lain. Reka bentuk tipografi menunjukkan bahawa kreativiti dalam mereka bentuk brosur tidak semestinya mengikut piawaian biasa. Kajian itu merumuskan bahawa gerakan retorik berlaku dalam mod visual adalah ciri biasa dalam genre promosi. Kajian ini menyumbang kepada arah analisis pergerakan dengan menggabungkan dua rangka kerja utama Bhatia dan Bateman dalam satu struktur visualisasi tunggal dan meluaskan bidang penelitian melangkaui ungkapan linguistik.

**Kata Kunci :** Genre, Reka Bentuk Reka Letak, Analisis Multimodal, Pergerakan Retorik, Hubungan Retorik, Brosur Perjalanan, Tipografi.

**SDG:** MATLAMAT 4: Kualiti Pendidikan

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## LIST OF ABBREVIATIONS

|         |                                                                 |
|---------|-----------------------------------------------------------------|
| CARS    | Create-A-Research-Space                                         |
| CLT     | Central Limit Theorem                                           |
| ESP     | English For Specific Purposes                                   |
| GeM     | Genre and Multimodality                                         |
| GSP     | Generic Structure Potential                                     |
| MATTA   | Fair Stands for Malaysian Association of Tour and Travel Agents |
| MCDA    | Multimodal Critical Discourse Analysis                          |
| MMD     | Mixed Method Design                                             |
| OCR     | Optical Character Recognition                                   |
| P       | Purchase                                                        |
| PC      | Purchase Closure                                                |
| PWTC KL | Putra World Trade Centre Kuala Lumpur                           |
| RGS     | Rhetorical Genre Studies                                        |
| RST     | Rhetorical Structure Theory                                     |
| S       | Sale                                                            |
| SC      | Sale Compliance                                                 |
| SE      | Sale Enquiry                                                    |
| SF      | Systemic Functional                                             |
| SFL     | Systemic Functional Linguistics                                 |
| SF-MDA  | Systemic Functional Multimodal Discourse Analysis               |
| SI      | Sale Intention                                                  |
| SM      | Semiotic Metaphor                                               |
| SR      | Sale Request                                                    |
| XML     | Extensible Mark-up Language                                     |

|         |                                                   |
|---------|---------------------------------------------------|
| XSL: FO | Extensible Stylesheet Language Formatting Objects |
| XSLT    | Extensible Stylesheet Language Transformations    |



## CHAPTER 1

### INTRODUCTION

This chapter commences with a discussion on the background of the study, focussing on rhetorical moves of promotional discourse in terms of their use and analysis as rhetorical strategies. The chapter continues with a review of common approaches of analysing the promotional genre, including genre analysis and multimodal analysis. It highlights generally the coherence, layout and typography in promotional discourse. The chapter then presents the problem statement, objectives, research questions, conceptual framework, scope of the study, key concepts, significance, limitations of the study, and future research directions.

#### 1.1 Research Background

Since the early 1980s, applied linguists and language designers, particularly those focused on the language used in professional contexts, have displayed significant interest in exploring the language of promotional discourse through genre- and multimodal-centered approaches. This interest is particularly evident in the field of English for Specific Purposes (ESP). This interest in the genre and multimodal approaches has been motivated by methodological concerns regarding satisfactory models and descriptions of language, as well as semiotic visual resources. This inspires scholars to move beyond pure language approaches and adopt a multimodal view of texts (Bateman et al., 2001).

##### 1.1.1 Origins of Genre and Multimodal Genre Analysis Approaches

Genre is one of the most complicated concepts in linguistics domains. It is defined by the functional relationships of both structure and situation (Coe & Freedman, 1998). The description of a genre must include at least three elements: (a) the form of discourse, (b) the recurring situation that evokes it, and (c) the functional relations at the social, cultural, and situational levels that ultimately shape the genre according to its community norms and hierarchy.

The pioneering scholarly work on genre analysis includes Halliday's (1989) Systemic Functional Linguistics (SFL) model, Swales' (1992) Create A Research Space (CARS) model, Halliday and Hasan's (1989) formula of spoken register, and Kathpalia's (1992) genre analysis of promotional texts. Halliday's model of discourse analysis for both written and spoken language is based on the functions of grammatical elements. Swales' model for research introductions analysis contains three main moves: (a) Establishing a Territory, (b) Establishing a Niche, and (c) Occupying a Niche (Swales, 2004). Hasan's formula of spoken register includes sale intention (SI), sale request (SR), sale compliance (SC), sale enquiry (SE), sale (S), purchase (P), purchase closure (PC), and close or finish (Davidson & Fulcher, 2007). Additionally, Kathpalia (1992) presented the

nine-move model of promotional advertisements, which includes: (a) Headlines, (b) Targeting the Market, (c) Justifying the Product/Service, (D) Appraising the Product/Service, (e) Establishing Credentials, (f) Endorsements/Testimonials, (g) Offering Incentives, (h) Using Pressure Tactics, and (i) Urging Action.

Bhatia's (1993; 2004) move-structural analysis model is another commonly used tool to explore texts based on their functions. This model concerns texts associated with functional communicative purposes of corporate brochure promotional genre (Bhatia, 2004). It deals with texts as communicative moves that have specific communication purposes. This framework includes nine typical moves: (a) Headlines (for reader attraction); (b) Targeting the market; (c) Justifying the product or service by indicating the importance or need of the product or service and/or by establishing a niche; (d) Detailing the product or service by identifying the product or service, describing the product or service, and indicating the value of the product or service; (e) Establishing credentials; (f) Celebrity or typical user endorsement; (g) Offering incentives; (h) Using pressure tactics; and (i) Soliciting a response.

Nowadays, genre analysis has expanded beyond solely focusing on the rhetorical nature of texts and their linguistic features. Genre is currently being investigated with consideration of the genre networks and activity systems within which texts occur in specific settings (Paltridge, 2012). As a result, the sociocultural context is brought into the analysis as a significant factor in understanding the generic text. Consequently, new methods of genre analysis have emerged.

Multimodality has emerged as a method for analyzing genres that incorporate different modes, such as textual and visual modes, in professional and public genres (Paltridge, 2012). One relevant and significant approach to the analysis of multimodal discourse is the Systemic Functional (SF) approach. This approach primarily focuses on the construction of meaning through different semiotic resources in a discourse formed by written texts or lived-in reality (O'Halloran, 2004). This approach explores the theory and practice of multimodal discourse analysis (SF-MDA) with a focus on meaning making using the systematic functional (SF) approach. Besides, it explores the meaning of language and visual imagery and investigates intersemiotic mechanisms and cross-functional systems (O'Halloran, 2004). The SF-MDA approach is concerned with the analysis of ideational meaning in print advertisements. Computational tools are also involved in exploring images and their metaphorical constructions of meaning, such as Semiotic Metaphor (SM). Multimodal Critical Discourse Analysis (MCDA) is used as a method to analyze political messages made by public figures in political discourse (Han & Brazeal, 2015).

The concept of multimodal documents is based on the long-standing traditions of discourse functions. In scientific discourse, medical posters adhere to specific and systematic functional text characteristics, as explained by Bhatia (1987). Similarly, brochures represent a promotional genre that is purposefully designed

to fulfill specific communicative functions. To facilitate research in this field, scholars have adopted Bhatia's (1993) model of promotional sales letters as an analytical tool for identifying the rhetorical moves that underlie these genres.

The reason for utilizing Bhatia's (1993) structural move analysis model is its ability to reveal the generic communicative functions achieved by the rhetorical moves in promotional discourse (Bhatia, 1993). Such a model holds promise for enhancing our comprehension of the communicative practices that influence multimodal documents in various contexts.

### **1.1.2 Rhetorical Moves in Promotional Genres**

Promoting tourism is a multifaceted undertaking that entails disseminating information to actual and prospective customers in order to persuade them to travel to a destination. Within the realm of marketing tourist products and services, promotion is regarded as a highly effective technique. Valdeón (2009) posits that the main function of tourism promotional material is to promote a tourist destination through visually engaging content, which aids customers in planning their itineraries more efficiently. Furthermore, Hasan (2015) echoes the viewpoint of Mill and Morrison (2009) that promotional materials serve three functional types: informative promotions, persuasive promotions, and reminder promotions. The first type is instrumental in capturing customers' attention and enhancing their comprehension of the tourism product, utilizing language and material design. The second type corresponds with the intermediary role of the seller in the purchase process to assist customers in decision-making. The third type promotes repeat visits and encourages customers to repurchase the product. In the current study, the selected travel brochures are categorized under the aforementioned types. Nevertheless, the research delves into more specific functional categories, namely, the rhetorical moves outlined by Bhatia (1993). These moves consist of nine typical steps that serve specific purposes in the promotional genre. A move, as defined by Henry and Roseberry (2001), refers to the functional unit in a text that reflects the communicative intention of a specific portion of the text.

Within the genre of promotional discourse, advertisements are characterized by a variety of generic features that aim to entice customers into buying a product or service. As Bhatia (2005) notes, contemporary advertisements incorporate new and diverse lexical, grammatical, and discursive forms, as well as rhetorical strategies. These strategies utilize a set of rhetorical moves that enhance customers' inclination to make a purchase.

These nine moves are based on Bhatia's belief that the most dominant feature of promotional genres in professional or academic settings is their promotional values (Bhatia, 2005). The essential role of brochures is to solicit or promote activities by reminding customers of the value of a service (Bhatia, 2005). This study depends on Bhatia's (1993-2004) nine typical rhetorical moves, as

proposed in the promotional genre, to identify them in the selected travel brochures.

### **1.1.3 Coherence of Moves via Rhetorical Relations**

Nowadays, most promotional materials, including brochures, incorporate multiple semiotic modes, such as text, images, diagrams, and layout designs, to enhance their communicative impact. These materials are referred to as multimodal documents or "multimodal artifacts" (Bateman, 2008). Contemporary discourse analysis studies have shown significant interest in them. In analyzing these genres, the concept of rhetorical moves plays a critical role in the multimodal aspects and layout design. This is because rhetorical moves, which are essentially textual modes, function in tandem with other depictive modes, such as photographs, tables, diagrams, and layout. In effect, rhetorical moves are inseparable from the surrounding visual elements and depend on them for their efficacy.

Existing research on rhetorical moves has often neglected the multimodal aspects of promotional genres, including coherence, layout, and typography realizations of moves. The literature has tended to address moves and coherence as separate entities. For instance, several studies (Marsh & Domas White, 2003; Martinec & Salway, 2005; Schriver, 1996; van Leeuwen, 1991) have observed that the rhetorical structure of multimodal documents involves diverse relationships between texts and images, which serve as prominent indicators of coherence and communicative purposes. These findings emphasize the importance of integrating multimodal perspectives into the analysis of promotional genres and investigating the intricate relationship between textual and visual modes in achieving persuasive outcomes.

The concept of coherence in the context of multimodal documents lacks a precise technical definition. Nevertheless, some fundamental characteristics can serve as indicators of the coherence of rhetorical moves. These include observable forms of relationships, the layout structure of moves, and shared typographical features. By examining these traits, one can identify and describe the coherence of moves in promotional genres. However, the absence of a standardized definition of coherence emphasizes the necessity for additional research on the intricate relationship between textual and visual modes in multimodal documents.

Previous research on multimodal documents, such as the studies by Taboada (2013) and Thomas (2007, 2014), has not explicitly identified texts as rhetorical moves in their investigations of the coherence between textual and visual elements. Instead, they have mainly focused on the linguistic features of texts, such as lexico-grammatical patterns, while disregarding the visual aspects of these texts' coherence in terms of layout and typography. This narrow perspective leaves a gap in understanding the complex interactions between textual and visual modes of texts in multimodal documents. Therefore, the

present study expands on the existing literature by highlighting the functions of texts as rhetorical moves that work in conjunction with surrounding visual elements, including layout, coherence, and typology. This broader approach to analyzing rhetorical moves in multimodal documents provides a more comprehensive understanding of the genre's communicative strategies.

The study investigates the coherence of texts by examining rhetorical moves and their relations, using the Rhetorical Structure Theory (RST) as a foundation. It is a descriptive theory concerning a significant aspect of the organization of natural texts (Mann & Thompson, 1988). It provides a linguistically useful method for describing natural texts and characterizing their structure primarily in terms of the relations that exist between different parts of the text. The relations proposed in RST enable researchers to trace the coherence between moves and surrounding visuals on a page. This theory is applicable not only to identifying the relations of texts but also to the visuals associated with the texts. The current research investigates coherence through RST relations and as a form of visual rhetoric. Coherence is identified based on the type of hierarchical structures, layout framing, and typographical similarities (Bateman, 2008; Hill & Helmers, 2004). Visual structure is significant because it facilitates the processing of new information and the retrieval of existing information in a coherent manner.

#### **1.1.4 Spatial Location of Moves**

Layout structure plays a crucial role in shaping the coherence of moves especially from visual aspects. A clear and effective layout design can facilitate the communication of the intended message to the reader (Bateman, 2008). On the other hand, a poorly designed layout can lead to confusion and misunderstanding. Moreover, the placement of rhetorical moves on a page can affect the emphasis placed on different information and can influence the overall impression of the document. Therefore, it is essential to consider the layout structure when examining the visual coherence of moves in multimodal documents and to investigate how it interacts with other semiotic modes to achieve the intended communicative purposes.

Previous studies on advertisements (Bateman et al., 2001; Bolognesi & Aina, 2019; Lagerwerf van Hooijdonk & Korenberg, 2012; Tseronis, 2021; Zhang, 2018) have highlighted the importance of spatial concepts, such as fusion, juxtaposition, closeness, and framing, in determining the conveyed meanings in advertisements. For example, the spatial arrangement of elements can indicate their relative value or belonging (Bateman, Wildfeuer & Hiippala, 2018). The position of elements reflects the level of their coherence and connectivity.

In the current study, the placement of rhetorical moves on a page is thought to indicate their perceived value as determined by the space allocated to them. This also graphically indicates the boundaries between different moves in terms of their spatial location. For instance, a move that occupies a prominent position

on a page with larger fonts and more space is likely to be considered more important and worthy of attention. Furthermore, the placement of moves within a certain layout space can indicate the intrinsic connectedness between different parts of the move, as determined by their spatial organization on the page.

Spatial location is thus a semiotic mode that contributes to moves' value to the content. This is because the spatial placement of written or typed language determines the possible relationships between adjacent graphical elements. These relationships link the moves to graphics both spatially and semantically. Therefore, coherence of rhetorical moves can be identified by observing the spatial organization of moves within a page layout, in addition to the relationships that exist among them.

In order to analyse the moves' location, a set of analytical tools was employed to visually examine the rhetorical moves in terms of their spatial organization. The study utilized Bateman's (2008) Genre and Multimodal Analysis model (GeM), which employs the "area model" as a methodology for decomposing texts and their related graphical elements based on their spatial layout. The area model serves the primary purpose of identifying the placement of elements within a page layout. This allows for the determining the location of rhetorical moves within the overall layout of the page.

#### **1.1.5      Typographical Realizations of Moves**

The visual coherence of rhetorical moves is also related to the typographical features used in the layout design process. Past research has shown that typography can impact customers' responses to advertisements (Amar, Droulers, & Legoh  rel, 2017; Gartner, 1994; O'Halloran, 2004, Phillips & McQuarrie, 2004), but these studies have primarily focused on the typography of printed text in advertising, without considering these texts as rhetorical moves in their own right. The investigation of typographical rhetorical moves has been inadequate. This study describes the typographical realizations of rhetorical moves based on their typeface design. The aim is to fill the gap in current knowledge in applied linguistics and understand how typography affects moves' coherence and function.

#### **1.1.6      Malaysian Travel Brochures**

Malaysia has emerged as one of the top business and tourism destinations in the region, hosting highly acclaimed MICE events, events i.e., Meetings, Incentives, Conferences, and Exhibitions (Ho & Sia, 2020). Tourism in Malaysia has been continuously developed through drawing up a series of promotional programs annually with a focus on participating in MICE trade fairs worldwide and roadshows for selected markets as well as hosting of international associations and corporate executives (Malaysia Tourism Promotion Board ,2019). The Malaysian Association of Tour and Travel Agents (MATTA) Fair is

Malaysia's premier travel extravaganza for providing global exposure and extensive business opportunities to cope with the demands of the currently evolving era of ground-breaking travel innovations and technological advancement. It was reported on the official website that the annual Malaysian MATTA Fair event had around 100,000 or more visitors from Malaysia in 2019.

This significant event mainly depends on brochures as a means of advertising services and products. MATTA Fair brochures are convenient for research purposes and are worth exploring for future content improvement. Firstly, they are multimodal documents, which aligns with the objectives of the present study. Secondly, they are accessible data that can be collected within a limited amount of time. MATTA Fair brochures convey information to customers not only through verbal language, but also through eye-catching visual elements. These brochures are a word-of-mouth communication tool of the marketing event's services, and this type of data are a rich source of potential discussion regarding the possible reasons for the clients' distraction when approaching the content. According to Mittal and Baker (2002), printed ads, such as brochures, are strategic marketing tools that customers depend on for word-of-mouth communication. Examining the use of rhetorical moves in such genres can provide insights into how different semiotic modes interact to create meaning and influence the viewer. This knowledge can be utilized to develop more impactful and captivating advertisements in the future.

## **1.2 Problem Statement**

Travel brochures are essential promotional tools used to advertise specific destinations, tours, vacation packages, and more (Morgan & Pritchard, 2012). They typically include various elements such as signs, texts, images, graphics, sizes, shapes, and other typographical features (Bateman, 2008). This combination of textual and visual elements is integrated to create informative and persuasive documents that have an impact on the readers (Ip, 2008). Successful travel brochures utilize specific techniques to capture the attention of tourists and ultimately persuade them to try the service. Various strategies and techniques are used to create brochures that are self-expressive and persuasive, tailored to meet the needs and interests of the customer. The brochure utilizes technical strategies, such as rhetorical moves in coherent design to serve specific communicative functions. These moves are texts that combine visuals to convey a coherent message, guide the reader's interpretation, and interpret the visual message in multimodal documents (Ventola et al., 2004). However, these textual moves may be poorly designed due to either excessive elaboration (McQuarrie & Mick, 1999) that distracts readers or the use of inappropriate typographical features.

Rhetorical moves have garnered scholarly attention as researchers examine how they are linguistically employed to achieve communicative goals, particularly in maintaining coherence through textual relationships (Li & Jiao, 2021). For instance, scholars such as Bhatia (1997), Labrador et al., (2014), and

Zhang and Vásquez (2014) have examined the structure of promotional texts and the persuasive language used in them. Previous studies have examined the visual design of these texts and how they maintain visual coherence through rhetorical relations (Delin & Bateman, 2002; Hiippala, 2012). However, studies analyzing multimodal corpora have not adequately explored the potential relationship between rhetorical moves' coherence through rhetorical relations and the rhetorical moves' visual layout structure. In terms of typography, previous studies have analysed the spatial placement of texts on the page in multimodal documents (Delin & Bateman, 2002; Hiippala, 2014). However, these studies have only focused on describing the location of texts and have not considered them as independent rhetorical moves. Several studies have examined the linguistic aspects of rhetorical moves and lexico-grammatical features (Khany & Malmir, 2019; Omidian, Shahriari, & Siyanova, 2018; Tankó, 2017; Tseng, 2011). These studies focused solely on the linguistic aspects of texts, without considering the typographical realizations and layout structures. Consequently, the coherence of rhetorical moves through rhetorical relations and typographical features is worth investigating, as they are considered to be carriers of meaning that interact with the content of the document (Bateman, 2008).

Travel brochures are commonly used in Malaysia to promote travel destination services, particularly during annual events like the MATTA fair. These brochures are believed to have played a significant role in the economic growth of the Malaysian tourism industry (Salleh et al., 2013; Hassan, 2014). Therefore, it is important to design these brochures with a typical moves incorporating visuals effectively and coherently to prevent them from being ignored or discarded carelessly. For example, Pictures can enhance the clarity of moves, but they can also complicate it if they are not visually and coherently organized (Ventola et al., 2004).

Related literature from Malaysian context has examined the relationship between text and visuals in conveying intended meanings and messages by designers (Ahmed, 2015; Alali et al., 2013; Mohd Safarizan, 2016). These studies have found that Malaysian brochures exhibit issues with the relationship between images and text, as well as overall coherence. Abdul Razak (2019) highlighted that images, whether in text or visual form, can contain hidden meanings and unrealistic depictions of real life. These images may convey false or misleading information and present untruthful images. Jalis et al.; (2014) emphasize the importance of the relationship between image and text, particularly through the use of visual elements like shapes and colors. These elements not only convey ideas but also provide valuable information to potential tourists about the service or product. However, they have concluded that there is still a need for continuous improvement of the current marketing strategies, specifically brochures content. Ramachandran (2005) examined the impact of both moves and visual images on destination brochures and concluded that poor design could hinder the effectiveness of destination images, limiting their benefits to the reader. Hassan (2014) emphasized the importance of layout design in effectively conveying the intended messages of brochures through both linguistic and non-linguistic elements. Albakry and Daimin (2014)

emphasized the importance of visual design and coherence in advertising. They also identified a problem with Malaysian brochures lacking creative standards. These issues led to the failure of Malaysian advertisements to win any awards at the 2010 Cannes International Advertising Festival (Albakry & Daimin, 2014). Therefore, this research is beneficial to explore and reveal through a multimodal analysis of the features of Malaysian brochures from aspects of coherence relations, layout design, and typography, which may be ignored by linguists or novice writers/designers. The inconsistency of moves hinders readers' comprehension and leads to misinformation (Delgado & Salmerón, 2021). Based on the above-mentioned studies, there is a lack of empirical knowledge and a shallow description of moves' coherence, layout design, location, and typography (Ahmad et al., 2021). The coherence and typographic design of Malaysian travel brochures should be examined to reveal and explore the common features of moves in promotional genre, specifically travel brochures. This investigation will provide an opportunity to make further improvements and suggestions to enhance the design of the rhetorical moves in travel brochures.

### **1.3 Research Objectives**

The general objective of this research is to explore how rhetorical moves in Malaysian travel brochures are constructed in terms of coherence and layout design. The study aims to provide a new description of rhetorical moves regarding multimodal aspects as a new approach that extends beyond examination of common purely linguistic features. It seeks to explain the rhetorical moves' occurrence visually and examine their layout design, spatial locations and typography.

The specific objectives of this research were:

1. To identify the common rhetorical moves on the selected Malaysian travel brochures.
2. To explore how the rhetorical moves are manifested coherently through rhetorical relations.
3. To find out how the spatial location of rhetorical moves and their layout structure reflect the prioritization of moves.
4. To reveal how the typographical realizations of rhetorical moves reflect the visual coherence of these moves.

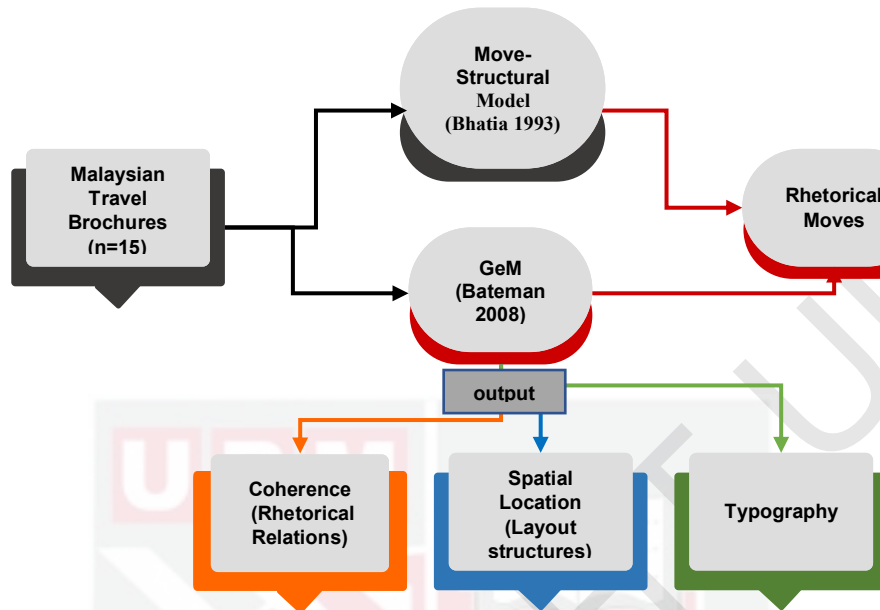
## **1.4 Research Questions**

This research poses the following research questions:

1. What are the common rhetorical moves found in the selected Malaysian travel brochures?
2. How are the rhetorical moves manifested coherently through rhetorical relations?
3. How does the spatial location of rhetorical moves within the layout structure reflect the prioritization of moves?
4. How do the typographical realizations of rhetorical moves reflect the visual coherence of these moves?

## **1.5 Conceptual Framework**

The primary objective of this study is to delve deeply into the rhetorical moves employed in travel brochures. By combining two analytical frameworks, we aim to provide a comprehensive understanding of how linguistic and visual elements intersect and contribute to the persuasive nature of these brochures. This focused approach allows for a nuanced exploration of the communication strategies utilized in the tourism industry more specifically Malaysian context. Figure 1.1 presents the conceptual framework employed in this study. The study utilized a corpus consisting of 15 travel brochures from Malaysia within the domain of tourism marketing. The present study investigated the rhetorical moves based on a framework that was adapted from Bhatia's model (1993, 2004). Furthermore, the inquiry examined the coherence, spatial location, and typography of the rhetorical moves, utilizing a framework derived from Bateman's model (2008). As depicted in Figure 1.1, the examination of coherence was conducted by analysing the rhetorical relations that functioned as coherence links. These three elements were interconnected methodologically. According to Bateman's (2008) model GeM, the assessment of coherence by examining the existing relationships between moves is pertinent to their function, the arrangement of moves in certain layout structures, and typographical choices.



**Figure 1.1 : Conceptual Framework of the Study**

Figure 1.1 presented above illustrates the interconnectedness of the concepts explored in the study. It emphasises the coherence of moves through rhetorical relations, which involves investigating the territory and typography of these moves. Rhetorical relations are identified based on the classical definitions of Rhetorical Structure Theory (RST), which involve the functions of these relations. Additionally, they are identified by the amount of spatial connective space and the type design features.

For instance, a move can serve as specific information about a product when it occupies a certain place on the page and is typed in the same font color and size. So, the space and unified design features would confirm the identified relations of a move. Thus, both models Bhatia (1993) and Bateman (2008) are sequentially implemented so that, the research could spot the moves and investigate the moves coherence, layout and typography. The complementary application of these two models reflects the research triangulation which helped to best see the connection of these concepts (coherence, layout design and typography).

In order to visualize the rhetorical moves, the analyst was required to adhere to the sequentially ordered GeM methodological steps. In conducting a multi-layered analysis, it is necessary to include the spatial and typographical aspects of movements as essential components of the methodological procedures employed to investigate coherence. Each layer, namely the base layer, rhetorical layer, and layout layer, cannot be implemented independently of the other layers

as they are interconnected and interdependent. Thus, these three elements are analytically and functionally connected.

Past studies involved several frameworks to investigate rhetorical moves. For example, Lago & Lloret (2014) investigated rhetorical moves in technical manuals by applying Bhatia's (1993, 2004) and Lassen's (2003) models of genre analysis. Having two frameworks was expected to provide a richer and better understanding of the tested phenomena. In the current study, Bhatia's (1993, 2004) model was the first step in identifying the moves. After identification of moves, the GeM model was employed to figure out the multimodal description of these moves in terms of coherence, layout structure of moves and the typographical realizations. This complementary application of these models provided detailed, holistic and rigid interpretations of the analysed data.

## **1.6 Scope of the Study**

Printed media encompasses a wide range of advertisements. This study investigated the travel destination promotional brochure genre devoted to exploring the beauty of Malaysia. The study applied a theoretical framework derived from genre analysis and multimodal analysis to analyse the data. The scope of this study is to examine the travel destination promotional brochures in the context of Malaysia with a focus on exploring the design features of these brochure from visual aspects of typology, coherence and design. Brochures that have visual elements such as photographs, illustrations, maps, and other visual elements that help to create a visual representation of the destination. Besides, brochures that following certain genre conventions, such as the use of certain layout and design elements, and the inclusion of certain types of information such as maps and descriptions of attractions. Besides, the brochures with marketing strategies tools such as special offers and discounts, and other incentives to encourage travel to the destination.

This research is vital due to its multifaceted exploration of travel destination promotional brochures. The justification lies in the need to dissect the intricate language and visual elements within these brochures, elucidating how they contribute to the destination's representation. By employing genre analysis and multimodal analysis, this study aims to uncover the nuanced strategies used in promotional marketing. The focus on the annual MATTA Fair event in Malaysia provides a unique and relevant dataset, offering valuable insights into real-world promotional practices. Understanding these elements is crucial for researchers on language and tourism discourse, aiding them in creating more effective and engaging promotional materials. Therefore, the research serves as a justified endeavor, illuminating the techniques that drive successful destination marketing campaigns. Thus, this study does not encompass other disciplines, such as the social-cultural field. The field of marketing holds a distinct significance compared to other areas of finance due to the promotional efforts of tourism companies through their brochures' advertisements. Within the marketing community, the promotion of travel destinations through brochures is closely

linked to the notion of visual perception of design by customers, which in turn influences their purchasing decisions, understanding of the content and level of persuasion.

## **1.7 Significance of the Study**

Investigating the multimodal aspects of the practice of rhetoric allows for observations that could open various debates on multimodal phenomena that could inspire assumptions leading to further hypotheses regarding annual event practices. The utilization of multiple analytical approaches in this study has elevated its level beyond that achieved by previous research.

According to Hanusch & Fürsich (2014), around 260 million careers in the public or private sectors are ensured by travel and tourism. As a result, tourism advertising demands investigation and the improvement for all materials. The discourse of tourism has become one of the most common public discourses in which advertising and other promotional materials are heavily implemented through the employment of multimodality tools and various semiotic resources. Culture, people, landscapes, history, traditions and other social and natural entities are some of the factors that have led to the growth of multimodal tools to describe such types of discourse. This study is an attempt to explore brochures as a medium of tourism advertising to provide better insight into these types of promotional materials.

Active marketers consistently attempt to provide comprehensive information through various promotional activities to attract tourists to destinations. Interpretation of promotional materials within specific genres is worth conducting to provide deep insight into these kinds of materials and thus develop them. For the whole tourism industry and for professionals in the marketing sector, it is very important to effectively handle the language of tourism discourse.

## **1.8 Thesis Organization**

The structure of the thesis is presented below. The thesis consists of five chapters. Chapter 1 covers the background of the rhetorical move analysis in promotional genre in tourism discourse. It includes approaches and directions of analysis by highlighting the current focus on visual analysis and typography. The chapter then provides discussions of the research problem and objectives; research questions; the significance, limitations, and scope of the study; and definitions of terminology used in the thesis.

Chapter 2 discusses previous related studies on rhetorical analysis namely the approaches that focused on multimodal perspective and exploring relevant work used GeM model. The chapter presents the common trends in the field of tourism discourse analysis of printed media. The literature review is then followed by a

discussion of the core theoretical applications found in various related studies, focusing on GeM applications.

Chapter 3 describes two main phases of the data analysis, including description of the data selection, corpus creation, data collection and validation. The methodology is then followed by explanations of two models: the move structural model and the genre and multimodality model. It provides an explanation of rhetorical moves identification and the annotation schema steps for multimodal corpora creation through multi-layered analysis. Finally, the pilot study for the research is discussed.

Chapter 4 reveals the results of the analyses of the two phases. It demonstrates the identified common rhetorical moves in the brochures. In addition, it presents the findings of moves' coherence through rhetorical and layout design structures including the typographical realizations of moves.

Chapter 5 summarizes the research major findings. It provides the implications of the research with Applied Linguistic domine. Then, the chapter concludes with recommendations for future directions and the study contribution to the body of knowledge.

## 1.9 Key Term Definitions

**Rhetorical Moves** are sentences or groups of sentences that serve typical communicative intentions that are always subservient to the overall communicative purpose of a genre. Moves are associated with communicative purpose and constitute the overall criteria of a given text-genre in the organization of a text into components (Bhatia & Genre 1993).

**Layers** are descriptive levels of the annotation of a multimodal corpus that help to deconstruct the multimodal documents (Bateman 2008). According to the GeM model, the principal layers are the GeM base, which comprises the basic elements physically present on a page; the layout base, which comprises the layout properties and structure; the rhetorical base, which provides a detailed account of the rhetorical relationships between the content expressed by elements on a page and their communicative purposes; the navigation base, which comprises the elements that contribute explicitly to navigation and access in a page, supporting 'movement' around the document in various ways; and the genre base, which comprises representations of the grouping of elements from other layers into generically recognizable configurations distinctive to particular genres or document types.

**Genre** has been defined as "a recognizable communicative event characterized by a set of communicative purpose(s) identified and mutually understood by the members of the professional or academic community in which it regularly occurs.

Most often it is highly structured and conventionalized with constraints on allowable contributions in terms of their intent, positioning, form and functional value” (Bhatia 1993, p. 13).

**Multimodal Analysis** is an inter-disciplinary approach that conceptualises communication and representation as more than language and attends systematically to the social interpretation of a range of forms of making meaning. It provides concepts, methods, and a framework for the collection and analysis of visual, aural, embodied, and spatial aspects of texts and interactions (Jewitt, 2012).

**Travel Brochures** are classified as “communicative acts” or “multimodal micro events” wherein discursive actions take place in physical spaces as well as the design and typography of documents in relation to how texts are presented and contribute to the interpretation of discourse.

**Rhetorical Relations** are known in rhetorical structure theory as coherence relations that identify coherence and organisation of texts. For example, concession, circumstance, result, background, elaboration, and summary relations are considered rhetorical relations.

**Typography** is the style and appearance of printed matter. It is a multimodal mode that integrates with other semiotic means of expression such as colour, texture, three-dimensionality and movement.

#### **1.10 Limitations of the Study**

Firstly, the study encountered limitations attributable to a moderate sample size of travel brochures, specifically focusing on Malaysian travel brochures highlighting local destinations. The constrained sample size was a result of challenges posed by the Covid-19 pandemic and financial constraints, precluding the inclusion of larger datasets. Secondly, the study's scope was delimited by the thematic selection of brochures, with a focus on domestic travel destination services. This thematic approach excluded other pertinent themes such as international travel destinations, transportation, insurance, visa processing, and flight deals. The decision to exclude these themes was influenced by the difficulty in effectively filtering data across a diverse array of themes presented at the fair, which encompassed an extensive range of subjects beyond the objectives stated.

Thirdly, the study's data collection was confined to English language materials, thereby fostering homogeneity in the analyzed data. Languages such as Malay and Tamil were intentionally excluded. While this approach ensured linguistic consistency, the exclusion of multilingual data limited the study's potential for

capturing a more diverse range of perspectives. Incorporating multilingual data could enhance the overall richness and inclusivity of the data.

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