UNIVERSITI PUTRA MALAYSIA

GENRE, LANGUAGE AND LEGITIMATION IN COMPLEMENTARY AND ALTERNATIVE MEDICINE PROMOTIONAL BROCHURES

GOH CHING FEN

FBMK 2020 9

GENRE, LANGUAGE AND LEGITIMATION IN COMPLEMENTARY AND ALTERNATIVE MEDICINE PROMOTIONAL BROCHURES

By

GOH CHING FEN

Thesis Submitted to School of Graduate Studies, Universiti Putra Malaysia, in Fulfilment of the Requirements for the Degree of Doctor of Philosophy

December 2018

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment
of the requirement for the degree of Doctor of Philosophy

**GENRE, LANGUAGE AND LEGITIMATION IN COMPLEMENTARY AND
ALTERNATIVE MEDICINE PROMOTIONAL BROCHURES**

By

GOH CHING FEN

December 2018

Chairman : **Associate Professor Chan Mei Yuit, PhD**
Faculty   : **Modern Languages and Communication**

As indicated by the label "complementary" and "alternative" accorded it,
complementary and alternative medicine (CAM) as a field in the healing arts occupies
the less desirable position of "the Other", a position at the periphery of legitimate
mainstream medicine also known as conventional or allopathic medicine. The
peripheral position of CAM as opposed to the central position of conventional
medicine is not least due to unresolved issues in CAM pertaining to regulatory
controls, safety, consistency, and scientifically verifiable results, all of which are the
mainstay of conventional medicine. Despite its weaker position as an option to
healing, CAM has gained a large following among the health seeking public. The
increasing popularity and commercial success of CAM in the health industry
necessitates a closer attention to how CAM legitimizes its product claims and services
in the marketing of health products. In the legal framework, conventional medicine is
prevented from indulging in any kind of advertising or public promotional activities.
However, for CAM, product promotion is allowed, and hence the promotional
discourse of CAM products would be the site where product claims and services are
actively constructed as legitimate, and defended, in view of counter-discourses
surrounding its legitimacy. The study seeks to discover how CAM is legitimized
through the use of genre and language in the promotional brochure, a specific type of
text used for product marketing. Specifically, the research addresses the following
questions: 1) How are generic structure and language used to promote health care
products in CAM brochures?; 2) What ideologies about health and medicine are
constructed in the text?; 3) How are the discourses of marketing/advertising and
medicine appropriated in the commercial product marketing of CAM?; and 4) How
do the discourse elements in the brochures work to legitimize CAM products in the
face of oppositional discourses questioning CAM's position as legitimate medicine?
Using a combination of critical discourse and genre analysis frameworks, the study
advances a critical perspective of the practice of the marketing of CAM health care
products. The findings of the present study reveal that CAM promotional brochures

i

are represented by six compulsory moves and two optional moves. Each of the moves and steps used in the generic structure of CAM brochures are intentional to help serve the different communicative purposes, in promoting CAM products. Also, the present study reveals thirteen themes emerging from the lexical analysis to show how selective lexical words can be used to combine the ideologies of both 'Science' and 'Nature' to legitimize CAM focusing on natural properties in healing. The interdiscursive practices of science and nature are found evident through the appropriation of the discourse of medicine into the marketing/advertising discourse of CAM products, which aim to increase the perception of reliability, credibility and legitimation of CAM health care products. The present study also highlighted some defensive strategies employed in CAM promotional texts in the attempt to silence criticisms from CAM's opponents to secure CAM's legitimation in the health care industry.

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

GENRE, BAHASA DAN LEGITIMASI UNTUK BROSUR PROMOSI UBAT PELENGKAP DAN ALTERNATIF

Oleh

GOH CHING FEN

Disember 2018

Pengerusi : Profesor Madya Chan Mei Yuit, PhD
Fakulti   : Bahasa Moden dan Komunikasi

Sepertimana yang telah dilabelkan "pelengkap" dan "alternative", ubat pelengkap dan alternatif (CAM) merupakan suatu sistem yang telah menerima kedudukan yang berkurangan kepentingannya berbanding dengan perubatan arus perdana (CM). Malahan, kekurangan CAM telah menyebabkannya lebih dikenali sebagai "ubatan yang lain".Kedudukan pinggiran yang diberi kepada CAM apabila dibandingkan dengan CM adalah akibat kekurangan atau kegagalan CAM dalam menangani isu-isu penting yang berkaitan dengan kawalan pengawalseliaan, keselamatan, konsistensi, dan keputusan yang boleh diperolehi secara saintifik.Semua isu berkenaan ini merupakan tunjang kejayaan kepada perubatan arus perdana (CM).Walaupun sedemikian, namun CAM masih mendapat sambutan yang hangat daripada masyarakat yang mengutamakan kepentingan kesihatan.Populariti yang semakin meningkat dan kejayaan komersil CAM dalam industri kesihatan memerlukan perhatian yang lebih teliti untuk memahami cara-cara CAM melegitimkan produk dan perkhidmatan dalam pemasaran produk kesihatan.Dari segi undang-undang, bidang perubatan CM dihalang daripada membuat sebarang pengiklanan atau aktiviti promosi awam. Akan tetapi, promosi produk CAM dibenarkan dari segi undang-undang. Oleh yang demikian, pengiklanan serta brosur promosi produk CAM akan merupakan bahan promosi yang mengandungi strategi-strategi untuk melegitimkan produk-produk dan perkhidmatan CAM untuk mengharungi cabaran-cabaran dari penentang CAM dalam industri kesihatan dan perubatan yang mengutamakan kepentingan legitimasi produk kesihatan. Kajian ini bertujuan untuk menemui cara-cara CAM disahkan melalui penggunaan genre dan bahasa yang digunakan dalam brosur promosi untuk menjual ubat pelengkap dan alternatif (CAM). Bagi mencapai matlamat tersebut, kajian ini dijalankan untuk menjawab soalan-soalan yang berikut: 1) Bagaimanakah struktur genre dan bahasa digunakan untuk mempromosikan produk penjagaan kesihatan dalam brosur promosi CAM?; 2) Apakah ideologi berkenaan kesihatan dan perubatan yang tersirat dalam kandungan brosur promosi CAM?; 3) Bagaimanakah wacana pemasaran/pengiklanan dan perubatan diperuntukkan dalam

pemasaran produk komersial CAM?; dan 4) Bagaimanakah elemen-elemen wacana dalam brosur berfungsi untuk mengesahkan produk CAM dalam menghadapi wacana pembangkang yang mempersoalkan kedudukan CAM sebagai ubat yang sah? Kajian ini menggunakan gabungan wacana kritikal dan rangka kerja analisis genre untuk memajukan perspektif kritikal amalan pemasaran produk penjagaan kesihatan CAM. Penemuankajian ini mendedahkan bahawa brosur promosi CAM diwakili oleh enam langkah wajib dan dua langkah pilihan. Setiap langkah yang digunakan dalam brosur CAM generik adalah untuk membantu melayani tujuan kumunikatif yang berbeza semasa mempromosikan produk CAM. Selain itu, kajian ini mendedahkan tiga belas tema yang muncul dari analisis leksikal untuk menunjukkan bagaimana perkataan leksikal yang terpilih boleh digunakan untuk menggabungkan ideologi 'Sains' dan 'Alam' untuk legitimasi CAM yang memberi tumpuan kepada sifat-sifat alam dalam tujuan penyembuhan.Amalan interdisciplin sains dan alam semulajadi didapati terbukti melalui peruntukan wacana perubatan ke dalam wacana pemasaran/pengiklanan produk CAM, yang bertujuan untuk meningkatkan persepsi kebolehpercayaan, kredibiliti dan legitimasi produk penjagaan kesihatan CAM. Kajian ini juga menyerlahkan beberapa strategi pertahanan yang digunakan di dalam teks brosur CAM dalam usaha untuk membungkam kritikan daripada pihak lawan CAM untuk memastikan legitimasi CAM dalam industripenjagaan kesihatan.

ACKNOWLEDGEMENTS

My deepest gratitude and appreciation are especially dedicated to:

Associate Professor Dr. Chan Mei Yuit, my research work chief supervisor who conscientiously went through all my drafts and suggested many improvements in the process of completing my PhD research work. I am really thankful and grateful for all the patience and guidance I received from my supervisor in training who I am today.

Associate Professor Dr. Afida Binti Mohamad Ali, my first committee supervisor who listened to my concerns patiently and provided me with constructive feedbacks and encouragements to further improve on my work.

Associate Professor Dr. Sabariah Binti Md Rashid, my second committee supervisor who gave me positive and helpful feedbacks in all my committee meetings that help increase the understanding in my work.

All the lecturers in the Faculty of Modern Languages and Communication for their excellent teaching that have helped to build up my knowledge and confidence today.

God for giving me the inner strength, energy, peace and protection during my whole journey of studying in UPM that required great level of perseverance and a burning desire to succeed in all these years of study.

My beloved parents, Mr. Goh Sia Hoo and Madam Soo Su Kim, especially my good mother who continuously encourages and supports me to pursue my studies till today. Without her, it would be impossible for me to achieve anything today. Mama, I may be the one walking up the stage, but you are the one who has paved the way and make it happen for me. My success is extended to my father who never fails to make sure that I had good meals and a good transport to travel to UPM safely throughout my PhD programme.

My life partner, Mr. Tan Gee Keong, who has patiently taken care of my children whenever I was busy and away for my studies. With his love, patience and support, I was able to study peacefully in all these years. I am grateful to him.

My three wonderful children, Tan Mi Men, Tan Ai Wen and Tan Yuan Yong, who have kept me motivated to walk up the stage wearing the graduation regalia, in the hope that I will inspire them to be more successful than me in future.

My caring sisters, Goh Ching Ching and Goh Ching Li, who always believe in my capabilities and determination to achieve my goals despite all the challenges I face, and who have given me lots of encouragement in my studies.

My heartfelt thanks to all my personal friends and coursemates who have made the journey of my studies more meaningful and unforgettable.

I certify that a Thesis Examination Committee has met on 17 December 2018 to conduct the final examination of Goh Ching Fen on her thesis entitled "Genre, Language and Legitimation in Complementary and Alternative Medicine Promotional Brochures" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Doctor of Philosophy.

Members of the Thesis Examination Committee were as follows:

Helen Tan, PhD
Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Chairman)

Ain Nadzimah bt Abdullah, PhD
Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Internal Examiner)

Zalina bt Mohd Kasim, PhD
Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Internal Examiner)

Yap Foong Ha, PhD
Associate Professor
Department of English
Hong Kong Polytechnic University
Hong Kong
(External Examiner)

ZURIATI AHMAD ZUKARNAIN, PhD
Professor Ts. and Deputy Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 02 June 2020

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

Chan Mei Yuit, PhD
Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Chairman)

Afida binti Mohamad Ali, PhD
Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Member)

Sabariah binti Md Rashid, PhD
Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Member)

ZALILAH MOHD SHARIFF, PhD
Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 11 June 2020

Declaration by graduate student

I hereby confirm that:
- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software

Signature: _____   Date: _____

Name and Matric No: <u>Goh Ching Fen, GS34640</u>

Declaration by Members of Supervisory Committee

This is to confirm that:
- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) were adhered to.

Signature:
Name of Chairman
of Supervisory
Committee:

Associate Professor
Dr. Chan Mei Yuit

Signature:
Name of Member
of Supervisory
Committee:

Associate Professor
Dr. Afida binti Mohamad Ali

Signature:
Name of Member
of Supervisory
Committee:

Associate Professor
Dr. Sabariah binti Md Rashid

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

CAM	Complementary and Alternative Medicine
CM	Conventional Medicine
TM	Traditional Medicine
TMM	Traditional Malay Medicine
TCM	Traditional Chinese Medicine
CWM	Conventional Western Medicine
NCCAM	National Center for Complementary and Alternative Medicine
TGA	Therapeutic Goods Act
CDA	Critical Discourse Analysis
GA	Genre Analysis
CL	Critical Linguistics
SFL	Systemic Functional Linguistics
ESP	English for Specific Purposes
CGA	Critical Genre Analysis
WHO	World Health Organization
ICC	Introducing the CAM Company (Move 1)
GAR	Getting the Attention of the Reader (Move 2)
PPI	Providing Product Information (Move 3)
PIU	Providing Information about Use of the Product (Move 4)
ECP	Establishing Credibility of CAM Product (Move 5)
ITU	Identifying Target Users of the Product (Move 6)
INP	Invoking Needs for CAM Product (Move 7)
EAP	Encouraging Actions for CAM Product (Move 8)

CHAPTER 1

INTRODUCTION

1.1 Background to the Study

Studies have shown that advertising discourse of medicine through the media is gaining much interest from advertisers. A study carried out by Terje Skjerdal, Lando, Ndati and Batta (2013) investigates to what extent the traditional medical practice is being discussed and advertised in Nigerian newspapers as well as the perceptions of print journalists towards the traditional medical practice in Nigeria. Their results found that even though conventional medicine is recognized as the only legitimate medical practice in hospitals and in formal medical healthcare system, nevertheless, the traditional, alternative, or complementary medical practice still exists and has gained increasing popularity and attention in studies worldwide since a decade ago. Another study conducted by Hillenbrand (2006) reported that the interest in the use and study of traditional medicine has increased steadily and its importance in providing health care needs has been acknowledged by the World Health Organization (WHO), 1978. On two separate accounts, Terje Skjerdal et al. (2013) reported the findings of Gray, Cantrill, and Noyce (1998) conducted in the United Kingdom, summarizing that:

> "Newspapers commonly included health information in the form of advertisements and news; magazines included features and readers' letters. Descriptions of disease treatment and states were the most common subjects. Although conventional therapists were featured more than alternative options, there were a considerable number of advertisements and features for alternative therapies especially in newspapers" (Gray et al., p. 189).

The increasing recognition of traditional medicine did not, however, replace or overshadow the legitimized position of conventional medicine in the healthcare industry. This is so as Gray, Cantrill, and Noyce's study (1998) also reveals that 97% to 100% occurrence of television and radio advertisements focused only on conventional medicine products. Gray et al. claim that health and medical issues aired on television and radio medias were extensively broadcasted in relation to the use of conventional medicine treatments rather than the traditional, alternative, or complementary medical practice that has attracted the public attention (1998, p. 180). This is because the selection of information and health news advertised in the mass media such as newspapers, magazines, brochures, television and radio must be substantiated with proven clinical results, reliability, safety and standardization or legitimized. The objectives of advertising discourse of medicine is informing the truth about the medicine and persuading readers to try the medicine. Hence, in media advertising, text producers or journalists agree with Schwitzer, Mudur, Wilson,

Goozner et al. (2005) that health information or health news being broadcasted should be truthful and transparent and at the same time reflect the needs and concerns of the society in a comprehensive and unbiased manner. This is important as Terje Skjerdal et al. (2013) state that readers make their health options based on the information they read or see in the media. Fairclough (1995) has explained the influence of the media saying that the information shown on a television documentary may on one level aim to be educational and informative to viewers as the documentary film increases the knowledge and understanding of viewers concerning a current issue of interest. However, according to Fairclough, documentaries also bring with it the elements of persuasion and entertainment to its viewers. Documentary film producers or text producers try to influence viewers to see things, to think and act in a particular way that aligns with their self-interests and hidden intentions. Documentaries also serve to entertain its viewers through good stories and interesting film-making. Such powerful advertising effects for any discourses, as explained by Fairclough, are influenced by the economic, political as well as cultural factors in the society (1995, p. 42). Therefore, a central issue involving the advertising discourse of medicine is the truth and accuracy of text producers or advertisers in reporting health and medical issues through text, visual, audio or a combination of these information.

A study done by Bonevski, Wilson, and Henry (2008) highlights the importance of scrutinizing whether advertisement of medical discourse addresses the following concerns: 1) reporting the methods of the treatment, 2) providing the availability of the treatment, 3) describing the options of treatment, 4) showing the evidence of health care product's effectiveness, 5) listing the health care product benefits, 6) giving warning about possible side effects, 7) mentioning the costs of products, 8) including comments from experts, 9) elaboration of the problems, and 10) the reliability of the advertisements. In their study, Bonevski, Wilson, and Henry (2008) assert that media in Nigeria advertises largely about western conventional medicine whereas the media coverage for traditional, alternative and complementary medicine is scarce. This scarcity is due to the revelation of advertising medical discourse in newspapers that contain, '…varying degrees of inaccuracies and omissions in health news stories…' (p. 2). Besides that, the authors also provided a list of other issues pertaining to the news coverage of traditional medicine such as provoking redundant feelings, insufficient follow-through, overemphasis of product values and benefits, inability to present reliability and evidence, unable to give warnings on possible risks or side-effects, inconsistency in quality and costs, and lack of substantial comments from experts in the field (p. 72).

In order to protect the interests of consumers, as in western countries, Malaysia also has implemented its own code of medical practice where the overall principles and ethical issues of medicines advertising in Malaysia are clearly defined and confined within the Medicines (Advertisement & Sale) Act, 1956 and the Medicine Advertisements Board Regulations, 1976. In the Medicines (Advertisement & Sale) Act, 1956, the term "advertisements" is defined as "any notice, circular, report, commentary, pamphlet, label, wrapper or other document, and any announcement made orally or by any means of producing or transmitting light or sound." The examples of modes of advertisements include printed media, broadcast media,

internet media, billboards, banners, etc. The objectives of the medicine advertisements acts are to exercise control over the advertising of medicine and the services of medical practitioners. This is to make sure that the content and information advertised by medicine producers and advertisers are truthful, accurate and not misleading to medicine consumers. The standardized legislation also aims to protect public health by imposing laws on medicine advertising that only allow the promotion of registered medicines to guarantee the safe use of medicines and being transparent and accurate about the benefits, uses, risks and effects of the medicines advertised. Though the medicines must be registered through appropriate acts, the levels of legitimacy gained through the legislation vary according to the types of medicine.

According to the Therapeutic Goods Act (1989), conventional medicine (CM) products have been given an Australian Registered "AUST R number on products" and labeled as "registered". Conventional medicine is highly regulated and more widely accepted due to its availability for scientific research, strong evidence base, standardized procedures and consistency in efficacy. All these advantages have helped the CM as a field of medicine to earn the confidence of the general practitioners, pharmacists, and patients. In modern society, it is undeniable that CM, with its strength derived from advances in the natural sciences, occupies the mainstream position of legitimate healthcare practice. Under the Therapeutic Goods Act (TGA, 1989) definition, complementary health care products are classified as "listed" products and are given an Australian Listed "AUST L number on the label of products". The production of complementary health care products, though controlled by the TGA requirements, are not strictly evaluated for its product's effectiveness or by proven results of clinical trials. The complementary health care products are approved by the TGA as long as the ingredients of complementary products fall into the category of TGA's "relatively low-risk" list. The leniency in market entry requirements and product's efficacy has somewhat lowered the values of CAM products and services. As a result, CAM is relegated to the position of "the other". Nevertheless, CAM is still being used because it gives an impression that it is made up of natural ingredients, and so, it is considered as harmless or low-risk products. The leniency of the medicine acts for CAM health care products has resulted in CAM advertisements being less regulated in the advertising medicine discourse. However, as Harvey (2009) points out, "low risk does not mean no risk". The less rigid regulations of CAM advertisements create opportunities for text producers or advertisers to use language to sway readers' minds into believing whatever that are produced in the texts. This is suported by Terje Skjerdal et al. (2013) mentioned earlier who stated that readers make their health options based on the information they read or see in the media, and how the effects of advertisements, according to Fairclough (1995) are able to manipulate and influence viewers and readers to see things in a particular way intended by text producers or advertisers that is aligned with their personal interests and hidden intentions of corporations.

Therefore, it is crucial to scrutinize the advertising discourse of medicine through the CAM health care product advertisements available in Malaysia. The present study does not involve any CAM brochures produced by international companies for two reasons. Firstly, the study is only interested to look at the Malaysian setting

pertaining to the promotion and legitimation of the CAM health care products. Next, the present study assumes that the philosophies and ideologies of the CAM field are universal for the national and international companies selling CAM products. Since the success of the CAM health care industry is not confined only in Malaysia, therefore, the common shared legitimation strategies to help promote and legitimize CAM products in Malaysia should also have some similarities contributing to the success of CAM advertisements worldwide. In particular, this present study will focus on the CAM advertisements through the use of printed promotional brochures. The analysis of conventional medicine (CM) brochures will be excluded in this study due to the unavailability of promotional brochures to advertise conventional medicines. The promotional brochure is a specific genre that has a combination of two types of discourses, namely, the discourse of medicine and the discourse of advertising/marketing. In this genre hybridization, the discourse of medicine serves the function to inform readers or consumers about the complementary and alternative medicine (CAM) products. The discourse of medicine is based on the concept of altruism. Its primary purpose is to promote good health / healing to mankind and disregards the importance of profit-making. The second type of discourse in this hybrid genre is the discourse of advertising. This discourse reflects an array of functions prominent in the business of advertising that includes persuasion strategies, consumer consumptions, consumer needs, consumer satisfactions, and maximizing profits. The discourse of advertising is based on the concept of creating 'wants' for a better life or ideal health and beauty. Its primary purpose is to create a competitive advantage for its products and persuade readers or consumers to purchase the advertised CAM health care products. When combined, the discourse of medicine and the discourse of advertising become evident in a specific form of genre known as the medical promotional brochures. From a discourse analytical point of view, the medical promotional brochures do not only reflect the CAM health care products' information and the advertising information in the brochures, but the medical texts also bring along with them relevant histories, philosophies and ideologies of complementary and alternative medicines (CAM). In order to understand the marketization of medicine in promotional brochures, the analysis should therefore, take into consideration the related ideological and philosophical aspects of CAM.

The promotional brochures advertising medicine product is thus ideal material for analyzing the language in this study. In analyzing the text brochures, Fairclough (1995) explains that it is crucial to observe the presences and absences in texts. Fairclough further claims that any text is a manifestation of both the explicit meanings and the implicit meanings. He defines "explicit meanings" as what is actually "said in the text", and the "implicit meanings" as the "things left unsaid" but the "meanings considered as given, as presupposed in the text" (1995, p. 106). In addition, Fairclough states that "the unsaid, the already said, and the presupposed" are very important in any ideological analysis as Fairclough believes that ideologies are embedded or blended into the texts within the implicit meanings of a text instead of being explicitly written in texts (1989). The critical discourse analysis (CDA) is an approach of analyzing text in context that is able to uncover hidden meanings, ideologies and private intentions of organizations, which may not be apparent to readers or consumers' understanding through reading. Hence, the CDA method

4

applied on this study will be able to show how complementary and alternative medicine is marketized in the promotional brochures and the types of strategies that are used to legitimize the CAM health care products, which are affected by the social, cultural, political, and economical factors.

1.2 A Brief History of Conventional Medicine and Complementary and Alternative Medicine

Both Conventional Medicine (CM) and Complementary and Alternative Medicine (CAM) have their own unique histories and they adopt different philosophical perspectives towards health, illness, disease and healing. In a study conducted by Ventola (2010), he informs that in the American history, people at large began to realize the apparent ideological differences between the movements of these two opposing medicinal fields in the early to mid-19th century. Ventola asserts that during this time, the CAM medical practitioners gained increasing recognitions and demands from the public, and was motivated to compete with CM medical professionals. The two types of medicine field have different approaches and theories towards health and healing. The CAM treatments were significantly different from those in the CM treatments as the former is 'integrative and holistic' (Modi, Wright and Seeff, 2007) and emphasizes safe or natural therapies and the emotional and spiritual aspects of health, and the latter is 'interventionist' (Modi, et al., 2007) and emphasizes on evidence-based results and the scientific interventions of drug and surgery to heal a disease (p. 286). The concept of CAM based on natural resources, according to Ventola (2010), has triggered a great competition between the CM and the CAM throughout the 19th century. This trend, however, showed a shift in the early to mid-20th century when people became more aware of the importance of evidence-based medicines; educating people of the need to use medicines that are scientifically experimented, proven with efficacy and safety consistency (Ventola, 2010). This awareness is much more relied upon when more discoveries were made about how medicines are able to help the human body cure illnesses and diseases. In addition, new information about treatments, diagnostic techniques, and vaccines were also discovered to help patients. As a result of having higher awareness and needs towards scientifically sanctioned medicines, CAM started to experience a fall in the confidence levels of consumers causing the popularity of CAM to decline tremendously (Ventola, 2010).

The decline of CAM, however, did not eliminate the need for its existence and continuation until today. In order to understand why something works the way it does, there is a need to find out how it affects and will be affected by the surrounding factors related to the subject (Fairclough, 1995). Consequently, the present study will look into the histories, theories, philosophies and ideologies of the two different fields of medicine in order to understand why the structures and language are being used in the way they are displayed in the CAM promotional brochures. Refer to Chapter 2 for more information about CM and CAM background, philosophies and genre theories that help to shape the form/structure and language use in the CAM health care product promotional brochures.

5

1.3 Introduction of Conventional Medicine and Complementary and Alternative Medicine

According to Modi (2007), conventional medicine (CM) refers to all types of medicines that are evidence-based, have been scientifically tested and validated for its efficacy and safety to treat a particular illness. The conventional medicine is also known as the mainstream medicine and is recognized for its effectiveness to treat acute illnesses or critical conditions that need immediate surgery. The conventional medicines are used by medical doctors and pharmacists in the hospitals, clinics and pharmacies. Modi (2007) adds that conventional medicine or Western or allopathic medicine is practiced by people who have medical degrees and are qualified as a medical doctor (MD) through several years of formal medical studies and houseman-ship trainings in the hospitals. Conventional medicines are prescribed by the general practitioners of CM such as psychologists, pharmacists, health professionals, registered doctors and nurses who strongly support the application of scientifically tested and proven medicines.

On the other hand, complementary and alternative medicine (CAM) products and practices/services refer to all types of medicine in pills, drinking tea, strictly controlled health supplementary food, massage cream, reflexology, acupuncture, herbal medicine, spiritual healing, meditation and even energy healing. Hemel (2001) defines CAM as treatments and practices "not presently considered an integral part of conventional medicine." In addition, Hemel claims that CAM is a group of diverse medical and health care systems, practices, theories, methods and ideologies that are not generally recognized as the conventional medicine. He explains that the word "complementary" means the use of CAM treatments to supplement the mainstream medicine (CM) while the word "alternative" means the use of CAM treatments to replace the mainstream medicine. He asserts that the concepts of CAM focus on "wholeness, balance, energy, spirituality, lifestyle, biology, sociology and other beliefs" that can be combined with other medicine or be used individually to cure an illness. In another related study about CAM for the treatment of hepatitis 'B' and 'C', Modi (2007) claims that the term "complementary" medicine is used to explain when herbals are used together with CM in treating an illness. Modi (2007) also explains the term "alternative" medicine to mean the use of herbals to substitute the conventional medicine to treat a disease. He notes that complementary and alternative medicine products may be prescribed by CAM practitioners who believe in natural healing that addresses not only the physical but also the emotional and spiritual aspects of patients.

1.4 Marketization of Complementary and Alternative Medicine

Just like any other industries in the market, such as food, clothing and even the education industries, almost everything is being marketized, and there is no exception for the health industry. CAM has a strong presence in the health industry. In the world of product marketing, promotional brochures for CAM compete for space on pharmacy counters and for market share. As each field of medicine tries to carve out a legitimate place for itself in the competitive health industry, it is expected

6

that the promotional discourses would incorporate persuasive strategies that are congruent with its unique ideological stance. The CAM field of medicine would try to appear more professional in order to change the public perceptions that CAM products and services are equally effective and legitimate as the CM products and services.

Any research that aims to study the discourse of the marketization of medicine must take into account the social and discursive context where the voice of CAM exists in conversation with the voice of CM. The modern practice of labeling CAM as the "alternative" in relation to CM clearly points out the inevitability of the differences in ideologies of the two fields of medicine being reproduced in the promotional discourses that seek to market them. The ideologies of the different medical fields would affect the way language is used to produce a text as Fairclough (1995, p. 25) asserts that the 'ideational function', which is how we view and represent the world, and the 'interpersonal function', which is how the social relations and identities are enacted can cause a text to be viewed as multifunctional through the choices of vocabulary and grammar. Fairclough (1995) states that, "a discourse is seen as a field of both ideological processes and linguistic processes, and … there is a determinate relation between these two kinds of process." He adds that the "linguistic choices in texts can transmit ideological meaning". In other words, any research that seeks to study the genre of medical promotional discourse of CM or CAM should pay attention to the contrasting ideologies in the two fields of medicine, which would be reflected in both ideational and interpersonal functions, which in turn would help determine the choice of vocabulary and grammar in producing a text.

As it is, the ideologies of CAM are expected to be reflected in their promotional discourse as language is basically the medium used to convey messages to people. To reach potential consumers, various ways can be considered to promote the CAM products and services, and one of the best ways to do it while paying attention to the genre and language use in the Complementary and Alternative Medicine (CAM) is through brochures advertising. Promotional brochures are an ideal discourse type that would reflect the preferred means of persuasion in the field of medicine. This is because promotional brochures fulfill the characteristics of a hybrid genre: which are to "inform and persuade customers to buy products and services" advertised (Bhatia, 1993). In the arena of commercial advertising to gain profit in business, CAM is competing on equal footing to market their products to discerning consumers. CAM not only wants to achieve a competitive advantage in the health industry, but it is also aware of its downplayed position as the "other" in the health industry. Therefore, it would not be surprising that CAM would probably spend more time and effort to persuade and give legitimacy to its products and services compared to mainstream medicine.

1.5   Promotional Genres

Bhatia (2005) claims that promotional genres in recent years have invaded professional and academic forms of discourse in fast growing pace and are still becoming popular and imminent in the areas of "professional and academic activities" (p. 214). Bhatia adds that the advancement of advertising activities have influenced other types of discourse, whether they are social, professional, or academic, in which the genres in many areas like academic, business, medical and health care, arbitration, etc. have incorporated elements of promotion into the traditional non-promotional genres. Featherstone (1991) agrees with Bhatia (2005) by saying that the modern society today is a "consumer culture" and evidence of promotional initiatives have found themselves being immersed in the "discursive activities in business, academia, or in personal contexts." In line with these changes in discursive practices, Fairclough (1993, p. 141) explains that there is an extensive restructuring of boundaries between orders of discourse and between discursive practices; for example, the genre of consumer advertising has been colonizing professional and public service orders of discourse on a massive scale, generating many new hybrid partly promotional genres.

One of the attempts done by Fairclough to show the advancement of hybrid genre is through the marketization of the discursive practices of British universities (1993). The information about universities education is not just merely informational, but also contains within it some promotional values of university education. Bhatia (2005) adds that professional and academic discourses contain promotional generic patterns, which involve genre mixing and embedding of non-promotional generic elements to realize its promotional goals (p. 214). In addition, Bhatia explains that the traditional form of promotional discourse found in advertisement focuses on informing and promoting ideas, products or services to potential customers. The marketing/advertising, according to Bhatia, is one of the most fast-paced and flexible genres of public discourse today as it uses various lexico-grammatical, discoursal forms and rhetorical strategies within the boundaries of promotional discourse to achieve its promotional goals. Notwithstanding the flexibility and variability of promotional discourse, Bhatia highlights that mostly all print advertisements of hard sell type demonstrate some of the rhetorical moves in an unfixed manner in order to promote and persuade potential customers to buy their advertised products or services. The rhetorical moves used in the generic structure of print advertisements as suggested by Bhatia (2004) consist of the following: 1) "Headlines", 2) "Targeting the market", 3) "Justifying the product or service by establishing a niche", 4) "Detailing the product or service", 5) "Establishing credentials", 6) "Endorsement or Testimonials", 7) "Offering incentives", 8) "Using pressure tactics", 9) "Soliciting response", and 10) "Signature line and Logo", etc.

Bhatia (2005) asserts that every promotional genre delivers its own communicative purposes to their own targeted customers. Communicative purposes are sometimes combined by a few closely related genres that have an overlapping communicative purpose, that is, to promote a product or service to potential customers. Some of the examples of promotional genres provided by Bhatia include promotional letters, job

8

application letters, sales letters, printed advertisements, company brochures, travel brochures, book blurbs, book reviews, etc. All these and many other promotional genres have some overlapping in their communicative purposes in the promotional genres, that is to promote positive description and evaluation while marketizing their products or services as the main and ultimate aims in the promotional discourse (p. 217).

1.6   Colonization of Genres

Of all the genres available, Bhatia points out that 'advertising' is the most predominant element for colonization of genres. The process of colonization has anchored itself in different institutionalized genres, such as, academic, medical, political, corporate, journalistic, reporting genres, arbitration, and many more through the appropriation (Bhatia, 2005) of lexico-grammatical and discoursal resources, or "hybridization" (Fairclough, 1993), or "mixing" and "embedding" of genres (Bhatia, 1995, 1997c). Also, Bhatia explains that genre-mixing and embedding take place in genres that are traditionally considered non-promotional in their communicative purposes. Examples of genre-mixing and embedding given by Bhatia are in the genres of job advertisements, academic introductions, sales promotional letters, philanthropic fundraising letters, job application letters, testimonials, reference letters, CVs, etc. Other public and professional genres such as leaflets on services from corporations, banking letters, financial letters, medical and health care institutions, travel and tourists industries, educational introductions, and government department correspondences are considered fundamentally informative and traditionally non-promotional in their communicative purposes, but these genres are now increasingly being colonized by the promotional genres. These informative and non-promotional genres are fast becoming promotional in character as the contents in these genres are being emphasized mainly on the positive description, values and evaluation rather than the negative sides of it (Bhatia, 2005), thus incorporating informative and promotional components to form the new hybrid promotional genres (Fairclough, 1993).

1.7   Persuasion and Legitimation

Bhatia claims that traditionally informative and non-promotional genres are increasingly being colonized by promotional genres through the efforts of genre-mixing and embedding, interdiscursivity and hybridization. Some reasons that drive genre change from the traditionally informative and non-promotional genres to becoming the incorporated informative and promotional genres is due to the communicative purposes and the use of persuasion language to achieve the communicative purposes in the promotional genres. In advertising or promotional discourse, the issue of persuasion is the cement that holds the promotional writers and the potential customers together in successful promotional transactions. Effective persuasion; however, according to Ostman (1987, 2005) is implicit persuasion. Bhatia states that genres are partly made up of lexico-grammatical and discourse-organizational forms. He adds that persuasion in a genre loses its power to persuade readers or potential customers successfully if the persuasive purposes in a

9

genre is made too obvious and explicit to its target audiences. Hence, in order for persuasion to be effective in a genre, the linguistic markers of persuasion need to change so that persuasion can be more implicit. Bhatia argues that the more the audiences become accustomed to the persuasive language used, the more the persuasion is exposed and become explicit to audience, and thus, loses its power to persuade. In contrast, the less conscious the audiences are with the persuasive purposes of the text/genre, the more successful it is for effective persuasion to take place to persuade target audiences to accept the ideas, products or services being promoted (p. 230).

1.8   Appropriation of Genres

One of the ways to legitimize CAM health care products is to combine the medical discourse, which is traditionally informative and non-promotional with the marketing/advertising discourse, which is promotional in character. This process could be seen as combining or mixing the two different discourses together to form the new hybrid genre of CAM promotional genres. In order to understand more about combining two or more discourses into one text, the following sections briefly explain about Bhatia's and Fairclough's perspectives towards appropriation of genres.

1.8.1   Text appropriation

Bhatia explains about genres from two main perspectives, which are intertextuality and interdiscursivity. Bhatia defines intertextuality as matchings of texts with other texts and interdiscursivity as the matchings of genres with other genres (2005, p. 10). The Bakhtinian perspective on genres explains that intertextuality can be the cause of the "emergence, maintenance, alteration, and disappearance of genres." The multiple voices found in the textual realization are constantly being compared with other texts for similarities and differences, and adopted and assimilated to form a new text. Genres, as explained by Bhatia, contain different linguistic classifications depending on the communicative goals, but they still allow speakers or writers to achieve their communicative goals or purposes that vary from context to context. In addition, Bhatia claims that genres can also be different through time and different cultures. Moreover, Bhatia argues that texts are not seen as 'unitype' or 'unigenre'. Instead, the characteristics of most texts appear to be "multitype" or "multigenre". Bhatia defines the term multigenre to mean the blends of several different genres in one single text by combining the prototypical characteristics in actual texts. Multigenre texts, according to Bhatia, are also known as "genre-mixing" and "embedding of genres". In Fairclough's (1992) words, the terms multigenre, genre-mixing and embedding of genres are similar to what he proposes as "interdiscursivity", which means the practice of matching genres with other genres. Interdiscursivity thus can be viewed as a function of "appropriation of generic resources" for written texts or genres (Bhatia, 2010). Besides, Bhatia asserts that several genres can be combined or represented in one and the same text, in which he calls it the "appropriation of genres". In the same vein with this, Fairclough (1992) claims that the combination of different genres into a single text can create a new

hybrid genre, in which Fairclough calls the "hybridization of genres or discourses" (p. 11). From the concepts clarified by Fairclough (1992) and Bhatia (2010), it can be concluded that Fairclough and Bhatia have similar view about the combination of different genres into a single text to form a new hybrid genre either through the concepts of "interdiscursivity", "hybridization of genres or discourses" or the "appropriation of genres".

1.8.2   Defining Intertextuality and Interdiscursivity for This Study

In the context of this study, the term intertextuality refers "to the relationship or linkage between one text to other texts" (Bakhtin, 1986). In other words, it means the connection between one's knowledge of previous texts to facilitate the production and also the way certain words or statements are used in creating a text at present or in future (Kristeva and Bakhtin,1986). Fairclough (1995) quoted an example of intertextuality done by Leeuwen (1987) that focuses on the generic heterogeneity of an article from the Australian (Sydney) newspaper called Daily Mirror (p. 86 – 88). In this example, Leeuwen's analysis of the newspaper article was divided into three stages that include 1) "the narration about an individual child", 2) "the exposition of a child expert", and 3) "the adhortation given by the expert to urge parents to take certain actions." Each of these stages was divided by a transitional sentence before it shifts into the next stage. These three stages of analysis, according to Fairclough (1995), reflect the combination of different genres (as Narrative, Exposition and Adhortation) into one single text called Report or Description. Fairclough points out that, different linguistic features such as the simple past tense, present tense, subjects of the clauses (Mum, I), the themes of the clauses (topics / people), the reference of the story (generic / specific), etc. were used to differentiate the stages of the analysis. This kind of analysis, according to Fairclough (1992a: 118) are called the "sequential" and "embedded" forms of intertextuality. In Fairclough's words, they mean "the different generic types alternate within a text, or where one is embedded within the other (as Narration, Exposition and Adhortation are embedded within Report)" as shown in Leeuwen's (1987) example of analysis.

In the context of this study, the term interdiscursivity refers to "the constitution of a text from diverse discourses and genres" (Fairclough, 1990). Interdiscursivity emphasizes that focus is on discourse conventions instead of the constitution of other texts known as intertextuality as it was originally known (Fairclough, 2011). As it is, the term "interdiscursivity" can be traced back to Bakhtin (1981, 1986). According to Bakhtin, "utterances in language are always dialogized and changing", which results in "hybridization" that is "the mixture or combination of different utterances within a single piece of language" (Bakhtin, 1981). However, Bakhtin is more concerned with language in specific social situations. For Bhatia (2004), texts and contexts are vital in professional genre. He sees genre being organized as "text-internal and text-external resources", which highlights two types of relationship that involves texts and contexts. Firstly, the relationship within and across texts which focuses on text-internal properties is known as intertexuality. In addition, intertexuality can be considered as texts of voices which are embedded within other

11

texts. For example, an author, who borrows words, phrases or sentences from a prior text written by Bhatia (2010) regarding "the appropriation of genres" and uses these words in the new text being written would need to use quotation marks and in-text citation to make references and show that Bhatia's words are being borrowed to add more meanings to the new text. This is viewed as the application of words, phrases or sentences from one text to another. Secondly, the relationship within and across genres which involves text-external resources is known as interdiscursivity. For instance, Bhatia (2004) shows that the language used in arbitration genre is similar to the language used in litigation genre when the arbitrators also use highly formal and legal words in producing documents or letters. This can be seen as a result of interdiscursivity when the arbitration language and procedures that was previously less formal was being colonized by the formality and legalized word expressions used in the litigation discourse. Bhatia (2004) argues that interdiscursivity is an attempt to create a hybrid or relatively new genres by appropriating or exploiting the existing conventions or available generic resources that are already in practice. Thus, he claims that a move towards Critical Genre Analysis (CGA) is the most appropriate approach to analyze the combination of different genres in one single text.

In addition, Bhatia claims that in the process of the production and interpretation of texts in professional discourses, the application of semiotic and contextual resources are within and across four main dimensions of space: "textual, genre-specific, professional practice and professional culture" (Bhatia, 2004). The four-space model constructs and interprets meanings in typical professional contexts. Fairclough (1992) claims that the interdiscursive relations in text can reflect the three aspects of contemporary public discourse, known as the "democratization" of discourse, the "commodification" or "marketization" of discourse, and the "technologization" of discourse. According to Fairclough (1992), language is invested by ideology. Texts can be written at various levels with the embedded ideology that shows unequal social power balance between people. Fairclough defines the "democratization" of discourse as the reduction of the power imbalances between people of unequal institutional power. In addition, Fairclough explains that, due to "marketization" of discourse, the main functions of informing or reporting could have been promoted to the functions of persuading and marketizing of a product in a text. Another example resulted from the effect of "technologization" could be traced by the way a company's memos that were traditionally written on papers have now been transformed into emails that are being circulated within and among the company staff. All these changes in the way how languages are used owing to interdiscursivity play an important role in social changes that would affect the development of post-modern society (pp. 200-224). Based on the background of intense interdiscursivity, Bhatia (1995) argues that:

This dynamic complexity of professional communication is the result of several factors, including the ever increasing use of multi-media, explosion of information technology, multi-disciplinary contexts of the world of work, increasingly competitive professional (academic as well as business) environment, and the overwhelmingly compulsive nature of promotional and advertising activities (p.1).

Adopting Fairclough's (1995) three-dimensional framework, Musson and Cohen (1996) conducted a study of medical practice in Britain over the past decade. They are of the view that medical discourse has been taken over by the discourse of marketing. For example, arbitration discourse was taken over by litigation discourse in Bhatia's (2004) example of interdiscursivity. This has produced a significant interdiscursivity between arbitration and litigation genres. This present study intends to explore the interdiscursive relationship of the medical discourse and the marketing/advertising discourse of CAM.

1.9   The Problem Statement

The term Traditional Medicine (TM) and Complementary and Alternative Medicine (CAM) are used interchangeably, or more precisely to mean the types of medicine and treatments that do not belong to the mainstream Conventional Medicine (CM) or sometimes known as Conventional Western Medicine (CWM), modern medicine, biomedicine or orthodox medicine, which are widely practiced in hospitals and clinics regulated by a medical board. The literature provides numerous studies (Jonas, 2001; Callaghan and Jordan, 2003; Modi, Wright and Seeff, 2007; Harvey, Korczak, Marronand Newgreen, 2008; Harvey, 2009; Shivakumar, Agrawal and Gupta, 2013; Isola, 2013; etc.) that prove the prevalence, popularity and recognition of TM/CAM in the health care system of many countries in the East and the West.

In recent years, due to the increasing demand of CAM use alongside CM treatments, many scholars have attempted to carry out studies to understand better the contributions and relationship between CM and CAM. For example, Emmerton, Fejzic and Tett (2012) explored consumer perceptions towards the use of CAM and the relationship between CM and CAM practitioners. Their findings emphasized the need for open communication and developing concordant relationships among the consumers, CM and CAM providers in health care. In an earlier study, Callaghan and Jordan (2003) also investigated people's perceptions and attitudes towards the use of CAM treatments. The authors found that consumers' age, belief in natural remedies and their positive cooperation in the healing process are significant factors towards the use of CAM. Other researchers such as Hemel (2001), Harvey, Korczak, Marron, and Newgreen (2008), and Harvey (2009) have conducted studies in relation to the challenges, and the state licensing and regulation of CAM practitioners. These studies show that while the popularity and demand for CAM treatments are increasing, the regulatory framework and the handling of CAM issues and complaints are weak, and more attention and advance regulations to protect the health care needs of patients are required. Another study related to people's perceptions and acceptance towards the use of CAM treatments was done by Iwu and Gbodossou (2000).The authors claim that herbal-based treatments, which were formerly used only in traditional medications, are now being used to heal certain serious diseases that are not adequately cured by modern medicine. Meanwhile, Isola (2013) explains traditional medicine as a form of healing practice that uses supernatural powers. Isola adds that the service providers of traditional medical practice in Nigeria comprise of "witches, sorcerers, magic curers, fortunetellers, devil chasers and the like" that are believed to have magical powers to perform

rituals and healings on people in Nigeria. Traditional medicine which cannot be scientifically tested and proven can also be considered as "occultism". Isola (2013) and Elujoba (1999) describe traditional medical practice to include "extrasensory perception (ESP), psychic experiences, mysticism, supernatural indications, astronomy, esoteric features, oracular consultation, witchcraft and so on" (p. 321). All these refer to the unexplainable belief in and the practice of supernatural phenomena disregarding any scientific studies and evidence. Despite the lack of scientific acknowledgements in CAM practices, it is undeniable that CAM is still popular and widely accepted by the society seeking for alternative treatments.

Due to increasing popularity of CAM use, many scholars have attempted to observe the factors and characteristics of CAM use among the people. According to WHO (2003), the current status of global market of herbal medicines is reaching over 60 billion US dollars yearly and its growth will continue to expand progressively. CAM is a billion dollar business (WHO, 2003), indicating it is successful in persuading consumers to buy the products. This may mean a lot of people may be self-medicating using CAM products (see Ferro et. al, 2007; Hamilton et. al, 2008; Shaharudin et. al, 2011, Humairah, 2012; etc.) However, doctors and health regulatory bodies have cautioned on the indiscriminate use of CAM products without proper supervision, especially when there have been many cases of adverse effects (see NPS, 2008; Harvey, 2009; etc.) Brian Grogan (2008), the national president of the Pharmaceutical Society of Australia, stated that "while those products that lack evidence for effectiveness may not actively harm the physical health of those who take them, they may well be harming patients' financial health, some of whom may have to forgo other more beneficial evidence-based treatments or other necessities." The success of CAM may be due to its success in persuading and influencing consumers as to its legitimacy and efficacy as an option to health and healing. Therefore, it is imperative to investigate how CAM is able to exercise its influence on consumers through its advertising texts. It is important to know how this persuasion is being carried out in CAM promotional texts as its effect on society is very significant.

The literature about the popularity as well as criticisms of CAM treatments demonstrates prevailing debate about the use of CAM. The past studies mainly focus and describe about the effects of CAM treatments, the reasons why society accepts or rejects CAM treatments, all of which contributed to CAM's demands and popularity or CAM's criticisms and weaknesses as compared to the mainstream medicine, CM. The findings of these past studies are mainly obtained from the positive or negative feedbacks on the consumers' perspectives through interviews, questionnaires, opinions, surveys, etc., which are more focused on customer-or patient-oriented approach. All of this debate points to the argument on the legitimacy of CAM, and the popularity of CAM is evidence of CAM's success in legitimating itself despite the existence of oppositional discourses questioning its lack of scientific backing. However, no research can be found investigating how CAM is able to advance its cause through discursive means, that is, to use discursive resources to position itself as legitimate medicine, and as CAM has spawned a very lucrative business in the sale of products under the label of supplements, to persuade readers to buy CAM products. Specifically, little is known about how CAM product

14

advertisers employ, exploit or manipulate genre and language in CAM promotional brochures to promote and legitimize their products or services to consumers. Numerous past studies have been conducted involving discourses in other areas such as printed advertisements in relation to hotels and tourism, university education, litigation and arbitration, beauty products, skin care products, perfume products, slimming products, children's food and beverages, airline advertisements, banking services, etc. as shown in the works of Bhatia (2004); Edelheim (2006); Asquith (2009); Gregorio-Godeo (2009); Ylanne, Williams and Wadleigh (2009); Vahid and Esmae'li (2012); Tahmasbi and Kalkhajeh (2013); Al-Harahsheh (2013); Kaur, Arumugam and Yunus (2013); Abdelaal and Sase (2014); Ellison (2014); Atalik, Eylul and Kocak (2015); etc. These and many other studies have shown that genre and language are used to promote, market and legitimize their products or services in printed text advertisements. However, none of these studies relate to the promotion of health care or medical products that would belong in a different discourse context. The discourse context of CAM products, for example, is unique as it requires navigation between discourses of CAM and its most severe critic, CM. Any attempt to legitimate itself would entail claiming a position in relation to the central position occupied by CM, given the opposing ideological underpinnings that give legitimacy to both the different fields of medicine. Furthermore, the practice of medicine is ideally anathema to profit-making which is the core of commercial marketing. Discourses that set out to promote products that are included under the label of "medicine" are expected to entail subtle use of interdiscursive strategies that straddle both discourses of medicine and marketing. How promotional discourse of healthcare products such as CAM products navigates the different layers of interdiscursivity to market products in the medical domain has not been investigated. At the time of writing, there are no studies found on the use of genre and language in the promotional discourse of CAM products.

The modern practice of labeling CAM as the "alternative" in relation to CM clearly points out the differences in ideologies of the two fields of medicine in the promotional discourses that seek to market them. Due to the contrasting ideologies and unequal social positioning of both fields of medicine, CAM faces more challenges in promoting, marketing and legitimating its products or services as CAM is constantly being construed in relation to CM. Having said this, any research that aims to study the marketization of medicine should consider the social, ideology, discursive practices and situation of the discourse, in which it is expected that a significant amount of discourse and linguistic strategies may be used to gain legitimation for CAM health care products in CAM brochures. The CAM promotional brochure thus represents a hybrid genre that encapsulates both the scientific/medical information description and the advertising genres. The present study aims to fill in the gap in the literature by examining how genre and language are used in CAM promotional brochures that have been rather successful in creating the demands for its products among consumers. This study incorporates genre theory (Swales, 1990) in order to analyze the recursive generic structures in the promotional brochures. The study also draws on critical discourse analytical (CDA) perspectives, specifically, Fairclough's (1992, 1993, 1995) three dimensional framework in helping to explain the relationship of the social (structures and relations) with discursive practices (production and consumption of texts) and the text(genre and

language) to understand how legitimation is gained through discourse elements / genre and language in brochures promoting CAM health care products or services.

1.10 Scope of the Study

The focus of the study is on how the medical discourse elements in the Complementary and Alternative Medicine (CAM) product brochures are used to persuade and give legitimacy to CAM products. This study will select 100 companies that sell CAM health care products in Malaysia. These 100 companies promote their medicinal products in printed brochures obtainable in Malaysia.

1.11 Objective of the Study

The study is an investigation on a hybrid genre, that is the promotional discourse in brochures promoting CAM products. Specifically, the study examined how discursive resources are used to assert CAM as a legitimate field of health care and persuade readers to buy CAM products.

The study takes the critical view of discourse that considers language as not merely a vehicle to convey messages, but as a tool that constructs experiences, relationships and identities of the users of language within a socio-cultural context. Language performs communicative as well as persuasive functions through manipulation of ideologies and assumptions that are not readily apparent as they cannot be read directly off the text without examination or awareness of the co-text, context and wider social practices.

1.12 Research Questions

In order to accomplish the objectives of the study, the following research questions are formulated:

1) How are generic structure and language used to promote health care products in CAM brochures?
2) What ideologies about health and medicine are constructed in the text?
3) How are the discourses of marketing/advertising and medicine appropriated in the commercial product marketing of CAM?
4) How do the discourse elements in the brochures work to legitimize CAM products in the face of oppositional discourses questioning CAM's position as legitimate medicine?

16

1.13   Significance of the Study

As the field of complementary and alternative medicine (CAM) crosses over into the threshold of promotional discourse, it not only publicizes its intention to save lives, but also appear to be making profits out of medicinal products. This perhaps would have lowered the nobility of the medical discourse as the public start scrutinizing the benefits and importance of CAM in the health care product advertisements. From the health industry perspective, there is an ethical need to find out how the CAM health care products or services could be promoted to the public while safeguarding its customers' trust, and at the same time competing against its rivals in the competitive medicinal industry. One of the ways to achieve this need is through a hybrid genre of medicine and advertising for the purposes of informing and persuading in the medicinal brochure advertisements. Through the promotional brochures, the CAM ideological stances can reveal the hidden meanings of organizations and the recurrent persuasion strategies that are used to promote health care products.

Hence, this study will be carried out to analyze the overall generic structure and the linguistic features of CAM promotional brochures on how CAM advertisers promote their medical products. Through the analysis, it is intended to provide some insights to academic researchers, CAM practitioners, and English for Specific Purposes (ESP) trainers on how CAM is marketized and how CAM is legitimized through the strategic use of medical discourse elements (genre and language) in printed brochures. Refer to the diagram below for a hybrid genre combining the discourse of medicine and the discourse of advertising.

Field of Medicine

With its set of ideological stances:
Healing,
altruism, scientific, evidence, etc.

CAM Promotional Brochures
Use of medical discourse elements (text & genre) to inform, persuade & legitimize CAM products

Field of Advertising

Persuasion,manipulation of emotion, profit making, promoting benefits, etc.

Interdiscursive field
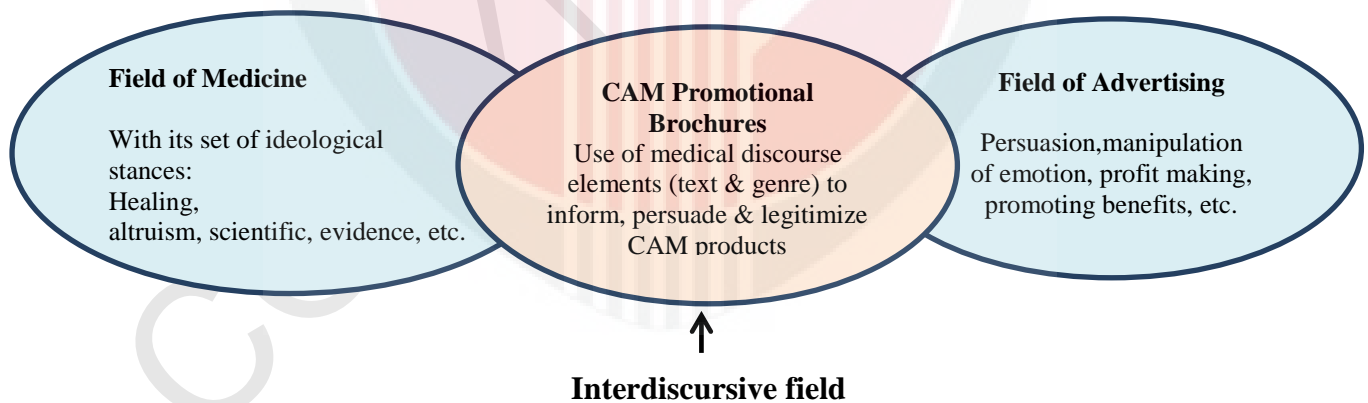
Figure 1.1 : A Hybrid Genre combining medicine & advertising

1.14   Definition of Key Terms

The key terms used in this study are as following:

a) Genre: In the context of this study, the term genre refers to "a class of communicative events, the members of which share some set of communicative purposes. These purposes are recognized by the expert members of the parent discourse community and thereby constitute the rationale for the genre. This rationale shapes the schematic structure of the discourse and influences and constrains choice of content and style" (Swales, 1990, p. 58).

b) Conventional Medicine: The term refers to all types of conventional health care systems and concepts that have been scientifically tested and approved and which are used by medical doctors in the mainstream and in government hospitals. The conventional medicine that comes in tablet forms, liquids, creams and specially formulated milk powder are also available in local pharmacies and clinics in Malaysia.

c) Complementary and Alternative Medicine: The term refers to CAM health care systems that sell CAM health care products in pills, drinking tea, strictly controlled health supplementary food, massage cream, reflexology, acupuncture, herbal medicine, spiritual healing, meditation and energy healing. CAM health care products are available at special counters in shopping malls, traditional medicine shops and local pharmacies in Malaysia.

d) Legitimation: In the context of this study, the term legitimation means "a normative acceptance of its rightness" (Habermas, 1973; Brown 1998, p. 2) while Della Fave (1991, p. 1) explains legitimation as "a recognition that it is reasonable and just". The terms legitimation and legitimacy are used synonymously and are defined as "legitimacy is a generalized perception or assumption that the actions of an entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs and definitions" (Suchman, 1995, p. 574).

1.15   Organization of the Study

The first chapter of the study comprises the background of the study, the concepts, a brief history of medicine fields, problem statement, objectives of the study, research questions, significance of the study, limitations of the study, and the definition of the key terms used in the present study. The second chapter includes the philosophies of medicines, the social positioning of conventional medicine and complementary and alternative medicine, previous studies on the conventional medicine and the complementary and alternative medicine, theoretical frameworks, the marketization of complementary and alternative medicine, advertising promotional brochures, roles and functions of advertising, and the frameworks for advertising. The third chapter addresses the research design, sample size, sample selections, sample features, conceptual framework, theoretical frameworks, analytical frameworks, and lists of sample brochures chosen for the analysis of the current study. The fourth chapter includes the presentation of data findings and interpretations of results. The last chapter presents the conclusions, suggestions, and recommendations for further research.

REFERENCES

Abdelaal, N. M. & Sase, A. S. (2014). Advertisement analysis: A comparative critical study. *Advances in Language and Literary Studies*. *5*(6), 254-259.

Adolphs, S., Brown, B., Cater, R., Crawford, C. and Sahota, O. (2004). Applying Corpus Linguistics in a health care context. *Journal of Applied linguistics*. *1*(1), 9-28.

Al-Harahsheh, A. M. (2013). The Translatability of Figures of Speech in Khalid Mashaal's Political Speeches: A Critical Discourse Analysis. *International Journal of English Linguistics. 3*(3)*,* 100-114.

Asquith, K. (2009). A critical analysis of the children's food and beverage advertising self-regulatory initiatives. *Democratic Communique. 23*(2), 41-60.

Atalik, O., Eylul, I. and Kocak, B. B. (2015). Discourse analysis for ads in Turkey: Pegasus Airlines and Anadolujet. *International Journal of Academic Research in Business and Social Sciences. 5*(6), 87-101.

Behnam, B. and Alizadeh, K. (2015). A genre analysis of public death announcements in Tabriz. *Modern Journal of Language Teaching Methods (MJLTM), Issn: 2251-6204.* 195-201.

Bergin, M. (2011) 'Nvivo 8 and consistency in data analysis: reflecting on the use of qualitative data analysis programme'. *Nurse researcher. 8*(3), 6-12.

Bhatia, V. K. (1993). *Analysing genre: Language use in professional settings.* London: Longman.

Bhatia, V. K. (1998). Integrating product, processes, purposes and participants in professional writing. In Candlin, C. N. & Hyland, K. (Eds.), Writing: Texts, processes and practices. *United States of America: Addison Wesley Longman Inc.* 21-39.

Bhatia, V. K. (2002). Applied genre analysis: A multi-perspective model. *Iberica City University of Hong Kong.* 4, 3-19.

Bhatia, V. K. (2004). Interdiscursivity in critical genre analysis. Conference Proceedings, p. 391-400. Hong Kong: City University of Hong Kong.

Bhatia, V. K. (2004). Worlds of Written Discourse: A Genre-Based View. *New York: Continuum.*

Bhatia, V. K. (2005). Generic patterns in promotional discourse. In H. Halmari & T. Virtanen (Eds.), Persuasion Across Genres: A Linguistic Approach (pp. 213-228). Amsterdam, Netherlands: John Benjamins Publishing Company.

Bhatia, V. K. (2012). Critical reflections on genre analysis. *City University of Hong Kong, China*. 17-28.

Bhuchar, S. Katta, R. and Wolf, J. (2012). Complementary and alternative medicine in Dermatology. *Springer International Publishing AG. 13*(5), 311-317.

Biber, D., Conrad, S. and Reppen, R. (1998). Corpus linguistics: Investigating language structure and use. *Cambridge: Cambridge University Press.*

Biber, D. (2006) University language, Amsterdam, Philadelphia: John Benjamin publishing company.

Burke, J. D. (1973). *Advertising in the market place*. New York: McGraw-Hill.

Callaghan, F. V. and Jordan, N. (2003). Postmodern values, attitudes and the use of complementary medicine. *Complementary Therapies in Medicine, Elsevier Science Ltd. 11,* 28-32.

Cambridge Advanced Learner's Dictionary. (2003). India: Cambridge.

Cheung, M. (2011). Sales promotion communication in Chinese and English: A thematic analysis. *Journal of Pragmatics. 43,* 1061-1079.

Coe, R. M. & Freedman, A. (1994). Genre Theory: Australian and North American Approaches. 41-45.

Coffin, C. (2012). English for academic purposes: Contributions from systemic functional linguistics and Academic Literacies. *Journal of English for Academic Purposes. 11,* 1-3.

Cohen, J. (1960). A Coefficient of Agreement for Nominal Scales. *Educational and Psychological Measurement. 20,* 37-46.

Conrad, S. (2002). Corpus linguistic approaches for discourse analysis. *Annual review of Applied linguistics. 22,* 75-95.

Cook, G. (2001). *The discourse of advertising*. London: Routledge.

Crossley, S. (2007). A chronotopic approach to genre analysis: An exploratory study. *English for Specific Purposes. 26*, 4-24.

Directions in corpus linguistics, Berlin: Mouton de Gruyter, 105-122.

Eagles. Interim Report 1994.2.1 "Corpus Typology, a framework for classification" in http://www/ilc/pi/cnr.it/Eagles 96/corpus typ.

Edelheim, J. R. (2006). Analysis of hegemonic messages that tourist brochures sell. *CAUTHE 2006 Conference – "to the city and beyond…",* 202-212.

Edelheim, J. R. (2007). Hidden messages: A polysemic reading of tourist brochures. *Journal of Vacation Marketing, Jan 2007, ProQuest. 13*(1), 5-16.

Elbe, J. & Emmoth, A. (2014). The use of rhetoric in legitimation strategies when mobilizing destination stakeholders. *Journal of Destination Marketing & Management. 3,* 210-217.

173

Ellison, K. L. (2014). Age transcended: A semiotic and rhetorical analysis of the discourse of agelessness in North American anti-aging skin care advertisements. *Journal of Aging Studies*. *29,* 20-31.

Embong, A. M., Noor, A. M., Abu Bakar, Z., Khalid, M., Rafek, M., & Hussain, J. (2015). Discourse prosody of English modal verbs in three genres associated with the Scottish ship RMS Queen Elizabeth. *International Journal of Arts & Sciences. 8*(2), 49-59.

Emmerton, L., Fejzic, J. and Tett, S. E. (2012). Consumers' experiences and values in conventional and alternative medicine paradigms: a problem detection study (PDS). *BMC Complementary and Alternative Medicine.* 12-39.

Fairclough, N. (2011). Critical discourse analysis and the marketization of public discourse: the universities. *SAGE Social Science Collections.* 133-168.

Faramarzi, S., Elekaei, A. and Tabrizi, H. H. (2015). Genre-based discourse analysis of wedding invitation cards in Iran. *Journal of Language Teaching and Research. 6*(3), 662-668.

Faten, H. M. (1996). Malay folk medicine vs modern medicine: A Case Study of Choice among Singapore Malay undergraduates, unpubl. Hons. dissertation, *Department of Malay Studies, National University of Singapore.*

Ferro, M. A, Leis, A., Doll, R., Chiu, L., Chung, M. & Barroetavena, M. C. (2007). The impact of acculturation on the use of traditional Chinese medicine in newly diagnosed Chinese cancer patients. *Support Care Cancer 15,* 985-992.

Fliess, J. L. (1981). *Statistical Methods for Rates and Proportions* (2nded.). New York: John Wiley and Sons.

Francis, N. (1992) "Language corpora B.C. in Svartvik (ed.), 17-32.

Freedman, A. & Coe, R. M. (1998). Genre Theory: Australian and North American Approaches. *From Theorizing Composition, A Critical Sourcebook of Theory and Scholarship in Contemporary Composition Studies.* Ed. M.L. Kennedy (Greenwood, 1998), 136-147.

Frey, A. W. (1961). Advertising (3rd ed.). *New York: The Ronald Press Company.*

Golebiowski, Z. (1999). Application of Swales' model in the analysis of research papers by Polish authors. *IRAL, International Review of Applied Linguistics in Language Teaching, Aug 1999, Linguistic Database, 37*(3), 231-247.

Gregorio-Godeo, E. (2009). British men's magazines' scent advertising and the multimodal discursive construction of masculinity: A preliminary study. *Estudios Ingleses de la Universidad Complutense. 17,* 9-36.

Hadavi, M., Marzban, B., & Moghaddam, M. M. (2015). Analysis of official letters based on applied genre analytical model. *Journal of Language Teaching and Research. 6*(3)*,* 588-594.

Hamilton, J. L., Roemheld-Hamm, B., Young, D. M., Jalba, M. and Di Cicco-Bloom, B. (2008). Complementary and Alternative Medicine in US family medicine practices: A pilot qualitative study. *Alternative Therapies in Health and Medicine, May/Jun 2008, ProQuest Central. 14,* 3.

Harvey, K. J, Korczak, V. S, Marron, L. J & Newgreen, D. B, (2008). Commercialism, choice and consumer protection: regulation of complementary medicines in Australia. *Pharmaceuticals and Prescribing. 188*(1)*,* 21-25.

Harvey, K. J. (2009). A review of proposals to reform the regulation of complementary medicines. *Australian Health Review; May 2009 ProQuest. 33(2),* 279-287.

Henry, A. & Roseberry, R. L. (2001). A narrow-angled corpus analysis of moves and strategies of the genre: 'Letter of Application'. *English for Specific Purposes. 20*, 153-167.

Horvath, J. (n.d.). Critical discourse analysis of Obama's political discourse. Institute of British and American Studies, Faculty of Arts, University of Presov, Slovakia. 45-56.

Humairah Bte Zainal, (2012). Reviving Singaporean-Malay cultural identity through health tourism: A case study of traditional Malay medical practitioners in Singapore's Geylang Serai. *International Journal of Arts & Sciences. 5*(6), 241-257.

Hung, H., Chen, P. & Tsai, J. (2012). Rhetorical structure and linguistic features of case presentations in case reports in Taiwanese and international medical journals. *Journal of English for Academic Purposes. 11,* 220-228.

Hyland, K. (2002). Genre: Language, context and literacy. *Annual Review of Applied Linguistics. 22,* 113-135.

Isola, O. I. (2013). The "Relevance" of the African Traditional Medicine (Alternative Medicine) to health care delivery system in Nigeria. *The Journal of Developing Areas. 47*(1), 320-338.

Iwu, M. M. and Gbodossou, E. (2000). The role of traditional medicine. *The Lancet; Dec 2000; 356, ProQuest Central,* 3.

James, G., Davison, R., Heung-Yeung, A. & Deerwester, S. (1994) English in Computer Science. A corpus based lexical analysis. *Hong-Kong: Longman Asia.*

Johns, A. M. (1997). Text, role and context: Developing academic literacies. U. K.: *Cambridge University Press.*

Jonas, W. B. (2001). Advising patients on the use of complementary and alternative medicine. *Applied Psychophysiology and Biofeedback. 26*(3), 205-214.

Junaid, A & Nasreen, R. (2012). Regulatory aspects of traditional medicine: Focus towards Unani Cosmeceutical products. *International Journal of Pharmaceutical Sciences and Research. 3*(6), 1768-1781.

Kathpalia, S. S. (1992). A genre analysis of promotional texts. Ph.D. Thesis. Singapore: National University of Singapore.

Kaur, K., Arumugam, N., Yunus, N. M. (2013). Beauty product advertisements: A critical discourse analysis. *Asian Social Science. 9*(3), 61-71.

Kuipers, P., Appleton, J. & Pridmore, S. (2013). Lexical analysis of coronial suicide reports: A useful foundation for theory building. *Content Management Pty Ltd. Advances in Mental Health. 11*(2), 197-203.

Lee, M. Su., Lee, M. Soo., Yang, C. Y., Lee, S., Joo, M. C., Shin, B. C., Yoo, W. H. & Shin, Y. (2008). Use of complementary and alternative medicine by rheumatoid arthritis patients in Korea. *ClinRheumatol (2008) 27,* 29-33.

Leech, G. (1992). Corpora and theories of linguistic performance in J. Svartvik (ed.)

Ming, T. L. (2008). Genre analysis of advertisements of skin-care products. http://dspace.fsktm.um.edu.my/bitstream/1812/436/14/Teo%20Lee%20Ming_Title%20Page.pdf

Mirador, J. F. (2000). A move analysis of written feedback in higher education. *RELC Journal. 31*(1), 45-60.

Modi, A. A., Wright, E. C. & Seeff, L. B. (2007). Complementary and alternative medicine (CAM) for the treatment of chronic hepatitis B and C: A review. *International Medical Press, Antiviral Therapy. 12*(3), 285-295.

Morgan, N. J. and Pritchard, A. (1998). Tourism Promotion and Power: Creating Images, Creating Identities. *West Sussex: John Wiley & Sons Ltd.*

Nelson, M. (2000). A corpus-based study of Business English and Business English teaching materials. Unpublished PhD, University of Manchester.

Nesselhauf, N. (2011). Corpus Linguistics: A Practical Introduction. Retrieved on 7th April 2014.http://www.as.uni-heidelberg.de/personen/Nesselhauf/files/Corpus%20Linguistics%20Practical%20Introduction.pdf

Nugroho, A. D. (2009). The generic structure of print advertisement of Elizabeth Arden's INTERVENE: A multimodal discourse analysis. *Kata, 11*(1), 70-84.

Onwuegbuzie, A. and Leech, N. (2011). "Beyond constant comparison Qualitative data Analysis: Using Nvivo". *School of Psychology Quaterly. 26*(1), 70-84.

Ozkan, B. (2004). "Using Nvivo to analyse Qualitative classroom data on Constructivist learning environments". *The Qualitative Report. 9*(4), 589-603.

Ramon, N. & Labrador, B. (2015). The rhetorical structure of technical brochures: A proposal for technical writing. *Procedia – Social and Behavioral Sciences. 173,* 241-245.

Rath, A., (2011) "Nvivo 8. From QSR International Pty Ltd. Doncaster, Victoria, Australia". A review paper. 5, 60-65.

Sapir E. (1884-1939). Edward Sapir, linguistic relativity and international language. (pp. 1-20). Retrieved September 2, 2010 from http://pfed.info/james/sapirrelial20091007.pdf

Seeff, L. B., Lindsay, K. L., Bacon, B. R., Kresina, T. F. and Hoofnagle, J. H. (2001). Complementary and Alternative Medicine in Chronic Liver Disease. *Hepatology. 34*(3), 595-603.

Shaharudin, S. H., Sulaiman, S., Emran, N. A., Shahril, M. R. and Hussain, S. N. (2011). The use of complementary and alternative medicine among Malay breast cancer survivors. *Alternative Therapies in Health and Medicine, ProQuest Central. 17*(1), 50-56.

Sheyholislami, J. (2001). Yesterday's "separatists" are today's "resistance fighters": A critical discourse analysis of the representation of Iraqi Kurds in The Globe and Mail and The New York Times. (Unpublished master of arts thesis). Carleton University, Ottawa, Canada.

Shivakumar, N., Agrawal, P. & Gupta, P. K. (2013). Green Pharmacy: An alternative and complementary medicine. *International Journal of Pharmaceutical Sciences and Research. 4*(2), 575-581.

Shuo, C. & Zhenmei, S. (2014). Intertextuality and Glocalization: A Corpus-based analysis of advertisement texts of an international female fashion magazine. *Dalian Social Science Planning*, 39-49.

Stephen E. S. (2000). Expanding horizons of healthcare five-year strategic plan 2001-2005. *National Center for Complementary and Alternative Medicine,* 1-44.

Skelton, J. and Hobbs, F. (1999). "Concordancing: the use of language based research in Medical communication". *The Lancet.* 355, 108-111.

Skelton, J., Wearn, A. and Hobbs, F. (2002). 'I' and 'we': a concordancing analysis of Doctors and patients use of first person pronouns in primary care consultations'. *Family practice. 19*(5), 484-488.

Skjerdal, T., Lando, A. L., Ndati, N., Batta, H. E., Kalugendo, J., et al. (2013). *African Journal of Communication. 1*(1), 1-193.

Stickley, A., Koyanagi, A., Richardson, E., Roberts, B., Balabanova, D & McKee, M. (2013). Prevalence and factors associated with the use of alternative (folk) medicine practitioners in 8 countries of the former Soviet Union. *BMC Complementary and Alternative Medicine. 13*(83), 1-9.

Stuart, K. and Botella, A. (2009). Corpus Linguistics, Network Analysis and Co-occurrence Matrices. *International Journal of English Studies, Special Issue.* 1-28.

Swales, J. M. (1990). *Genre analysis English in academic and research settings*. New York: Cambridge University Press.

Tahmasbi, S. and Kalkhajeh, S. (2013). Critical discourse analysis: Iranian banks advertisements. *Asian Economic and Financial Review*. *3*(1), 124-145.

Thomas, J. C. (1997). Marketing Clinic. *Journal of Accountancy, Jan 1997, ProQuest. 183*(1), 75-76.

Thomas, J. and Wilson, A. (1996). Methodologies for studying a corpus of doctor-patient interaction in Thomas, J. and Short, M. (Eds.) Using corpora for language research, London: Longman.

Vahid, H. and Esmae'li, S. (2012). The power behind images: Advertisement discourse in focus. *International Journal of Linguistics. 4*(4), 36-51.

Van, Dijk (2007). Critical Discourse Analysis. (pg. 352-371). Retrieved 3 January, 2019 from https://pdfs.semanticscholar.org/.../4f110d49e32359368129a4b56c7918dc632.pdf.

Vazquez-Orta, I. (2013). Authoritative intervention in legal discourse: A genre-based study of judgments and arbitration awards. *Revista Española de Lingüística Aplicada, suppl. MONOGRÁFICO. 91-103.*

Ventola, (2010). Current Issues Regarding Complementary and Alternative Medicine (CAM) in the United States. *Pharmacy and Therapeutics, A Peer-Reviewed Journal for Managed Care and Hospital Formulary Management. 35*(8), 461-468.

Watkins, A. (2002). Further considerations for creating effective brochures. *Inside PageMaker, Dec 2002, ProQuest Central. 8*(12), 9-12.

White, R. (1980). *Advertising: What it is and how to do it.* London: McGraw-Hill.

Widdowson, H. G. (1985). *Teaching language as communication.* Hong Kong: Oxford University Press.

Widdowson, H. G. (1998). Communication and community. The pragmatics of ESP. *English for Specific Purposes. 17*(1), 3-14.

Wodak, R. (2002). Aspects of Critical Discourse Analysis. *ZfAL 36*, 5-31.

Ylanne, V., Williams, A. and Wadleigh, P. M. (2009). Ageing well? Older people's health and well-being as portrayed in UK magazine advertisements. *International Journal of Ageing and Later Life. 4*(2), 33-62.

BIODATA OF STUDENT

Ms. Goh Ching Fen is a full time PhD student at Universiti Putra Malaysia. She is currently a lecturer at Xiamen International University, a President for the Big Hearts Charity Foundation, and a freelance student trainer for local language centres, primary and secondary schools' students. Prior to this, she had worked in prominent universities and schools such as Universiti Putra Malaysia, INTI International University, Nilai International University, Universiti Sains Islam Malaysia and Nilai International School. She is a committed lecturer with minimum of 10 years of experience teaching students from various social and cultural backgrounds. She has a B.A in English (2008) and M.A. in Applied Linguistics (English Language) (2010) from Universiti Putra Malaysia. To date, she has worked with students in English Proficiency classes, Advanced reading skills, Writing for professional purposes, Presentation skills and Business communication classes. Her research interests are in discourse analysis, genre studies and English language teaching and learning in the areas of Applied Linguistics.

PUBLICATION

Goh, C. F., Chan, M. Y., Mohd. Ali, A. & Mohd. Rashid, S. (2019). The Complementary and Alternative Medicine (CAM) Product Information Brochure: How is Generic Structure Used to Persuade Potential Users? *GEMA Online® Journal of Language Studies. 19*(4), November 2019, 219-242.

UNIVERSITI PUTRA MALAYSIA

STATUS CONFIRMATION FOR THESIS / PROJECT REPORT AND COPYRIGHT

ACADEMIC SESSION : Second Semester 2019/2020

TITLE OF THESIS / PROJECT REPORT :

GENRE, LANGUAGE AND LEGITIMATION IN COMPLEMENTARY AND ALTERNATIVE MEDICINE PROMOTIONAL BROCHURES

NAME OF STUDENT: GOH CHING FEN

I acknowledge that the copyright and other intellectual property in the thesis/project report belonged to Universiti Putra Malaysia and I agree to allow this thesis/project report to be placed at the library under the following terms:

1. This thesis/project report is the property of Universiti Putra Malaysia.

2. The library of Universiti Putra Malaysia has the right to make copies for educational purposes only.

3. The library of Universiti Putra Malaysia is allowed to make copies of this thesis for academic exchange.

I declare that this thesis is classified as :

*Please tick (√)

☐ **CONFIDENTIAL**   (Contain confidential information under Official Secret Act 1972).

☐ **RESTRICTED**   (Contains restricted information as specified by the organization/institution where research was done).

☐ **OPEN ACCESS**   I agree that my thesis/project report to be published as hard copy or online open access.

This thesis is submitted for :

☐ **PATENT**   Embargo from_____ until _____
                      (date)   (date)

Approved by:

_____   _____
(Signature of Student)   (Signature of Chairman of Supervisory Committee)
New IC No/ Passport No.:   Name:

Date :   Date :

[Note : If the thesis is CONFIDENTIAL or RESTRICTED, please attach with the letter from the organization/institution with period and reasons for confidentially or restricted.]