

REGISTERAL DIFFERENCES AND TYPICAL LINGUISTIC FEATURES OF MANUALS, RECIPES, ADVERTISEMENTS, BROCHURES, AND REGISTRATION FORM: A REGISTER ANALYSIS

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Abstract

Every genre has its own typical linguistic features to enable them to be different from others. The study reported here discusses the registeral differences and typical linguistics features of five different types of genres. They are manuals, recipes, advertisement, brochures, and registration forms. The study is descriptive qualitative in nature. The data were taken randomly from the five selected genres consisting of words ranging from 350 words to 1000 words as the samples of the study. These then were analyzed utilizing a content-based analysis. The study concluded that certain linguistic items that each of the five selected genre employed provides the genre with their own typical linguistic features. These features enable the given genres to be identifiable and distinctive. These typicality are mostly determined by the main function the given genres play. The functions the genres make them employ certain lexicons and syntactical forms

Keywords: Register, genres, linguistic features, lexicons, and syntactical forms

INTRODUCTION

Background. Hudson (1980:24) points out that what makes one variety of language different from another is the linguistic items that it includes. This may implies that every genre has its own typical linguistic features which make it different from one another. For instance many research findings reveal that passive sentences mostly occur in academic or scientific genres rather than in any other genres. Similarly, Barber in Swales (1990:2) found that continues tenses were so rare in scientific prose. In addition, regarding structures of genres, Swales (1990:141) categorizes the structure of genre of research article introduction into three; Move 1, establishing a territory, Move 2, establishing a niche, and Move 3, occupying the niche. Accordingly, Swales (1986) classifies the structure of genre of reprint

requests into four; opening salutation, request statement, expression of thanks, and closing salutation. Similarly, Hyland (1990:69) divides the structure of genre of the argumentative essay into three; thesis, stating proposition, argument, stating the claim of agreement or disagreement, and conclusion, relating the argument to the proposition. All these findings then suggest that each genre employs certain linguistic features that become the typical identity for the given genre.

Objective. This study is aimed at firstly discussing the differences in register of five selected genres; manuals, recipes, advertisements, brochures, and registration forms and then discussing the typical linguistic features of each of these genres. Downes (1984:27) defines registers as varieties defined by the social function of language, eg. the linguistic choices which characterize advertising, scientific prose,

sport commentary, etc. The analysis will mainly focus on the three aspects; the lexicons, the syntax, and the structures.

Data and method. These genres are taken from two booklets, two magazines, and a leaflet which contain pages ranging from three to forty-five. However, instead of investigating the whole pages of each genre, the data are taken only from the random samples of each genre. The manual is an eight-pages iron manual booklet, but only four pages containing about 1000 words are taken as the samples and analyzed. The recipe is a forty-five pages booklet containing a collection of recipes, four pages containing about 550 words are taken as the sample and analyzed. The advertisement is a twelve-pages magazine containing fifty-four computing advertisements, four pages containing eighteen advertisements of about 350 words all together are taken as the sample and analyzed. The brochure is a twenty-two pages magazine containing series of “*Kenwood*” hi-fi products, four pages containing about 350 words are taken as the sample and analysed. The registration form is a three-pages leaflet containing information on a linguistics conference and spring school, the whole pages about 300 words are analysed. The discussions of both the differences and the typical linguistic features of the five selected genres will be mainly focused on three aspects; the lexicons, the syntax, and the structures.

Theoretical Framework. One of the earliest approaches to the description of varieties of language use, characterized in terms of what Reid (1956) called ‘register’ became the focus of widespread attention in the Sixties and of fierce controversy in the seventies (Bhatia, 1993:5). Developed by Halliday et al. (1964), within the ‘institutional linguistic framework of Hill (1958), register analysis focuses mainly on the identification of statistically significant

lexico-grammatical features of a linguistic variety. Halliday, McIntosh and Strevens (1964:87) postulated that language varies as its function varies; it differs in different situations. The name given to a variety of a language distinguished according to its use is register. They further claimed that registers could be differentiated as sub-codes of a particular language on the basis of the frequency of lexico-grammatical features of a particular text-variety. They also proposed three situational and contextual dimensions in terms of field, mode, and style, which later became tenor of discourse to identify various registeral characteristics. Although these situational and contextual categories have been variously refined and redefined in Gregory (1967), Crystal and Davy (1969), Ellis and Ure (1969), Hasan (1973) and Gregory and Carroll (1978) etc., register have been defined essentially in terms of lexico-grammatical and, more recently, in semantic and semiotic terms (Bhatia:1993:6).

So, in brief, register analysis is one of the earliest approaches to the description of varieties of language use mostly developed by Halliday et al. that focuses mainly on the identification of statistically significant lexico-grammatical features as well as the frequency of lexico grammatical features particular text-variety.

LITERATURE REVIEW

Three of the most significant analysis of language use for applied linguistic purposes which belong to this tradition are those of Barber (1962), Crystal and Davy (1969) and Gustaffson (1957). In brief, they all draw interesting conclusions about the linguistic/stylistic variation in different varieties. These studies on the frequency of syntactic properties of different varieties of English are interesting and

useful in the sense that they provide necessary empirical evidence to confirm or disprove some of the intuitive and impressionistic statements we all tend to make about the high or low incidence of certain syntactic features of various varieties of languages.

However, such studies tell us very little about the restricted values these elements of syntax realize in specific varieties. In fact, they tell us nothing whatsoever about the aspects of the variety these syntactic elements textualize or to what purpose such features are markedly present or absent in a particular variety. The findings remain severely constrained by their emphasis on surface features and do not provide adequate insights about the way information is structured in a particular variety.

However, perceptive these observation may be, they fall some way short of offering an explanation of why a particular variety takes the form that it does, and it is reasonable to suppose that speacialized language courses will be more effective for being informed by insights into the rationale underlying selection and distribution of surface linguistic features.

REGISTER AND GENRE

In recent year, the concept of 'genre' has also been discussed by the systemic or 'Hallidayean' linguists (cf. Halliday, 1978). However, Ventola (1979) pointed out that the relationship between 'genre' and the longer established concept of 'register' is not always very clear. Register, or functional language variation, is a contextual category correlating groupings of linguistic features with recurrent situational features (Gregory and Carroll, 1978:4). This category has typically been analyzed in terms of three variables labeled field, tenor and mode.

Field indicates the type of activity in which the discourse operates, its content, ideas, and institutional focus. Tenor handles the status and role relationships of the participants, while mode is concerened with the channel of communication (prototypically speech or writing). The field, tenor, and mode act collectively as determinants of the text through their specification of the register; at the same time they are systematically associated with the linguistic system through the functional components of the semantics (Halliday, 1978:122). Thus, field is associated with the management of the ideas, tenor with the management of personal relations, and mode with the management of discourse itself. The categories provide a conceptual framework for analysis; they are not themselves kinds of language use. In a much broader view, Gusnawaty et al (2017) citing Halliday and Matthiesen (2006), a language has three different metafunctions of meaning; clause as message, clause as exchange, and clause as representation (see also for example, Eggins, 2004).

It is only comparatively recently in the systemic school that genre has become disentangled from register: Frow (1980:78), for instance, refers to discourse genre or register. On the other hand, Martin (1985) makes the following three-way distinction: genres are realized through registers, and registers in turn are realized through language. As for genres themselves:

Genres are how things get done, when language is used to accomplish them. They range from literary to far from literary forms: poems, narratives, expositions, lectures, seminars, recipes, manuals, appointment making, service counters, news broadcasts and so on. The term genre is used here to embrace each of the linguistically realized activity types which comprise so much of our culture (Martin, 1985:250).

Martin gives two kinds of reasons for establishing genre as a system underlying register. One revolves around the fact that genres constrain the ways in which register variables of field, tenor and mode can be combined in a particular society. Some topics will be more or less suitable for lectures than others; others will be more or less suitable for informal conversation between unequals. Recognizing the gaps is not only valuable in itself, but can have important consequences for cross-cultural awareness and training.

The second reason for recognizing that genres comprise a system for accomplishing social purposes by verbal means is that this recognition leads to an analysis of discourse structure. Genres have beginnings, middles and ends of various kinds. Verbal strategies can be thought of in terms of states through which one moves in order to realize a genre (Martin, 1985:251). Genre refers to the staged purposeful social processes through which a culture is realized in a language (Martin and Rothery, 1986:243).

Couture (1986) provides unusual clarification of the use of register and genre within systemic linguistics. Registers impose constraints at the linguistic levels of vocabulary and syntax, whereas genre constraints operate at the level of discourse structure. Further, unlike register, genre can only be realized in completed texts or texts that can be projected as complete, for a genre does more than specify kinds of codes extant in a group of related texts; it specifies conditions for beginning, continuing and ending a text (1986:82). For Couture then the two concepts need to be kept apart: genre (research report, explanation, business report) are completable structured texts, while registers (language of scientific reporting, language of newspaper reporting, bureaucratic language) represent more

generalizable stylistic choices. Genres have complementary registers, and communicative success with texts may require an appropriate relationship to systems of genre and register (1986:86).

In a detailed application of how genres and registers could relate differentially to a scale which runs from the highly explicit to the highly elliptical, Couture gives the following illustration:

Since the two sides of the scale are independent, a writer could select a genre that implies a high level of explicitness (like a business report) and at the same time select a register that demands less explicitness (such as bureaucratic language). In doing so, the writer must decide which criteria for explicitness he or she wishes to dictate linguistic choice (clear hierarchical development of message and support demanded by the report genre or implicit expression of the cultural values of impartiality, power and prestige associated with bureaucratic style) (Couture, 1986:87).

Aside from scholars such as Martin, Rothery and Couture, linguistics as a whole has tended to find genre indigestible. The difficulty seems to derive from the fact that register is a well-established and central concept in linguistics, while genre is a recent appendage found to be necessary as a result of important studies of text structure. Although genre is now seen as valuably fundamental to the realization of goals, and thus acts as a determinant of linguistic choices, there has been an understandable unwillingness to demote register to a secondary position, an unwillingness strengthened, on the one hand, by large-scale investment in analysis of language varieties (for lexicographic among other purposes) and underpinned, on the other, by relatively little interest in seeing how texts are

perceived, categorized and used by members of a community.

Despite these equivocations, linguistic contributions to the evolving study of genre lie in the emphasis given to: (a) genres as types of goal-directed communicative events; (b) genres as having schematic structures; and most strikingly (c) genres as disassociated from registers or styles. For the sake of the teaching of genres in EFL classrooms, these aspects should be taken into account by the course teaching material designers to include them in their English instructional materials. Maming et al (2020) advocated that a teaching approach integrating both content and language teaching and learning as a content-based instruction (CBI) approach was selected to

improve the students' integrated skills in the secondary level classroom. In similar vein, Nadera (2015) expressed that teaching and learning English as a Second or Foreign Language has not been easy either for teachers or learners.

THE REGISTERAL DIFFERENCES OF THE FIVE SELECTED GENRES

1. LEXICONS

This section presents a comparison on the most frequent words of occurrences among the five selected genres. The criteria used for category of the most frequent words is 0.5% and above. Table 1 shows the frequency of occurrences of the lexicons of the five genres.

Table 1. The most frequent words of the five genres

Items	Manuals		Recipes		Advertisements		Brochures		Registration form	
	Words	Freq. %	Words	Freq. %	Words	Frq %	Words	Frq %	Words	Freq. %
Nouns	Iron	3.50	Teaspoon	1.82	Micro-soft	2.57	Quality	1.43	Regist-ration	2.67
	Steam	2.60	Salt	1.09	Mouse		Trans-former	1.14	Dinner	1.33
	Water	1.90	Fish	1.09	World	1.14	CD	1.14	School	1.00
	Cord	1.20	Pepper	0.91	Keyboard	1.14	Hi-fi	0.57	Fee	1.00
	Heat	0.80	Onion	0.73	Ballpoint	0.57	Cons-struction	0.57	Wine	1.00
	Button	0.70	Chilli	0.73	Work-group	0.57	Conver-ter	0.57	Cheese	1.00
	Tempera-ture	0.70	Tomatoes	0.73					Confe-rence	0.67
	Fabric		Slices	0.73					Restau-rant	0.67
	Use	0.70	Dish	0.73					Perhead	0.67
	Cotton	0.60	Margarine	0.73					Name	0.67
	Blend	0.60	Aubergine	0.55					Accom-odation	0.67
	Fibre	0.60	Spinach	0.55						
		0.50	Lemon	0.55						
			Backbone	0.55						
		Knife	0.55							
Verbs	Use	2.20	Use	0.91						
	Re/fill	0.80	Remove	0.73						
	Move	0.70	Turn /over	0.73						
	Iron	0.70	Chop	0.55						
	Un/plug	0.50	Cut	0.55						
	Allow	0.50	Sprinkle	0.55						
	Keep	0.50	Press	0.55						
			Mix	0.55						
Adjec-tives	Ironing	0.80	Large	0.73	High	0.86	Toroidal	0.86	Regist-ration	1.67
	Hot	0.70	Fresh	0.73	Natural	0.57	Point-source	0.86	Confer-ence	1.33
			Ground	0.55			Power	0.86	Spring	1.00
			Sliced	0.55			Dynamic	0.57	Single	1.00
			Remaining	0.55			Clear	0.57	Day	1.00
Adverb	Always	0.80	Well	0.91			Core	0.57		
			Finely	0.73			Speaker	0.57		

Items	Manuals		Recipes		Advertisements		Brochures		Registration form	
	Words	Freq. %	Words	Freq. %	Words	Frq %	Words	Frq %	Words	Freq. %
			Carefully	0.55						
Mod-als	Should May	1.10 0.80					Can	0.57		
Prepo-sitions	From Before	1.70 0.80								
Claus-es	When If While	1.10 0.90 0.70								
Comp-arative words					The most Faster Bigger The latest Better Saver	0.86 0.86 0.86 0.86 0.57 0.57	More Better Smaller The latest	0.57 0.57 0.57 0.57		
Pron-ouns					Your You	2.57 1.14	You Your	2.29 0.57		
Nega-tion	(do) not	1.70								

As can be seen from the table, each genre employs its own dictions that become typical for it and different from another. The words such as *iron, steam, heat, cord, fabric, cotton, refill, keep, un/plug* and *always* are mostly found in the iron manual genre, especially the words *iron*, and *hot* which are used as nouns, adjectives and verbs in the genre. In contrast, the recipe genre mostly employs the words such as *tea/tablespoons, dish, knife, salt, pepper, tomatoes, lemon, chop, cut, mix, fresh, large, and sliced*. However, these two genres share a similarity in employing sequence markers such as *and, then, and then*, and numbers (1,2,3,so forth). Whereas the words such as *microsoft, keyboard, workgroup, mouse, high, the most, the latest, bigger, saver, faster, you, and your* mostly occur in the computing advertisement genre. These comparative words might be also found in the ‘Hi-Fi’ brochure genre since both genre possess the same goal ie. persuading people by employing such comparative words to buy their products. However, they are not as many as those in the advertisement genre. The other lexicons that are mostly used by

the ‘Hi-Fi’ brochure genre might be *CD, quality, transformer, hi-fi, power, core, speaker, and dynamic*. Conversely, the words such as *registration, fees, conferences, accommodation, and day* might be commonly found in the registration form genre. In addition, the table shows that there is no verbs in the advertisements, brochures, and registration form genres. This does not mean that these genres do not use verbs at all. They do in fact. The verbs simply occur below 0.5%.

In addition, among the five genre, only the manual genre that significantly employs modal; *should* and *may*. These aim to provide the users with suggestions in the sake of both safety and better quality in using the products, for instance:

- *Basic safety precaution should always be followed.*
- *The iron should always be turned to off before plugging into or unplugging from an outlet.*
- *You may notice some moisture inside the Water Window before first use the iron.*

Moreover, it significantly uses *when, if, and while-clauses*. Such clauses are aimed also at providing the users with both suggestions and warnings. For instance:

- *When the iron has cooled completely, coil cord in large loops or wrap loosely around iron for storage.*
- *If your iron does not have a water window, you may notice the steam action is reduced when the iron needs to be refilled.*

Similarly, negative words; *do not* and *never* are commonly used also in this genre. They are aimed at providing a warning, for instance:

- *Do not allow cord to touch hot surfaces.*
- *Do not operate in the presence of explosive and/or flammable fumes.*
- *Never yank cord to disconnect from outlet.*

2. SYNTAX

In the phrasal level, among the five genres, the 'Hi-Fi' brochure genre shows unique forms of modifiers. For instance, it employs lots of nouns functioning as adjectives in a phrase. These aim to provide a shorter and more condensed information. Therefore such modifiers are mostly found in the 'parts specification' section. Each phrase might consist of more than at least two and at most five modifiers. For instance:

- *uniform magnetic flux pattern*
- *point source speaker system*
- *unshielded toroidal core power transformer*
- *banana plug compatible gold plated speaker terminals*

Furthermore, it uses lots of two-words modifiers with hyphen markers in a phrase. For instance:

- *ultra-compact system - high-grade transformer*
- *extra-solid construction - multi-stage noise*
- *premium-grade parts*
- *audio-purpose parts*

Similarly, the table also shows that only the brochure and the advertisement genres significantly employ comparative words in their phrases. These are intended to provide what I call as 'persuasive' phrases aiming to persuade people. For instance:

- *More disk space better performance.*
- *The world's most popular Office.*
- *The fastest, easiest way to organise personal and small business finances.*

Other persuasive expressions that can be found in these genres are:

In the hi-fi brochure genre is commonly found phrases such as

- *New experience in audio and video realism !!!*
- *New adventure in listening.*
- *Amazing capabilities.*
- *In a remarkably compact format!*

In the advertisement genre.

- *Better performance.*
- *The right solution.*
- *Precious hard disk.*
- *Great products.*

In addition, another typical phrase and expression can be found also in the recipe genre. For instance:

- *Polyunsaturated margarine.*
- *onion rings.*
- *sliced tomatoes.*
- *Until the topping bubbles.*

In the sentence level, for the sake of providing a clearer and shorter information, I found that all of the five genres employ simple sentences. Complex sentences are so rare. As such, it is hardly found subordinate and relative clauses in the genres. Regarding tenses, all the genres use present tenses. However, apart from using present tenses, the manual and the recipe genres also significantly employ imperative sentences rather than the other genres. Therefore, as can be seen from the table, verbs are only found in these genres. These aim to provide suggestions and warnings in the manual genre and to describe the procedures or methods in both genres, for instance:

In the manual genre:

Suggestions

- *Please read all instructions.*
- *Disconnect iron from electrical outlet when not in use.*

Warnings

- *Do not operate iron with a damaged cord or plug.*
- *Do not allow cord to touch hot surface.*

Describing procedures or methods

- *Fill iron with water.*
- *Plug cord into a standard electrical outlet and move*

Temperature Selector to desired setting in Steam area of dial.

In the recipe genre:

Describing procedures or methods

- *Wrap the aubergines in foil and bake in an oven preheated to 180 °C Gas Mark 4 for 20 minutes.*
- *Cut the aubergines in half, then carefully scoop out the pulp.*

However, compared to the manual, the recipe genre also constantly employ ‘simple’

passive verbs especially in the ingredients section, for instance:

- *2 green chillies, seeded and finely chopped.*
- *8 tomatoes, sliced.*
- *Salmon trout, cleaned.*
- *900 g spinach, stalks removed.*

Similarly, apart from using imperative sentences in providing warnings and suggestions, the manual genre might also use either modal; *should* and *may* (see the examples in the Lexicons section), or *if-/when-clause* combined with imperative forms, or negative forms followed with a ‘hypothetical result’ clause, for instance:

- *If the water level drops to the Refill, move Temperature selector to Off.*
- *When the iron has cooled completely, coil cord in large loops.*
- *Do not store the iron on the Soleplate with water in tank, this could cause damage to the Soleplate.*
- *Never use steam iron cleaner or vinegar as they could damage the inside of the iron*

Whereas the other three genres; the advertisement, the brochure, and the registration form genres, are all employ simple present tense. Since they are mostly to provide users with description of their products. For instance:

In the advertisements.

- *Looney Toons is a hilarious screen saver with 12 fully animated modules.*
- *The Epson EPL 3000 is a compact, high-performance, affordable laser printer, with print resolution of 300dpi and engine speed of 4 PPM.*

In the brochures.

- *The toroidal transformer in the A-1001 is unshielded.*
- *SSNS is to preserve dynamic range.*

In the registration form.

- *Registration fees include morning and afternoon teas.*
- *Dinner costs \$25.00 per head.*

Moreover, regarding persuasive languages again, both the computing advertisement and the ‘Hi-Fi’ brochure genres employ their own typical forms which are different one another in expressing these languages. On one hand, the brochure genre uses three forms. Firstly, using comparative ‘the better ... the more ...’ form, eg. *The better the sound, the more dramatic the total audio-video experience becomes.* Secondly, employing imperative sentence, eg. *Audition the Kenwood HD-100 today and hear how beautiful your favourite music can sound.* This seems interesting because in general imperative sentences are used to give order or instruction. However, regardless the form of the sentence, the perlocutionary meaning of such sentence is to persuade people to buy Kenwood HD-100. Thirdly, using persuasive phrases (see the phrasal level section). On the other hand, the advertisement genre employs four forms. Firstly, using sentences that usually initiated by revealing certain hypothetical problems which is then followed by ‘Why?’ before offering solution as the main target of the the advertisement. For instance:

You keep running low on hard disk space
Your Windows system is cluttered
Why ?

‘Cleansweep’ can solve these problems for you !

Secondly, using question forms, for instance:

- *So, where are you going ? Up ?*
- *Want to get smart ?*

Thirdly, using promissory sentences, for instance:

- *Get \$ 200 cash back !!!*
- *Microsoft will give you \$ 200 cash !!!*
- *Free travel accessories from SPC.*

Finally, employing hyperbole phrases and sentences, for instance:

- *The power’s in your hand !!!*
- *16 million colours.*

As a matter of fact, the registration form genre also possesses this kind of persuasive languages as it has the same main objective as the advertisement and the brochure genres, ie. selling products, in this sense persuading people to join the conference. However, I found such languages are not as significant as those in the two genres regardless the limitation of the data. The registration form genre uses simple present sentences containing ‘persuasive’ modifiers in expressing such persuasive languages, for instance:

- *Carlton is well supplied with good cheap cafes and restaurants.*
- *Hotels are within a pleasant ten minute walk from.*

3. STRUCTURES

Table 2 juxtapositely shows the structures of the five selected genres as in the following table.

Table 2. The structures of the five genres in a juxtaposition

GENRES PARTS	IRON MANUALS	RECIPES	ADVERTI-SEMENTS	HI-FI BROCHURE	REGISTRAT-ION FORM
HEAD	Title. Series. Table of content.	Title	Title Persuasive phrases and expressions.	Title.	Title

BODY	Pre Use - Warning - Suggestion - Parts identification In Use - Procedures Post Use - Suggestion	Introduction Content - Preparation - Ingredients - Methods/ Procedures	Content - description Prices	Introduction Content - Description Table of specification	Content - Program offered. - Fees - Venues - Schedules - Additional information eg. accomodation Form - Personal detail - Program intended - Fees paid - Address to send the money
ENDING	Services Warranty	Closing sentence Indexes			

As can be seen from the table, Most of the genres have the same main structures ie. the head, the main body, and the ending regardless the term they use. They all have titles as their heads and contents as their body. However, among the five genres, only both the recipes and the hi-fi brochures have introductions. Since they are more likely books rather than booklets or leaflet. The recipes contain forty-five pages, while the brochure contains twenty-three pages. Furthermore, compared to the other four genres, the iron manual genre shows its own typical body. Its body is divided into three main parts, ie. I call them as ‘Pre Use’ containing suggestions and warnings before using the given appliances, ‘In use’ stating the procedures, and ‘Post Use’ providing suggestions after using the appliances. Similarly, the advertisement genre possesses also a unique structure compared to the other four genres. In general, titles are followed immediately by introduction or if not, followed by directly the contents. However, the advertisement genre employs significantly ‘persuasive’ phrases and expressions such as *More Disk Space Better Performance, 16 Million*

Colours & 720 Dots Per Inch !, etc. .in between the titles and contents.

In addition to the structure of the five genres, I found that manual and advertisement genres show a typical features which are included between the title and the body of the genre among the five genres. Manuals employ certain features such as Series no. or Model aiming at informing the readers or users about the kind of product which is being introduced. This kind of feature in manual genre plays a very important role in providing the readers or users with a useful description or picture about the given particular product since the company might produce more than one series at the same time which could naturally result in a wrong choice of the intended product. Moreover, the genre also include another feature i.e. Table of content. This feature also plays an important role in this genre. It provides the readers or users with a brief outline of the content of the manual. As such, this enables the readers or users scanning or getting the particular information needed in a very short time as they do not need to read the whole information in the manual.

Similarly, advertisement genre also employs certain features which is placed in between the title and the body of the genre. This feature takes forms of either expressions or certain phrases which notably function to persuade the readers or the users to buy the given product. It is commonly known that the success of certain companies in selling their products is much influenced by their efforts in advertising the given products. At the same time, the success of an advertisement in persuading the readers or the users to buy the given product is much determined by the employment of certain expressions phrases. This of course is the main skill which should be possessed by an advertising company. In this connection, we have for instance certain expressions such as *More Disk Space, Better Performance* which refer mainly to certain computer hardware in which the expression persuades the readers or users to either upgrade their computers in this sense, the harddisk by adding more megabytes or buy the advertised product which is more powerful. All these two choices posses a similar purpose i.e. selling products. Another expression employed by the advertisement genre in this study is *16 Million Colours & 720 Dots Per Inch !* This expression refers to a printer which might imply that this printer (which is being advertised) is much better than the readers or users might be using now because it provides more colours and more printing resolution i.e. 16 million colours and 720 dot per inch respectively. Consequently, the readers or the users who have a printer which have lower capability and performance than the printer which is being advertised have been persuaded by the advertisement and it is not possible to buy the product if they have no financial problem.

However, it is also worth mentioning another feature of the structure of the

advertisement genre, i.e. among the five selected genres I found that only this genre which does not have any ending markers. The genre is simply terminated after the presentation of the content which includes the description and the prices of the products which are being advertised. Such a typicality might be driven by the main goal of an advertisement, i.e. to persuade the readers or users to buy the products which is being advertised by leaving the consideration to buy the given product to the readers or users. In other word, the company or the advertising company makes use of such an endingless marker to leave the persuasive effect to the reader's or user's mind forever. On the way round, the use of an ending marker is likely to wipe or take such an effect in the reader's mind off.

In contrast, as mentioned earlier that only the recipe and the Hi-Fi brochure genres which employ an introduction to mark the beginning of the content of the genres. Commonly speaking, such an introduction of course possesses a similarity in terms of its function, i.e. to provide the reader with a useful information as well as description regarding for instance the background, the objective, etc. of the things accounted in the genre. However, such an introduction is likely to employ linguistic features which are different one another which is determined by the type of genre in which the introduction being employed. The introduction in the recipe genre mainly function to get the readers or users being informed about the type of the meal included in the genre. The rests could be concerned with for instance the audience, the target of the recipe genre. Contrarily, the introduction in the HI-Fi brochure genre is mainly aimed at providing the readers with a description of the significant feature of particular HI-Fi that is being introduced and it is usually compared with the other series or models.

The rests could be concerned with for instance the number of product which has been sold or released by the company in the market.

Such a typical feature of the recipe and HI-Fi brochure genres is also notably caused by the printing forms of the two genres. Both the recipe and the Hi-Fi brochure are printed in books rather than booklets or leaflets. As such, the recipe genre contains a collection of a wide range

of meal and likewise the Hi-Fi brochure which contains series of Hi-Fi products.

THE TYPICAL FEATURES OF THE FIVE SELECTED GENRES

This section discusses what features of each genre which might help to define it as example from that genre. Table 3 and 4 shows in detail the typical features of the five selected genres in the lexical level and syntactical level respectively.

Table 3. The typical lexical features of the five selected genres

Type of Genres	Word Groups	Examples of Lexicons
1. The iron manual	<ul style="list-style-type: none"> - Electrical items - Clothing - Liquid - Temperature - Verbs - Modal - Adverbs - Clauses - Negation - Sequence markers 	Iron, cord, plug, outlet, button, connection, wattage, circuit. Fabric, cotton, blend, fibre. Water, spillage. Hot, heat, cool, pre/overheat, Un/plug, turn on/off, dis/connect, re/fill, spill. Should, may. Always, completely, carefully. If-clause, when-clause. Do not, never. And, then, and then.
2. The recipes	<ul style="list-style-type: none"> - Household appliance - Spices - Forms - Sizes - Verbs - Adverbs - Fractions - Numerals - Measurer of weight - Measurer of liquid - Sequence markers 	Tea/teaspoon, knife, oven, scissor, saucepan, pan, processor, liquidiser. Salt, onion, chilli, tomatoes, margarine, pepper. Sliced, chopped, blended, grated, greased. Large, medium, small, thick. Cut, chop, mix, pre/heat, serve, slice, remove. Finely, well, freshly, carefully, gently. 1/4, 1/2, 1/3. 2, 90, 140, 280, 425. Kgs, lbs, g. Pints, litres, ml. - Then, and, and then, numbers (1,2,3, so on)
3. The computing advertisement	<ul style="list-style-type: none"> - Software - Hardware - Computing related - Adverbs - Comparison - Pronouns 	Microsoft, workgroup, window, spreadsheet. application, ballpoint, manager, Keyboard, printer. processor. Package, icon, toolbar, program, key, mouse, click, desktop. Fully, easily, instantly, completely. Better, saver, the mot, faster, bigger, the latest. You, your
4. The hi-fi brochure	<ul style="list-style-type: none"> - Audio items - Number of series - Verbs 	Transformer, converter, CD, hi-fi, power, speaker, audio, video, sound, music, vibration, soudstage, digital, tone, editing, woofer, tweeter, amplifier, terminal. A.1001, HD.1000, DP-1001, DAC-7 Maximize, feature, experience, sound, hear, audition, unshield, mount. Highly, recently, widely, centrally.

	- Adverbs	You, your.
	- Pronouns	
5. The registration form	- Programs	Conference, registration, fees, school, participants, time, per head, accommodation, institution, hotels, schedules.
	- Fees	\$120
	- Time	6am, 8pm
	- Day	Friday, Saturday.
	- Date	23 September 1995

From the table. we might infer that each of the five selected genres employs certain word groups which not only become its own identity but also become a must for that genre in order to fulfil its own needs. Negation, modal; *should* and *may*, adverb; *always*, and preposition; *from* and *before* are only found in the manual as these are needed to express warnings, suggestions, and describing procedures or steps in using the given appliances. The other lexis might be *cord, plug, cotton, fabric, heat, un/plug, turn on/off, and dis/connect*. In contrast, household appliances such as *knife, tea/tablespoon saucepan, and the like, spices; onion, chilli margarine, etc., verbs: cut, chop, sliced serve, etc. measurer of weight: litre, pint, kgs. lbs. are commonly found in the recipe genre. Whereas, comparative words; better, saver, the most the latest, etc., and personal pronouns; you,*

your are likely to be found only in the advertisement as these are used to express ‘persuasive’ languages. Similar to the advertisement, the brochure also employ such comparative words and personal pronouns since both share the same main objective ie. selling product. Therefore they need such languages to persuade people to buy their products. On the contrary, the words related to programs, fees, venues, and schedule are mostly found in the registration form genre. The other words that might be frequently employed by the five genres depend much on the kind of things which are attached to the five selected genres. For instance, the words such as *Microsoft, work-group, window, keyboard icon, mouse, desk-stop, etc* also occur frequently in the advertisement genre as it is a computing advertisement.

Table 4. The typical syntactical features of the five selected genres.

Genres	Functions	Forms	Examples
1. The iron manual	- Describing procedures/ steps.	- Imperative sentences.	- <u>Fill</u> iron with water and then <u>allow</u> the iron to preheat 1 to 2 minutes.
	- Providing warnings.	- Negative sentences.	- <u>Do not</u> iron outdoors. - <u>Do not</u> allow cord to touch hot surface.
		- Negative sentence + hypothetical result clause.	- <u>Do not</u> store the iron on the Soleplate with water in tank, this <u>could</u> cause damage to the Sole plate.
	- Suggesting.	- If/when-clauses + imperative	- <u>If</u> you are unsure of the fibre content of a garment, test a small area before ironing.
		- Sentences containing modal; should, may.	- Steam button <u>should</u> be in down position after unplugging the iron.

2. The recipes	- Describing procedures/ steps	- Imperative sentences	- <u>Heat</u> the oil in a frying pan and gently <u>saute</u> the onion rings until they are golden brown.
	- Stating the desired forms	- Passive verbs	- 2 green chillies, <u>seeded</u> and finely <u>chopped</u> . - 8 tomatoes, <u>sliced</u> .
3. The computing advertisement.	- Persuading	- Persuasive phrases.	- Great product. - Precious hard disk. - The right solution.
		- 'Problem-solving' offering sentences	- You keep running low on hard disk space. Your Window system is cluttered. Why ? 'Cleansweep' can solve these problem for you !
		- Persuasive questions	- So, where are you going ? Up ? - Want to get smart ?
	- Promising	- Promissory phrases and sentences: imperative & future	- Free travel accessories from SPC. - Free Australian photo CD from Corel. - Get \$200 cash back !!! - Microsoft will give you \$200 cash !!!
4. The hi-fi brochure	- Persuading	- Comparative sentences.	- The <u>better</u> the sound, the <u>more</u> dramatic the total audio-video experience becomes.
		- Imperative sentences.	- Audition the Kenwood HD-100 today and hear how beautiful your favourite music can sound.
		- Persuasive phrases.	- New experience in audio-video realism ! - Subtle nuances. - Dynamic excitement.
	- Describing	- Simple present sentences	- DAC-7 are SSNS to preserve dynamic range. - Hit Master suppresses the sound of the original vocal.
5. The registration form.	- Announcing	- Simple presents	- registration fees include course materials, and certificate.
		- Simple future	- The conference dinner will be held at Shaka in Carlton on Wednesday 27 June.
	- Persuading	- Simple presents	- Hotels are within a pleasant ten minute walk from the University. - Carlton is well supplied with good cheap cafes and restaurants

As can be seen from the table, each genre makes use certain forms to both identify itself and to meet its own needs. Imperative forms are only found in the manual and recipe genres as these forms are needed by these genres to describe procedures or methods. Negative forms is employed by the manual to express warnings. Persuasive

languages are mostly employed by the advertisements including the brochure and the registration form genres in order to fulfil their own aims ie. selling products. However, they have their own way which are different one another to express such languages. The advertisements, apart from using the comparative words, employs

typical phrases such as *the right solution*, *great product*, etc., questions and problem-solving sentences (see the example at the table). In contrast, the brochure use typical comparative forms, and imperative sentences. However, this genre also employs persuasive phrases as the advertisements do (see the example in the table). Similarly, the registration genre uses simple present tense in expressing such persuasive languages. Another feature that can be inferred from the table is that different functions can be expressed in different forms. For instance, negative forms may function as warnings, imperative forms can function as describing steps. However, I also found that the same functions might be expressed in different forms. For instance, the imperative form in the manual and recipe genres are used to describe procedures or methods but on the contrary it is used to express persuasive languages in the brochure genre and promissory languages in the advertisement genre. Similarly, simple present forms are mostly used to provide description, but it is used to express persuasive languages in the registration genre the following paragraphs present a description in more detailed.

The table shows that most of the five selected genres employ persuasive forms which are packaged in a form of either phrases or clauses. Such a form appears in the computing advertisement genre, the hi-fi brochure genre, and the registration form genre. The employment such a form in these genres notably possess a similar function, i.e. it is mainly used to persuade the readers or the users will be to buy the product that is being advertised.

However, the employment of persuasive forms in the three genres make use different syntactical forms. The computing advertisement genre mostly employs both certain persuasive phrases such as *Great product*, *Precious hard disk*,

the right solution, and clauses which is packaged in interrogative forms such as *So, where are you going? Up?, Want to get smart? (Do you want to get smart?)*. The other form can be defined as 'problem-solving offering form as in the following example.

You keep running low on hard disk space.

Your Window system is cluttered.

Why?

'Cleansweep' can solve these problem for you!

In contrast, the hi-fi brochure genre mostly employ two syntactical forms. Firstly, it makes use comparative forms such as: *The better the sound, the more dramatic the total audio-video experience becomes*. Secondly, it makes use an imperative form such as *Audition the Kenwood HD-100 today and hear how beautiful your favourite music can sound*. Moreover, like the computing advertisement genre, the hi-fi brochure genre also employ certain what I call 'persuasive phrases' such as:

■ *New experience in audio-video realism!*

■ *Subtle nuances*

■ *Dynamic excitement.*

Furthermore, it is surprisingly that the persuasive forms is also employed by the registration form genre. Unlike the registration form genres in general such as those for job applications, school or university entry forms, etc. This registration form is used for a conference. As such, the organizing committee of the conference of course hopes the conference will be attended by many people since this will provide them with a good profit. In other word, the conference is more likely to be geared toward a business point of view which notably puts weight on a profit orientation.

Therefore, the organising committees will do everything including making use of such a persuasive form in order to get many participants joining the conference offered. So, the conference here is just like a product that is going to be sold to the customers. The success in selling the product, in this sense, is likely also to much depend on the persuasive form used.

Furthermore, unlike the two other genres; the computing advertisement and the hi-fi brochure genre, the registration form genre in this study mostly employs simple present form as in the following examples.

- *Hotels are within a pleasant ten minute walk from the University.*
- *Carlton is well supplied with good cheps cafes and restaurants.*

Compare the two sentences above with another sentence which is also in simple present form such as *Registration fees include course materials and certificate.* This sentence is more likely to function as a descriptive form rather than persuasive ones.

Similarly, the table also show significantly the use of imperative forms in four genres namely the iron manual, the recipe genre, the computing advertisement genre and the hi-fi brochure genre. However, such a form denotes different functions among the three genres.

The employment of such an imperative form in the iron manual genre make use a wide range of syntactical forms which are determined by their functions. If it is to function to provide a description, the form used will be likely to be the positive imperative forms such as

- *Fill iron with water and then allow the iron to preheat 1 to 2 minutes.*

By contrast, if it is to function to provide warnings, the forms used will be likely to be negative imperative forms such as:

- *Do not iron outdoors.*
- *Do not allow cord to touch hot surface.*

In addition, it might make use also negative imperative form which is accompanied by a hypothetical result clause such as:

- *Do not store the iron on the Sole plate with water in tank, this could cause damage to the Sole plate.*

Moreover, if it is to function to provide a suggestion, the form which is likely to be used by the genre is imperative forms which are accompanied by 'if or when-clauses' as in the following example:

- *If you are unsure of the fibre content of a garment, test a small area before ironing.*

In contrast, the use of imperative forms in the recipe genre is more likely to denote procedures or steps. For instance:

- *Heat the oil in a frying pan and gently.*
- *Saute the onion rings until they are golden brown.*

Contrastly, the use of imperative forms in the hi-fi brochure genre is more likely to denote a persuasive function. For instance:

- *Audition the Kenwood HD-100 today and hear how beautiful your favourite music can sound.*

Finally, the table also shows that the use of imperative form can also be found in the computing advertisement. For example:

- *Get \$200 cash back.*

Such a use is more likely to denote a promissory function which is at the same time it also function as a persuasion. However, such a function can also be in Subject-Copula elliptical forms. For examples:

- *Free travel accessories from SPC.*
- *Free Australian photo CD from Corel.*

And also in a simple future form such as:

- *Microsoft will give you \$200 cash!!!.*

Similarly, the simple future form can also be found in the registration form genre. Nevertheless, such a form is more likely to denote an announcement rather than promissory and persuasive functions. For instance:

- *The conference dinner will be held at Shaka in Carlton on Wednesday 27 June.*

Furthermore, the use of the imperative form in the computing advertisement genre can also denote a persuasive function. For instance:

- *Want to get smart ?*

Another feature that is worth to mention is the use of simple present forms in the five selected genres. The table shows that among the five selected genres, the use of simple present form is only found in three genres; the computing advertisement genre, the hi-fi brochure genre, and the registration form genre. Nevertheless, such a use denotes a different function in accordance with the objective or target of each genre.

In the computing advertisement, the use of simple present is mostly directed toward the provision of a persuasive function as can be seen in the following series of sentences. For instance:

- *You keep running low on hard disk space.*

*Your Window system is cluttered.
Why ?*

'Cleansweep' can solve these problem for you!

In contrast, the use of simple present form in the hi-fi brochure genre is more likely to denote a description

rather than a persuasion. For instance:

- *DAC-7 are SSNS to preserve dynamic range.*
- *Hit Master suppresses the sound of the original vocal.*

Finally, the most significant use of simple present form among the three genres can be found in the registration form genre. Like the computing advertisement genre, the registration form genre also employ such a form in denoting a persuasive function. For instance:

- *Hotels are within a pleasant ten minute walk from the university.*
- *Carlton is well supplied with good cheap cafes and restaurants.*

The two sentences above is obviously aimed at leaving a good impression for the readers because the former might implies that the participants of the conference which will be carried out in the university would save some amount of money for transportation by staying in the hotels near the university as mentioned by the sentence above. Similarly, the latter might implies that the participants of the conference can also make some saving from having their meal and drink in the mentioned cafes and restaurant as the drink and meal there is not only cheap but also qualified.

Moreover, the simple present form can also be used in denoting an announcement as well as a description in this genre. For instance:

- *Registration fees include course materials and certificate.*

CONCLUSION

The illustration above shows that the Hudson's belief stated at the beginning of this study is provable. Certain linguistic items that each of the five selected genre employed provides the genre with their

own typical linguistic features. These features enable the given genres to be identifiable and distinctive. These typicality are mostly determined by the main function the given genres play. The functions the genres make them employ certain lexicons and syntactical forms. As a result, such typicality eventually leads to the enrichment of varieties of language use.

However, Wardhaugh (1992) argues that regardless many varieties of language exist and each language exists in a number of quires, but languages do not vary in possible way as it is still quite possible to listen to an individual speaker and infer very specific things about that speaker after hearing relatively little of his/her speech. This implies that the linguistic features the particular genre employed plays a very important role in identifying and classifying that genre. Similarly, the absence or presence of certain linguistic features in one's speech may tell us exactly the particular place where a person being from, a member of a certain social class, a representative of certain professions, and so on.

For the sake of pedagogical concern, it is advisable for the English teachers to gear their English lessons especially their vocabulary lessons toward the concentration or the emphasis on the most frequent occurrence of words of certain registers used in their English classrooms. In other word, the stress of their vocabulary teaching plan should be focused on the most frequent words rather than the less frequent ones as these might be simply wasting time.

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