

## **SPECIAL SECTION**

This special section comprises three papers which explore the linguistic features of three types of genres, namely, the “About US” web genre, the introduction sections of research articles, and the overall organizational structure (Research-Methods-Results-Discussions) of research articles. The papers provide suggestions for marketing practitioners on how to effectively use visual resources in constructing brand identities, reveal new moves and steps in rhetorical structures as evidenced from the forestry research papers, and emphasize the importance of the ‘introduction’ section of research articles as the space to garner interest in the research outcomes. In short, the three papers, which analyse language used in the branding industry, academia, and forestry, are testimonies to the ‘applied’ and interdisciplinary nature of applied linguistics.