

# Multimodal Moves in the “About Us” Section of Malaysian Private Hospitals’ Websites

*Main & Corresponding author <sup>ab\*</sup>*

*Email address*

*Affiliation*

*Second author*

*Email address*

*Affiliation*

## ABSTRACT

The “About Us” sections of private hospitals’ websites have been regarded as powerful communicative tools for presenting and promoting the private hospitals and thus, enhancing the medical tourism industry; nevertheless, very little research has been carried out on this significant promotional channel. To be specific, hitherto, no discourse-related studies have investigated the underlying generic structure of this section by taking into account meaning-making multimodal resources other than language. To bridge this gap, based on ‘multimodality’ (Kress & van Leeuwen, 2001) and ‘multimodal genre analysis’ movement (Bateman, 2014; Hiippala, 2014; Tardy & Swales, 2014), the present study examined the rhetorical structure of forty-one “About Us” sections captured from the websites of Malaysian private hospitals by means of verbal and visual move analyses. Apart from verbal contents of the constituent webpages of the “About Us” sections, whatever presented visually irrespective of types (images, diagrams, charts, and drawings), formats (static image or moving/dynamic image), or colors were considered as having certain rhetorical functions. Our findings suggest how the “About Us” sections are rhetorically organized through mixing of the verbal and visual semiotic resources. The knowledge obtained from this study provides insights into how private hospitals can better promote their businesses through this channel to prospective (foreign) patients and marketers.

**Keywords:** Medical tourism industry; Private hospitals; The “About Us” section; Multimodality; Verbal/visual move analysis

## INTRODUCTION

To surpass their competitors in the healthcare market and also support developing the medical tourism industry in countries like Malaysia, private hospitals have frequently opted for employing various marketing strategies as well as appearing on a number of communicative platforms such as the Internet webpages (Carreon, Watson Todd, & Knox, 2013; Kadir & Nayan, 2021; Moghavvemi et al., 2017; Author, 2021; Author, 2022). These Internet webpages, as Tan (2010, p. 93) maintains, have generated “a multitude of intertextual possibilities by assembling texts from various modes and discourses (e.g. verbiage, image, sound, activity) that are then represented in multiple relations to one another”. One of the Internet webpages which have been often used by these private hospitals to cast a very pleasant picture of their hospitals is the “About Us” webpages/sections. In such webpages, besides presenting some factual and objective information like the number of beds, personnel, and

admissions, specialties, geographical location, etc., the private hospitals have opportunities to offer eye-catching information to persuade possible healthcare seekers to choose their hospitals rather than their competitors’.

Alongside the deliberate choice of the contents for these sections, the private hospitals can utilize semiotic resources other than language, especially visuals, to further promote their hospitals. As Würtz (2005) rightly argues, one of the most significant aspects of online promotion through websites is that it does not only include text, but also collections of images, multimedia components, interactive elements, animated graphics, and audio. In one of genre studies carried out on the “About Us” section of private hospitals’ websites (Author, 2021), due to limitations of space, the authors could not conduct the analysis of multimodal resources while investigating the underlying generic structure of this section and only examined the verbal constituent elements to demonstrate how such web-mediated texts/genres can attract prospective healthcare seekers. However, in this paper, we generally seek to show how non-verbal semiotic resources such as visual representations (e.g. images, diagrams, graphics, etc.) can complement and even substitute the verbal realizations of the internal structures of the “About Us” section of Malaysian private hospitals’ websites and how they can further assist promotion of the private hospitals and accordingly, the medical tourism industry.

This research is influenced by the ‘multimodal genre analysis’ movement (Hiippala, 2014; Tardy & Swales, 2014) wherein genre analysts besides lexico-grammatical resources acknowledge other semiotic resources, especially visuals and their interaction with other interdiscursive elements in the construction, use, and interpretation of certain (digital/web-mediated) genres (Bateman, 2014; Hiippala, 2014; Johns, 2013; Lemke, 2002, 2005; Tardy & Swales, 2014). This interest predominantly stems from the fact that “it is now no longer possible to understand language and its uses without understanding the effect of all modes of communication that are copresent in any text” (Kress, 2000, p. 337). To endorse the gravity of multimodal resources in promotional genres, Bhatia (2004, p. 65) asserts that advertisements “are becoming increasingly creative in the use of multi-modality, sometimes for reader attraction, but often to highlight moves which have traditionally been realized in terms of typical lexico-grammatical resources”. Likewise, Tardy and Swales (2014, p. 173) accentuate the prominent role of multimodal elements in certain genres by stating that they are “so essential that it would be impossible to overlook them in an analysis”. Following this genre movement, we aim to specifically come up with answers for the following research question: how are the internal structures of the “About Us” section of Malaysian private hospitals’ websites realized via mixing of the verbal and visual semiotic resources? In the proceeding sections, we provide a brief account of the term ‘multimodality’ and Kress and van Leeuwen’s (1996, 2006) ‘visual grammar’ as one of the well-versed frameworks for the analysis of visual representations in multimodal texts.

## **MULTIMODALITY**

Multimodality has been motivated by Halliday’s (1978) ‘social semiotic theory’ (Jewitt, Bezemer, & O’Halloran, 2016; Kress, 2012; Kress & van Leeuwen, 2001, 2006; van Leeuwen, 2005). It relies heavily on the view that linguistic modes whether spoken or written ought not to be regarded as the only and principal conveyor of social meanings, but rather they should be taken as one of the many strands of meaning-making resources available in any society or culture for rendering social meanings. Kress and van Leeuwen (2001, p. 20) define multimodality as “the use of several semiotic modes in the design of a semiotic product or event, together with the particular way in which the modes are combined”. Semiotic modes other than linguistic modes (speech or writing) can include gesture, posture, color, image, sound, music, typography, layout, architectural design, and so on. Multimodality does not a

priori privilege any of these semiotic modes over another even though the practice itself may of course foreground a particular one (Iedema, 2003). Multimodality on the “About Us” section of private hospitals’ websites refers to different arrangements of semiotic modes such as language, visual representation, sound, hyperlink, color, webpage layout, and typography which contribute to meanings and above all assist the promotion of private hospitals. However, in this study, we focus more on language and visual representations to see how they are combined with each other to help better promote the private hospitals.

### **KRESS AND VAN LEEUWEN’S (1996, 2006) VISUAL GRAMMAR**

Drawing on Halliday’s (1989) notion of ‘metafunctions’, Kress and van Leeuwen (1996, 2006, pp. 42-43) examine ideational, interpersonal and compositional (textual) metafunctions of visual representations. The ideational metafunction is to “represent objects and their relations in a world outside the representational system”. The interpersonal metafunction refers to “the relations between the producers of signs and the receivers/reproducers of the signs”. The textual metafunction is the “coherence of the signs both internally and with the context in and for which they are produced”. This framework can be used to not only analyze visual representations in isolation, but also study their relationships with verbal texts in multimodal texts. In Kress and van Leeuwen’s (1996, 2006, pp. 47-48) grammar, the term ‘participant’ refers to the ‘objects’ of a visual composition. There are two kinds of participant in every semiotic act: the ‘interactive participant’ and ‘represented participant’. Interactive participant refers to “the participants in the act of communication, who speak and listen or write and read, make images or view them”. Represented participant is “the subject of the communication; the people, places and things represented in and by the speech of writing or image”.

### **METHODOLOGY**

The main principle for selecting the Malaysian private hospitals for collecting their “About Us” sections was their active engagement in the medical tourism industry. For this reason, we referred to the official website of the Association of Private Hospitals of Malaysia (APHM) (See <http://www.hospitals-malaysia.org>). On the APHM’s website, there is a section called ‘Health Tourism’ under which a section labeled ‘Hospitals/Medical Centres’ provided us with a list of forty-one hospitals involved in the medical tourism industry in Malaysia. Taking the given list as our basis, we took the screenshots of the “About Us” sections of the websites of these forty-one private hospitals. In the case of hospitals’ websites with two or more somehow similar sections, we only took one of them as our textual data and in the case of hospitals which did not exactly use the title “About Us”, we selected sections with a similar content (having the face and/or content validity). Later, we saved and transferred these screenshots into Microsoft Word Documents. Table 1 provides details of our collected “About Us” sections in terms of titles, visuals, and hypertextual features that have been employed.

Once the 41 “About Us” sections were collected, we started examining the verbal and visual components of such sections to find all the generic move types and strategies (steps) based primarily on their communicative (discoursal) functions (Bhatia, 1993, 2004; Kwan, 2006; Swales, 2004). To carry out a ‘Verbal move analysis’, we based our analysis on Swales’ (2004, p. 229) view that a move “is better seen as flexible in terms of its linguistic realization. At one extreme, it can be realized by a clause; at the other by several sentences. It is a functional, not a formal, unit”.

TABLE 1. Visual and Hypertextual Features of the “About Us” Section of Malaysian Private Hospitals’ Websites

“About Us” Sections (N=41)								
With Title	Without Title	With Visual		Without Visual		With Link		Without Link
****	****	One Visual	> One Visual	****	One Webpage	> One Webpage	One Webpage	> One Webpage
(N=39) entitled: About (N=4) About [Name of Hospital] (N=1) About Us (N=33) Corporate profile (N=1)	(N=2)	(N=9)	(N=27)	(N=5)	(N=7)	(N=25)	(N=9)	****

Taking visual representations into account, in multimodal genre studies, so far various approaches have been employed while attributing discourse functions to visual elements inside a move structure. Visual representations have been considered as just moves (Labrador & Ramón, 2015; Suen, 2013), have been attributed functions at the level of only steps (Izquierdo & Pérez Blanco, 2020; Parkinson et al., 2017), and have been considered as both moves and steps (sometimes carrying multiple functions due to different resources of the visual mode) (Kithulgodha, 2023).

In this study, to perform a ‘Visual move analysis’, we concentrated mainly on the ‘represented participants’ (Kress & van Leeuwen, 1996, 2006) or subject matter of the visual representations such as people, places, and things in an attempt to see how they accomplish different communicative functions. So, based on surrounding semiotic resources, whatever presented visually in the constituent webpages of the “About Us” sections irrespective of types (even a video or a piece of writing depicted in the form of an image), formats (static image or moving/dynamic image) or colors (black and white or colorful) were considered as having certain rhetorical functions. These visually represented discourse moves or strategies substitute or accompany the moves or strategies which are often expressed via written texts.

When the contents or subject matters of the visual components were not clear enough for quick interpretations or were open to multiple interpretations, the captions or neighboring (immediate) verbal texts, no matter how related to the visual representations, i.e. ‘elaborated or extended’ (van Leeuwen, 2005, p. 230) were resorted to for further assistance. For instance, Figure 1 depicts how the ‘Establishing credentials’ move is realized by employing award or accreditation-receiving images of an institution.



*Awarded full 4 years accreditation by Malaysian Society for Quality in Health Hospital Accreditation*

---

FIGURE 1. Visual Move Analysis: Establishing Credentials

The verbal and visual analyses of the “About Us” sections were done by the two authors of this study and any disagreement was resolved by further discussion. Moreover, although examining visual representations based on Kress and van Leeuwen’s (1996, 2006) visual grammar was not the main focus of this study, where necessary, we explored the meanings of visual representations to display how they help to promote the private hospitals.

## RESULTS AND DISCUSSION

As stated in the opening sections of this paper, in one of the previous genre studies (Author, 2021), the authors focused on the written texts for uncovering the underlying communicative moves of the “About Us” sections, and identified a total of eleven moves (five obligatory moves including Move 1: Attracting reader’s/visitor’s attention, Move 3: Introducing the hospital, Move 4: Describing/(Essential) detailing of the hospital, Move 5: Indicating value of the hospital, and Move 8: Establishing credentials and six optional moves including Move 2: Targeting the market, Move 6: Justifying the hospital, Move 7: Creating a positive image, Move 9: Offering endorsements/testimonials, Move 10: Establishing/Reinforcing the relationship with potential customers/visitors and Move 11: Giving extra/relevant information) in such sections.

Our verbal and visual move analyses revealed that in our corpus not all rhetorical moves and/or strategies (steps) which are realized through language are expressed by means of visual representations. For instance, we could not find any visual element that could refer to the prospective audience or target market of the private hospitals, substituting or accompanying verbal expression of Move 2 ‘Targeting the market’. In addition, our examined data indicated that Move 7 ‘Creating a positive image’ only occurs by the use of verbal semiotic mode. A summary of the rhetorical structure of the “About Us” section of Malaysian private hospitals’ websites is offered in Table 2. In the following sections, we discuss our verbal as well as visual findings with reference to the communicative moves of the “About Us” genre.

TABLE 2. Verbal and Visual Expression of Moves and Strategies in the Corpus (Adapted from Author, Table 3)

Move/Strategy	Semiotic resources	
	Verbal	Visual
<b>Move 1: Attracting reader's/visitor's attention</b>	√	√
<i>Strategy (a): Title/Heading</i>	√	
<i>Strategy (b): Sub-title/Sub-heading (sometimes in the form of questions)</i>	√	
<i>Strategy (c): (Audio)visual (esp. occurring at the top of the webpage)</i>		√
<i>Strategy (d): Quotation by famous people/authorities</i>	√	
<i>Strategy (e): Slogan</i>	√	
<b>Move 2: Targeting the market</b>	√	
<b>Move 3: Introducing the hospital</b>	√	√
<b>Move 4: Describing/(Essential) detailing of the hospital</b>	√	√
<b>Move 5: Indicating value of the hospital</b>	√	√
<b>Move 6: Justifying the hospital</b>	√	√
<i>Strategy (a): Indicating the importance or need to experience the hospital</i>	√	√
<i>Strategy (b): Offering unique feature(s) of the hospital</i>	√	
<i>Strategy (c): Establishing a niche</i>	√	
<b>Move 7: Creating a positive image</b>	√	
<b>Move 8: Establishing credentials</b>	√	√
<i>Strategy (a): Providing a positive and long-established reputation</i>	√	√
<i>Strategy (b): Offering the hospital's core statements and/or values</i>	√	
<i>Strategy (c): Highlighting the achievements and advances</i>	√	√
<i>Strategy (d): Indicating the novelty (quality) of services and/or technologies</i>	√	√
<i>Strategy (e): Indicating the affiliation and partnership</i>	√	√
<i>Strategy (f): Highlighting the strength (reputation) of the hospital's people and/or holder(s)</i>	√	√
<b>Move 9: Offering endorsements/testimonials</b>	√	√
<b>Move 10: Establishing/Reinforcing the relationship with potential customers/visitors</b>	√	√
<i>Strategy (a): Soliciting response</i>	√	√
<i>Strategy (b): Offering course or collaboration opportunities</i>	√	√
<i>Strategy (c): Using language options</i>	√	
<i>Strategy (d): Invoking/Undertaking social collaboration</i>	√	√
<b>Move 11: Giving extra/relevant information</b>	√	

#### MOVE 1: ATTRACTING READER'S/VISITOR'S ATTENTION

This move is used to draw the attention of web surfers by creatively incorporating some attention-grabbing techniques in the “About Us” sections. We have identified 190 occurrences of the strategy (a) ‘Title/Heading’ and 607 appearances of the strategy (b) ‘Sub-title/Sub-heading’ usually occurring by means of multimodal resources such as different typefaces, text sizes or colors, and colored text boxes/bars. Other options include strategies (d) ‘Quotation by famous people/authorities’ and (e) ‘Slogan’ which have respectively occupied 7.3% and 9.7% of our entire corpus.

(1) “To provide hope to the less fortunate and relieve the suffering of kidney patients.” - *Chairman Datin Chua Lay Ping*

(2) YOUR VISION MATTERS

The strategy (c) ‘(Audio)visual’ has been frequently employed in the “About Us” section of Malaysian private hospitals’ websites. Our analysis has recorded its 103 occurrences mainly at the top of the webpages of thirty of the “About Us” sections (73.1%). These 103

occurrences have been in the form of static or moving banners or mastheads at the very top or beginning of the constituent webpages of the “About Us” sections as well as collage of pictures, logos, ready-to-run or auto-playing videos/pictures and in some occasions, in the form of visuals bigger than the surrounding texts or visuals preceding paragraphs (usually left-aligned). Viewers’ attention, for example, can be easily caught by the size and placement of pictures like Figure 2 and also by animated pictures like Figure 3 which determine system of salience (Kress & van Leeuwen, 1996, 2006, p. 177).



FIGURE 2. Static masthead

The occasional use of abstract mastheads/banners like Figure 2 can also help to increase the graphical appeal or beauty of the websites or webpages (O’Connor, 2004, p. 226).



FIGURE 3. Moving images

### MOVE 3: INTRODUCING THE HOSPITAL

In our corpus, this move is utilized to make prospective patients get familiar with the private hospitals either by verbally making use of the name of the private hospitals or adopting their logos or their real pictures (very often representing a long/medium shot of their façades and their surrounding areas or showing inside of their buildings, especially their entrances). The visual representations employed for the realization of this move can be classified into five distinct categories: (a) Logo of the hospital (2 occurrences), (b) Inside view of the hospital (3 occurrences), (c) Bird's-eye view of the hospital (1 occurrence), (d) Long shot of the hospital: *low angle* (16 occurrences), *high angle* (1 occurrence), and *eye level* (8 occurrences), and (e) Medium shot of the hospital: *low angle* (6 occurrences).

Our findings indicate that the private hospitals' tendency is excessively towards making use of long-shot images for introducing their hospitals, displaying their institutions in a distance that patients might identify as their destinations before actually using their services (Kress & van Leeuwen, 1996, 2006, p. 128). Also, placing the private hospital's building at a high vertical angle from the viewer or the implementation of low-angle long and/or medium shots has the effect of making these private hospitals look strong, powerful, imposing, or energetic (Harrison, 2003; Kress & van Leeuwen, 1996, 2006).

- (3) **Assunta Hospital** was founded by a group of missionaries from the Franciscan Missionaries of Mary (FMM) in 1954.

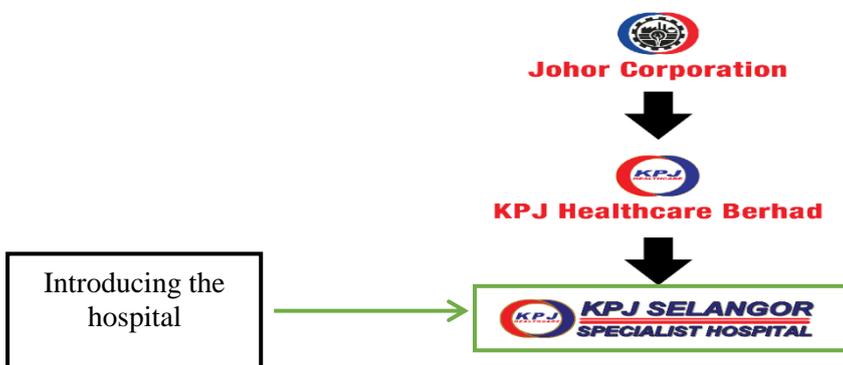


FIGURE 4. Logo of the hospital

Introducing the hospital



#### Pioneering exceptional medical care in the region

Subang Jaya Medical Centre is an internationally accredited, 395-bed multi-disciplinary private hospital in Malaysia, widely recognised as a pioneer at the forefront of exceptional clinical practice in the region.

This state-of-the-art facility delivers outstanding patient care using the most innovative medical technologies. Our commitment to exceptional medical practice means SJMC is one of Malaysia's most trusted hospitals, and the only two-time winner of the coveted Prime Minister's Quality Award for private hospitals in Malaysia.

#### Supporting you to lead a healthy life

At Ramsay Sime Darby Health Care we want to support you to lead a happy, healthy life. Alongside our pioneering clinical care, we offer a range of healthcare and wellness services to enable you to lead a healthy lifestyle that will keep you fit for longer.

Subang Jaya Medical Centre is home to our innovative Mediplex service, which caters for your continued well-being with a range of outstanding healthcare screening and wellness packages. This immaculately presented lifestyle complex plays a vital role in our continued commitment to supporting healthy lifestyles.

FIGURE 5. Bird's-eye view of the hospital

Introducing the hospital

Patients are treated holistically, with careful consideration of their physical, mental and emotional needs. The serene indoor ambiance, complemented by the soothing views of rolling greens of the neighbouring golf course, provide the perfect setting for healing and recuperation.

Preventive medicine, an emerging specialty in the medical world, is taken to new heights at Tropicana Medical Centre with regular health talks and health screenings and community outreach programmes.

Our brand promise is simple – we will walk with you on your road to recovery. Speak to us today to get a complete picture of how we can help you or your loved ones.



#### ACCREDITATION



FIGURE 6. Low-angle long shot of the hospital

Introducing the hospital



This section of our site provides information about Prince Court Medical Centre. We hope you find our new look site easier to navigate and find information and make appointments online with the doctors you want.

FIGURE 7. Low-angle medium shot of the hospital

#### MOVE 4: DESCRIBING/(ESSENTIAL) DETAILING OF THE HOSPITAL

“Offering a product description” that is good, positive and favorable is one of the key components of any promotional discourse (Bhatia, 2004). In the “About Us” sections, the communicative function of this move is to provide further positive and essential details about the private hospitals centering on either all or some of the following categories: (1) hospital profile (2) geographical location, (3) history (origin, founder, inauguration date, etc.), (4) facilities and/or technologies, (5) medical services, and (6) personnel/staff.

- (4) KPJ Sentosa KL Specialist Hospital is a modern 8-store hospital with 200 beds, located at No. 36, Jalan Cemur, Kompleks Damai, 50400 Kuala Lumpur, within vicinity of Hospital Kuala Lumpur and Institute of Medical Research.
- (5) The hospital provides an extensive list of medical services and specialties including anaesthesiology, cardiology, dermatology, psychiatry, ... and more.
- (6) Mawar Renal Medical Centre (MRMC) is a division of Pusat Hemodialisis Mawar. The hospital was established on 15th Jan 2008 by Dato Dr. Yeow Chai Thiam.
- (7) Dr Terence Leslie De Silva is trained as an emergency and trauma physician, and has had experience overseeing emergency treatments and coordinating as well as managing patient referrals.

Like Move 3, Move 4 can also be realized through modes other than language, i.e. visual. Our findings demonstrate that the private hospitals have visually expressed the move ‘Describing/(Essential) detailing of the hospital’ sixty-nine times by either employing a single picture or incorporating a collage of some pictures. These pictures often display the private hospitals’ board of directors, management team, or staff and in some occasions, they are used to visualize their facilities, technologies, and medical services.

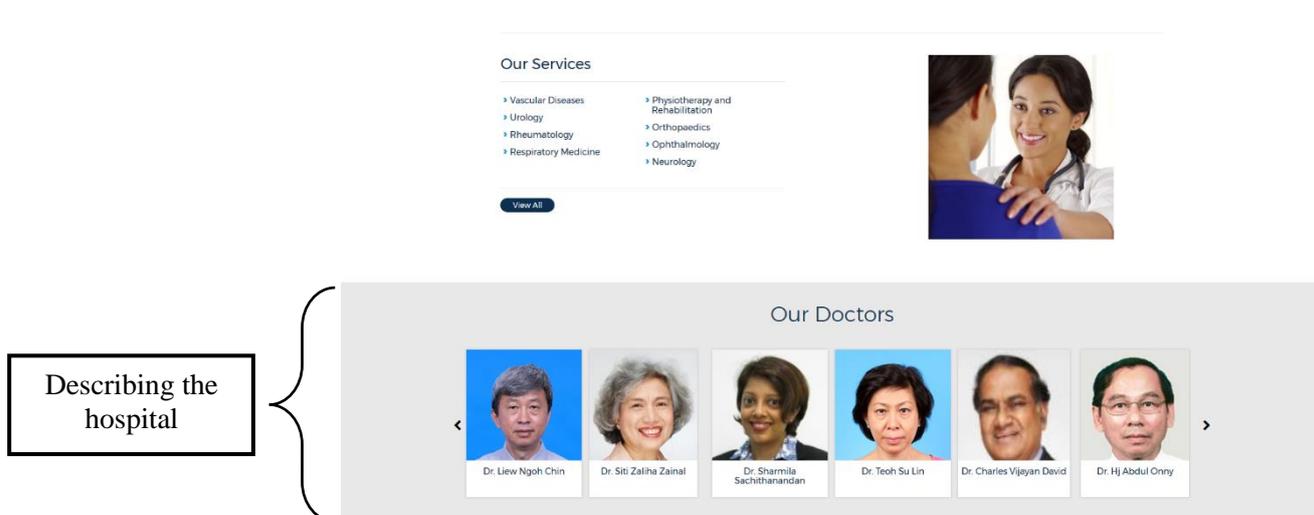


FIGURE 8. Hospital's medical staff

Figure 8 is a 'conceptual analytical' representation – the represented participants are illustrated in a part-whole structure (Kress & van Leeuwen, 1996, 2006, p. 87). Here, the private hospital is the whole, a carrier which possesses the parts (specialists and doctors) who are one of the attributes of the private hospital. These participants are visually illustrated by a symmetrical composition (equal distance from each other and the same size). They are shown in a frontal angle, in an objective and decontextualized manner. By clicking on each of these photos, the prospective patients are transferred to associated webpages where they can get detailed information about the given specialists and doctors.

#### MOVE 5: INDICATING VALUE OF THE HOSPITAL

In promotional texts, this move is primarily utilized to cast positive image of the goods or services which are being promoted. In the "About Us" sections, this move is often realized by either offering positive evaluation of the hospital, facilities, medical services, technologies, and staff via excessive use of positive and glorious adjectives such as 'state-of-the-art', 'modern', 'high-quality', 'remarkable', etc. or stating or showing the good and positive feelings that a patient can experience when visiting the hospital.

(8) Today, Gleneagles Penang is an **iconic premier** medical centre in the Northern Region of Malaysia... This **modern** design setting and **state-of-the-art** facilities will allow us to continue in providing **remarkable** healthcare and **high-quality** service to enhance our patients' comfort.

(9) Island Hospital is a 300-bed hospital and **one of the leading tertiary care providers** in Malaysia.

Although the move 'Indicating value of the hospital' is widely expressed through the verbal mode thanks to the inbuilt property of this semiotic mode which enables relevant and easy expression of the positive aspects of the private hospitals, our findings show that it also lends itself to be realized visually. For instance, a picture of the (medical) staff gazing or looking at viewers while smiling or a picture of smiling patients or medical staff represents a

kind of warm welcome and/or happy feeling that patients may experience in the hospital. Like written or speech narratives that are typically used to describe and evaluate the friendly and warm atmosphere of any hospital, these pictures may have the same rhetorical effect on visitors or patients. In our corpus, Move 5 has been expressed 20 times by utilizing images either by making use of a single picture or a collage of some pictures.

Figure 9 depicts a medium close-up shot of a smiling doctor and a happy mother and baby. It is a ‘reactional process’ (Kress & van Leeuwen, 1996, 2006, p. 67) wherein the doctor and mother are reactors – vectors are formed by directions of their glance, and the baby is the phenomenon of this reactional process. The smiles and pleasant gestures portrayed in this picture are linked to the messages ‘preferred choice for family’ and ‘efficient, caring environment’ provided under the given picture. Also, this picture is a direct attempt on the part of the given private hospital to show that as current patients are happy and satisfied with the medical services and treatment that they are receiving or have received, the prospective patients will also be satisfied and happy. This private hospital intends to indicate that its patients will always leave the hospital happily.

Indicating value of the hospital

About Columbia Asia Malaysia



Columbia Asia is an international private healthcare company incorporated in Malaysia in 1996. It started its first hospital in Sarawak, East Malaysia in 1997. Now, Columbia Asia offers 28 medical facilities (hospitals/clinics/extended care facilities) across Asia with 11 in Malaysia.

Columbia Asia Sdn Bhd is 30% owned by the Employee Provident Fund (EPF) and 70% by a US-based fund, the International Columbia USA LLC (ICU), which comprise over 150 individual and institutional investors.

Leading the way in private healthcare trends, Columbia Asia offers optimum and affordable medical services through its hospitals and clinics. With modern amenities and highly trained doctors and nurses, these hospitals are located in residential areas, making quality private healthcare more accessible and efficient for patients. New medical technologies decrease the level of invasive treatments, reducing the length of hospital stays. Moreover, rate structures are transparent and comparatively lower than the standard model for private healthcare. Each Columbia Asia medical facility also houses no more than 100 beds per hospital. The hospitals may be smaller in comparison to other private hospitals but the concept behind its simplicity leads the way towards healthcare trends in the future – efficient, accessible and cost-effective. As such, its objective is to provide communities with effective healthcare at excellent value, and to be the preferred choice for families and businesses.

Vision

We have a passion for making people better.

Mission

To deliver the best clinical outcomes in the most effective, efficient and caring environment.

FIGURE 9. Happy medical staff and patients

### MOVE 6: JUSTIFYING THE HOSPITAL

The core function of this move is to reason out or give convincing proof of why prospective patients should experience the private hospitals’ medical services and treatments. As shown in Table 2, this particular move is realized through three different rhetorical options. However, amongst these rhetorical options, it is only the strategy (a) ‘Indicating the importance or need to experience the hospital’ which occurs by employing either verbal or visual semiotic resources. Verbally it is employed to reason out the significance of the hospital by referring to the hospital’s chief medical services and performances or to the patients’ needs.

(10) An unscheduled return to the operating theatre is an indication of unexpected complication(s) following surgery. **MMC maintains a very low incidence.**

Visually this strategy appears almost always in the form of technical graphs or diagrams which manifest the hospitals' healthcare procedures compared to some standard indicators or international reports. For better understanding and easy interpretation of the message, these technical visual representations (28 occurrences) are often followed by clear explanations of the technical parameters used. It indicates that both the verbal and non-verbal elements work together to help readers interpret the message (Lemke, 2002).

The below given abstract graph (Figure 10) is a narrative structure representing 'processes of change' – treatment time reduction. Although there is no explicit arrowhead in this graph, the vector is formed by the line whose direction is indicated by the vertical axis, i.e. from left to right. This graph is accompanied by a semi-technical written text. It is used by one of the private hospitals to show its visitors or prospective customers (patients with heart diseases) how 'Door to Balloon Time' which is a key process indicator in PCI (*Percutaneous Coronary Intervention*) treatment has been satisfactorily reduced in two consecutive years. As the written text discloses, the desired 'Door to Balloon Time' is less than 90 minutes. By reading the graph, we can notice that during 2015 it has taken about 45 minutes which is a good indicator of the given private hospital's quality medical services. Accompanying the verbal texts, this graph has the ability to reason out the significance of this private hospital. Building a persuasive argument for effectively realizing the strategy (a) demands the synergistic interaction of verbal and visual elements (Gross & Harmon, 2014).

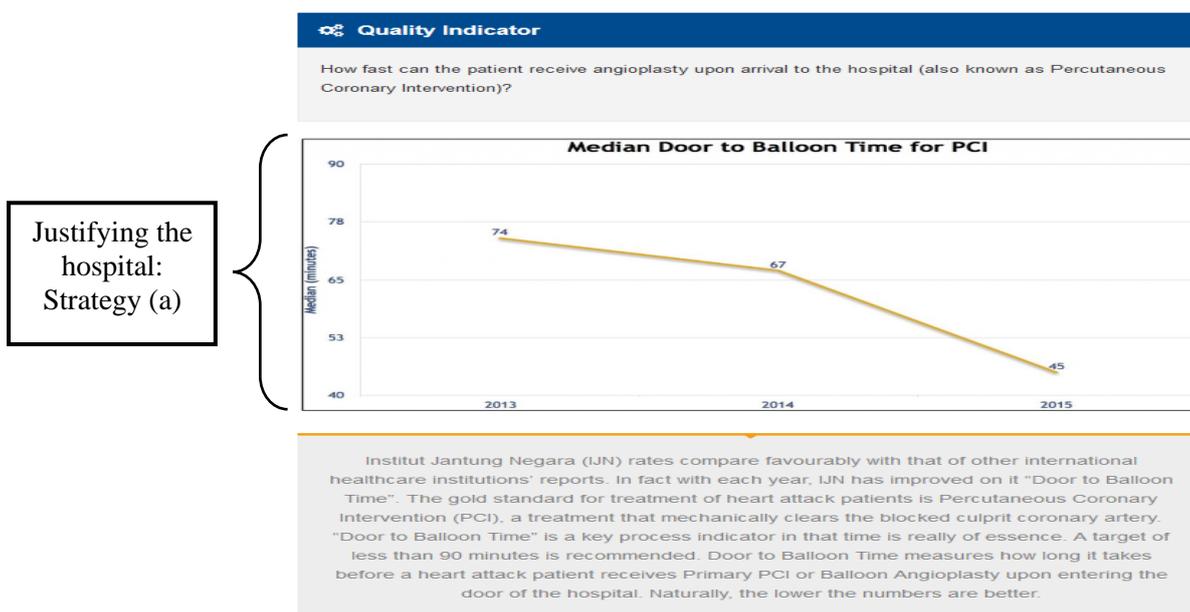


FIGURE 10. Technical graph (Door to balloon time for PCI)

The strategy (b) 'Offering unique feature(s) of the hospital' which only occurs by means of the verbal mode is essentially used to underline the most important aspect of the private hospitals which obviously distinguishes them from others.

- (11) Our commitment to exceptional medical practice means SJMC is one of Malaysia's most trusted hospitals, and **the only two-time winner of the coveted Prime Minister's Quality Award for private hospitals in Malaysia.**

Like the strategy (b), we could find strategy (c) 'Establishing a niche' just happening in the verbal mode. The communicative purpose of this strategy is to address the real-life problems that patients may face in their life. In fact, by adopting the strategy (c) the private hospitals tend to ensure prospective patients that they have some good and effective remedies for their problems.

- (12) Clearly, the hospital that you choose have a direct impact on how well you do. Choosing a hospital for complex, specialized medical care involves making some difficult and important decisions. No one has more at stake than you; it's one of the most important decisions of your life. We have developed this guide to help you make this choice an informed one.

### MOVE 8: ESTABLISHING CREDENTIALS

Building up trust between the service or product providers and their prospective consumers is unquestionably one of the prerequisites of all successful businesses (Bhatia, 2004), especially when such businesses deal with providing healthcare services. That is why in the "About Us" sections, as Table 2 shows, the 'Establishing credentials' move is accomplished through six distinct strategies employing verbal texts and visual representations.

The strategy (a) 'Providing a positive and long-established reputation' which has been identified using both verbal and visual semiotic resources in our "About Us" corpus aims to demonstrate that the given private hospitals are already established healthcare institutions; hence, the prospective patients should trust them. In the verbal semiotic mode, this strategy is often realized by focusing on either all or some of the following categories: (a) operation period /foundation date, (b) acceptance among people for their (special) services, and (c) recognition by featuring on some local and/or international television shows, newspapers, and magazines. The Excerpt 13 below is one of its overall 64 occurrences in our data.

- (13) Assunta Hospital has touched many lives through this journey **the past six decades.**

In addition, our findings reveal that 32 visual representations have been used to realize this strategy. Excluding just two cases, these visuals are almost always in the form of old black and white pictures of the buildings, opening ceremonies, medical staff, etc. or sometimes a collage of them. In one of the private hospitals, it has been expressed by a collection of the private hospitals' videos broadcast in the (local) media showing its recognition, and in another hospital, its long-standing tradition has been mentioned or strategically superimposed on a colorful picture of a family. Like verbal texts, the use of old black and white pictures by the private hospitals (e.g. Figure 11) or videos that cast the recognition of the private hospitals (e.g. Figure 12) can display their reputation and long-established tradition.

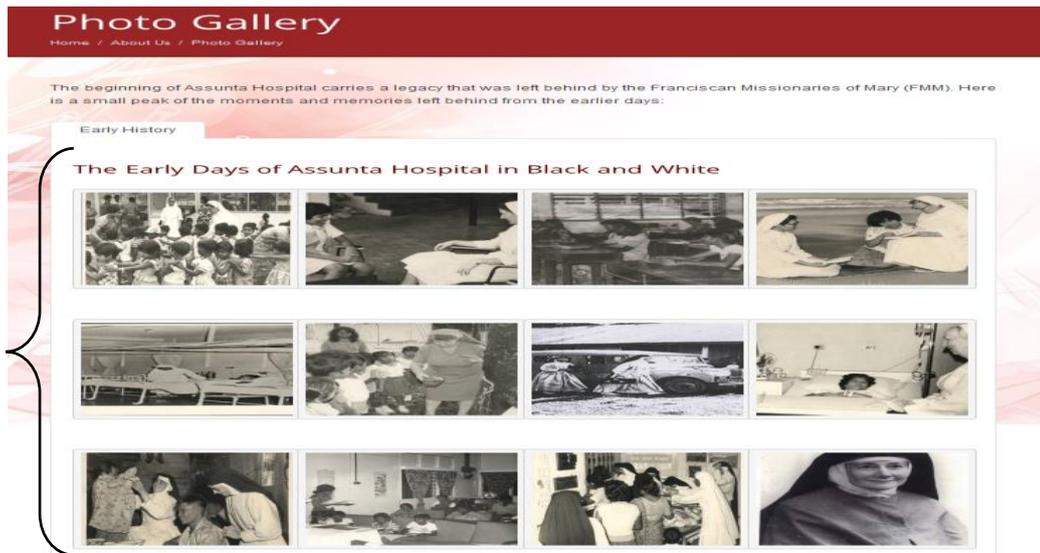


FIGURE 11. Old black and white pictures

These monochromatic pictures have intentionally been used to create a ‘mood’ (Kress and van Leeuwen, 2006, p. 106) of nostalgia and remind readers of the given private hospital.



FIGURE 12. Local media release (videos)

In our corpus, the strategy (b) ‘Offering the hospital’s core statements and/or values’ is only realized by addressing some of the following topics under the rubrics of: (i) Vision, (ii) Mission, (iii) Core values, (iv) Philosophy, (v) Objectives, and (vi) Slogans/Taglines in the written mode.

(14) We are a private and not-for-profit hospital with a **mission of providing high quality and compassionate care to patients.**

Another strategy which is noticeably employed for establishing credentials is the strategy (c) ‘Highlighting the achievements and advances’. This strategy is used for getting positive views of prospective patients on the private hospitals by calling attention to how satisfactorily they have performed in healthcare industry that they have been trusted by a number of official third parties.

(15) **Mahkota Medical Centre was awarded the prestigious Brand Laureate SMEs Master Award 2013** by the Asia Pacific Brand Foundation (APBF).

The strategy (c) also lends itself to be realized via visual representations. The findings of this strategy demonstrate 141 usages of visual illustrations which can be classified into the following seven categories: (a) picture of milestones (9 cases), (b) logo of award (51 cases), (c) collage of logos of awards (8 cases), (d) picture of awards, accreditations, award-receiving ceremonies, etc. (41 cases), (e) collage of some pictures of awards, accreditations, award-receiving ceremonies, etc. (17 cases), (f) picture, graph or diagram showing advances (10 cases), and (g) collage of pictures, graphs or diagrams showing advances (5 cases).

Figure 13 is one of the visual representations which has been used to realize this strategy. This collage of the hospital’s pictures narratively represents its advances throughout the years (a vector especially a diagonal line is formed by juxtaposing different sizes of the building from smallest to the biggest) as Kress and van Leeuwen (1996, 2006, p. 59) argue “narrative patterns serve to present unfolding actions and events, processes of change, transitory spatial arrangements”.



FIGURE 13. Hospital buildings (1973-2012)

The strategy (d) ‘Indicating the novelty (quality) of services and/or technologies’ is usually expressed by offering positive and good verbal descriptions of the private hospital’s operational systems, medical services, and technologies. These positive descriptions can ensure the potential patients that they will not face any problem during receiving healthcare services.

(16) To ensure that MMC meets its quality objectives, clinical indicators are selected, measured and monitored for trends and improvement. MMC

benchmarks her results against public and private hospitals, such as that by the Malaysian Productivity Corporation (MPC) since 2004.

This strategy is realized by visuals as well. It can be visually realized by displaying the quality of medical services in comparison with some basic and/or international standards. Our findings have recorded the incorporation of ten graphs/diagrams and five collages of diagrams/graphs in the “About Us” sections for shaping this strategy.

Figure 14 depicts the incidence rates of a group of bacteria called Multi-Resistant Staphylococcus Aureus (MRSA) between four quarters of years 2013-2015. Technically speaking, MRSA is common in hospitals, and people with open wounds and weakened immune systems are at greater risk of this hospital-acquired infection. As we can notice, this graph narratively represents how this private hospital has satisfactorily controlled the incidence rates of MRSA in two consecutive years, representing ‘processes of change’ – incidence rate reduction. This graph has the ability to realize the ‘Establishing credentials’ move by ensuring prospective patients that they will receive quality medical services at the given medical center.

A quality hospital would also regularly compile information on rates of antibiotic-resistant infections in each ward and department. The data would then be used to reduce the infection rates through preventative measures. Further quality indicators would include the hospital's record on incidence rate of Multi-Resistant Staphylococcus Aureus (MRSA)

Establishing credentials:  
Strategy (d)

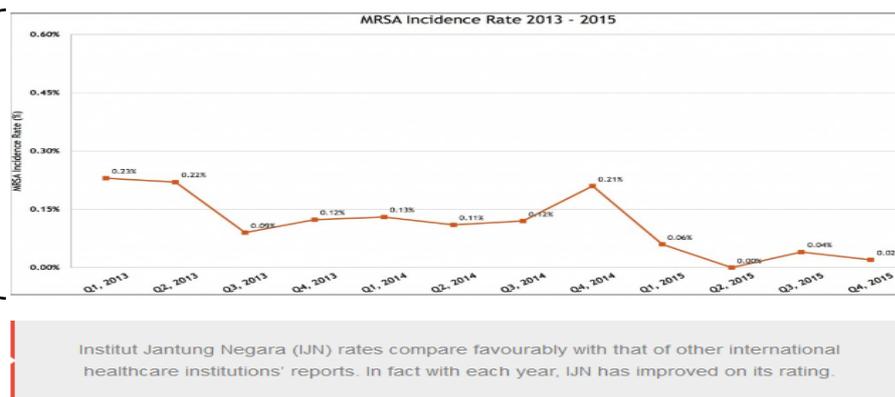


FIGURE 14. Technical graph (MRSA incidence rate)

In the context of the present study, the strategy (e) ‘Indicating the affiliation and partnership’ which has been counted 49 cases in the “About Us” sections is not only achieved by means of the written mode, but also occurs via employing visuals, especially the logos of the bodies or collaborators with which the private hospitals are connected (7 cases) or collages of their logos (5 cases).

(17) **THONEH is also one of the founding members of the ASEAN Association of Eye Hospitals (AAEH)**, alongside the American Eye Center, Jakarta Eye Centre, Rutnin Eye Hospital, and Singapore National Eye Centre.

IJN maintains alliances with leading international health facilities, universities, research institutions and industry bodies. These include:

Establishing credentials: Strategy (e)



Our affiliates are at the forefront of modern cardiovascular science research, allowing a vigorous exchange of ideas and experiences. These collaborations ensure our medical professionals continue to remain at the forefront of the latest technologies and practices.

FIGURE 15. Affiliated bodies

The strategy (f) ‘Highlighting the strength (reputation) of the hospital’s people and/or holder(s)’ is almost always realized by means of language centering on positive descriptions and appraisals of reputation as well as the experience of private hospital’s board of directors, their specialists and consultants, holding groups and/or stakeholders. However, in just one private hospital’s “About Us” section, it was discovered that it is expressed via the help of a collage of pictures.

(18) Dr P Saras specialised in cornea and external eye disease... **Registered with the National Specialist Registry Malaysia for Ophthalmology and the American Academy of Ophthalmology, she has served in THONEH since 1993, and regularly participates in continuous medical education, attending various ophthalmology meetings and conferences to keep abreast with the new developments in treatment and surgical techniques.**

Establishing credentials: Strategy (f)

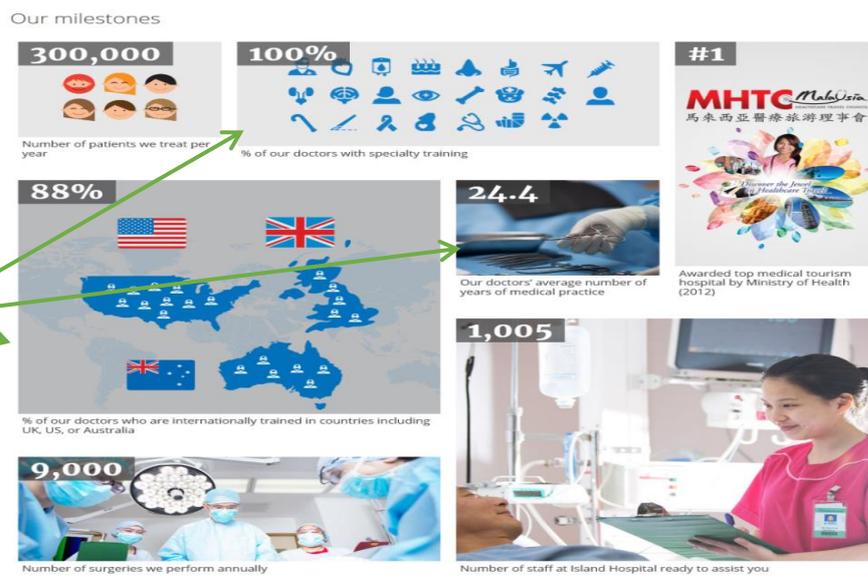


FIGURE 16. Specialists’ reputation

## MOVE 10: ESTABLISHING/REINFORCING THE RELATIONSHIP WITH POTENTIAL CUSTOMERS/VISITORS

Promotional texts are often viewed as ‘incomplete/unfinished’ (Bhatia, 2004) without accomplishing Move 10. The function of this move is to facilitate (re)building a relationship between good and/or service providers and their prospective customers or collaborators. As Table 2 indicates, this move is accomplished through four distinct strategies.

The strategy (a) ‘Soliciting response’ is deliberately used to prompt prospective patients to get in touch with the private hospitals. Of the total number of occurrences of this strategy (38 cases), our findings show the existence of just five visual cases (Google maps). Others have been realized by the help of written language most often by giving the specific names or details of those who may respond to the inquiries, physical/email addresses, and phone/fax numbers. The inclusion of private hospitals’ contact details can help readers better trust the content provided. A company may be “obfuscating for a reason” if it only provides a simple contact form but no telephone number or address (Pott, 2007, p. 7)

(19) Please contact us by using any of the following modes if you have any queries or complaints in respect of your personal data:

Attention: Ms Renuga Muniandy

Address: KPJ Ipoh Specialist Hospital, 26 Jalan Raja DiHilir, 30350 Ipoh, Perak

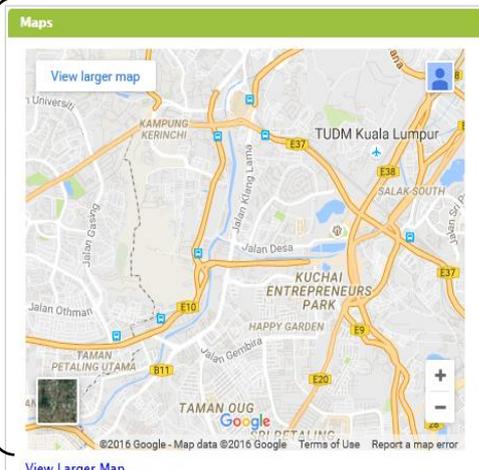
Telephone Number: 05-2408777

Fax: 05-2541388

Establishing /Reinforcing the relationship: Strategy (a)

- Who We Are
- Vision and Mission
- Management Team
- List of Doctors
- Award and Recognition
- Contact Us

### Contact Us



#### Contact Detail

For any enquiries, call the Marketing Department at 03-79826500 or e-mail to [info.tdmc@tdmberhad.com.my](mailto:info.tdmc@tdmberhad.com.my)

**Taman Desa Medical Centre**  
45, Jalan Desa, Taman Desa,  
Off Jalan Klang Lama,  
58100 Kuala Lumpur.

GPS  
3.096067, 101.677812

By Bus  
Rapid KL 650

FIGURE 17. Google map of the hospital

The strategy (b) ‘Offering course or collaboration opportunities’ which is employed to make a relationship between the private hospitals and the medical professionals (doctors, nurses, etc.), medical groups, associations, companies, and organizations is often found in the

19

form of job, course, program, and collaboration advertisements/offerings in the verbal mode. Similar to other strategies already addressed, the strategy (b) can also occur in modes other than language. In addition to the written mode, three visuals have been utilized to express this strategy.

In Figure 18, the surrounding verbal environment helped us identify the communicative function of these pictures since without reading the accompanying verbal texts it would have been really difficult to identify their rhetorical functions. These two different semiotic modes complement each other for realizing the strategy (b) and in turn, for expressing Move 10.

(20) As one of the leading hospitals in Malaysia, Island Hospital is constantly looking to recruit the best and the brightest for a variety of positions in order to enhance our roster of dedicated professionals. Below is a list of currently opened positions we are actively looking to fill.

Establishing /Reinforcing the relationship: Strategy (b)

**SPONSORSHIP**  
 Sponsorship Programmes

**Degree in Therapy Radiography**  
 We would like to invite fresh Graduates who are keen to pursue a career in Therapy Radiography to apply for the above mentioned 4-years' full-time course.  
*Requirements:*  
 ✓ Minimum STPM (Science Stream) with a minimum of 4 credits including Biology.  
 ✓ Malaysian Citizen, single and aged between 18-25.

**Diploma in Pharmacy**  
 We would like to invite fresh STPM/SPM graduates who are keen to pursue a career in Pharmacy to apply for the above mentioned 3-years' full-time course.  
*Requirements:*  
 ✓ Minimum SPM (Science Stream) with 4 credits (Bahasa Malaysia, English, Mathematics & Biology).  
 ✓ Malaysian Citizen, single and aged between 18-25.

**Diploma in Nursing**  
 We would like to invite the fresh SPM graduates who are keen to pursue a career in nursing to apply for the above mentioned 3-years' full-time course.  
*Requirements:*  
 ✓ Minimum SPM with 4 credits (Bahasa Malaysia, English, Mathematics & Science).  
 ✓ Malaysian Citizen, single and aged between 18-25.

FIGURE 18. Hospital's sponsorship programs

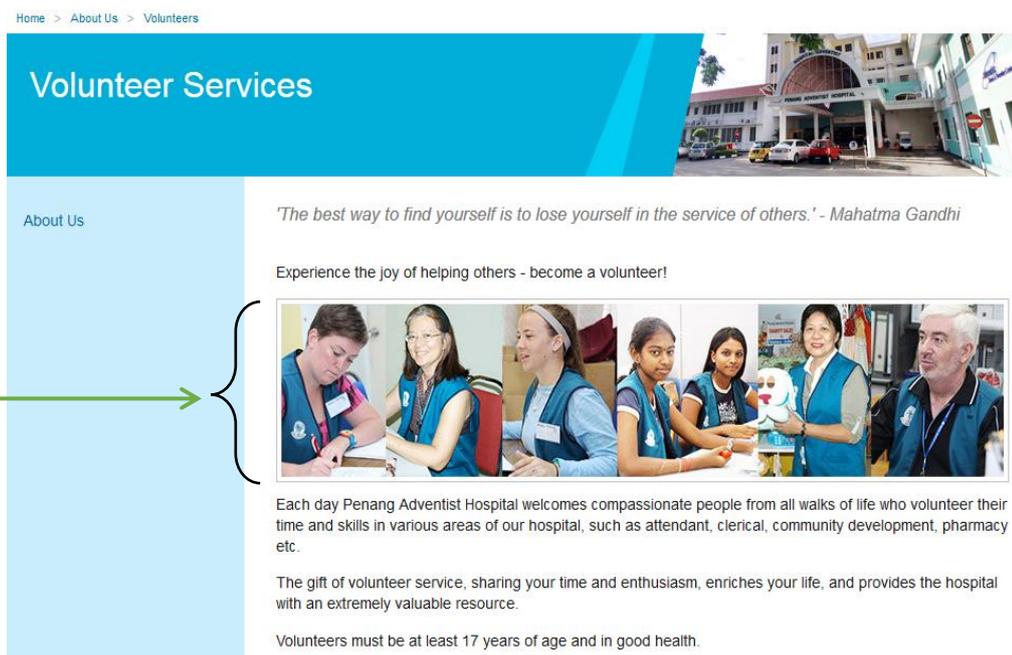
Another option that the private hospitals have used for establishing relationship in their “About Us” sections is the strategy (c) ‘Using language options’. In just four cases, this strategy has been expressed by means of the written mode.

(21) We provide this Personal Data Notice **in both English and Bahasa Malaysia**. In case of any inconsistencies between these two, the English version shall prevail.

The strategy (d) ‘Invoking/Undertaking social collaboration’ is also another strategy which the private hospitals have employed in the “About Us” sections of their websites for realizing Move 10. It is almost always expressed by referring to the fund-raising and health-awareness programs conducted by the private hospitals. It can also appear in the form of providing volunteer opportunities wherein people can assist those non-profit private hospitals. In three cases this strategy occurs by the use of collages of pictures, in three cases with the help of images, and just in one case by employing a logo of a charity program.

(22) As part of its Corporate Social Responsibilities (CSR), KPJ PSH plays a role in promoting health awareness to the public at large. As part of its activities; KPJ PSH provides free medical camps in the rural areas, conduct baby wellness programs and healthy lifestyle campaigns as well as establish Support Groups.

Figure 19 is textually coherent. Here, the represented participants are connected to each other in several ways: first, absence of the frame lines between the individual pictures stresses their group unity and identity (Kress & van Leeuwen, 1996, 2006, p. 203); second, its unity is achieved by the color of the represented participants' uniforms which is blue (in Malaysian context this color represents unity); third, the badges and uniform worn by the represented people illustrate that they are members of a team who are participating in some activities. Figure 19 represents a symbolic structure in which the represented people's (i.e. the carriers) identity is established by their attributes (the badges and uniforms worn). The accompanying written texts above and below this collage of pictures clearly demonstrate that these people are performing some volunteer activities for the given private hospital. Four of these represented participants (volunteer ladies) are looking directly at the viewers, and their eye contact realizes the interactive meaning 'demand' (Kress & van Leeuwen, 1996, 2006). Their happy and determined faces show how content they are in conducting such activities. By looking directly at the camera, they tend to encourage and invite the viewers to join them in their dedicated volunteer medical activities.



Establishing /Reinforcing the relationship: Strategy (d)

FIGURE 19. Volunteer activities

## CONCLUSIONS

Taking multimodal semiotic resources into consideration while examining the rhetorical structure of 41 “About Us” sections of Malaysian private hospitals’ websites, we have presented a thorough discussion of rhetorical moves and strategies, and how they are realized through mixing of verbal and visual semiotic resources for presenting and promoting the

private hospitals. As can be found in Table 2, not all moves and strategies are expressed through a combination of verbal and visual resources. This clearly demonstrates how within this particular web-mediated genre semiotic labors have been divided (Kress, 2010). Our study is a direct attempt to show that while investigating digital/online genres scholars need to move beyond the confines of traditional genre studies wherein only the lexico-grammatical resources are discussed for identification of the rhetorical moves/stages and should concentrate on other meaning-making semiotic resources as well (Guillén-Galve & Vela-Tafalla, 2020; Xia, 2020). As our findings reveal, examining verbal texts is not enough when it comes to analyzing data obtained from websites which are by nature multimodal and multisemiotic (Tan, 2010). Irrespective of verbal realizations of communicative moves, we could also identify a number of visual representations that have been employed in order to express certain communicative functions either by supporting or substituting the verbal counterparts. The knowledge gained from this study provides insights into how private hospitals can successfully promote their business through this channel to prospective (foreign) patients and marketers. Patients may also benefit from our study as it increases their awareness of the characteristics of this genre and helps them make more informed decisions. Future studies may extend our research and identify other semiotic resources such as hyperlink, webpage layout, color, typography, etc. which may be involved in the formation and realization of the generic structure of the web-mediated genres such as the “About Us” genre.

### ACKNOWLEDGMENTS

We would like to thank our anonymous reviewers for taking the time and effort necessary to review the manuscript.

### REFERENCES

- Bateman, J. A. (2014). Genre in the age of multimodality: Some conceptual refinements for practical analysis. In P. Evangelisti Allori, J. A. Bateman & V. K. Bhatia (Eds.), *Evolution in Genre: Emergence, Variation, Multimodality* (pp. 237-269). Bern: Peter Lang.
- Bhatia, V. K. (1993). *Analysing Genre: Language Use in Professional Settings*. London: Longman Group UK Limited.
- Bhatia, V. K. (2004). *Worlds of written discourse: A genre-based view*. London: Continuum.
- Carreon, J. R., Watson Todd, R., & Knox, J. S. (2013). Medical tourism communication of a Thai private hospital website. *Journal of Applied Linguistics and Professional Practice*, 8(2), 165-185.
- Gross, A. G., & Harmon, J. E. (2014). *Science from sight to insight: How scientists illustrate meaning*. Chicago: University of Chicago Press.
- Guillén-Galve, I., & Vela-Tafalla, M. A. (2020). New research genres and English prosody: An exploratory analysis of academic English intonation in video methods articles in experimental biology. *Language Value*, 12(1), 1-29. <http://dx.doi.org/10.6035/LanguageV.2020.12.2>
- Halliday, M. A. K. (1978). *Language as social semiotic: the social interpretation of language and meaning*. London: Edward Arnold.
- Harrison, C. (2003). Visual social semiotics: Understanding how still images make meaning. *Technical communication*, 50(1), 46-60.
- Hiippala, T. (2014). Multimodal Genre Analysis. S. Norris & C. Daniela Maier (Eds.), *Interactions, Images and Texts: A Reader in Multimodality* (pp. 111-123). Berlin and New York: De Gruyter Mouton.

- Iedema, R. (2003). Multimodality, resemiotization: Extending the analysis of discourse as multi-semiotic practice. *Visual Communication*, 2(1), 29-57.
- Izquierdo, M., & Pérez Blanco, M. (2020). A multi-level contrastive analysis of promotional strategies in specialised discourse. *English for Specific Purposes*, 58, 43-57. <https://doi.org/10.1016/j.esp.2019.12.002>
- Jewitt, C., Bezemer, J., & O'Halloran, K. (2016). *Introducing Multimodality*. London: Routledge.
- Johns, A. M. (2013). The history of English for specific purposes research. In B. Paltridge, & S. Starfield (Eds.), *The handbook of English for specific purposes* (pp. 5-30). Hoboken, NJ: Wiley-Blackwell.
- Kadir, N., & Nayan, S. (2021). International demand for medical tourism in Malaysia: Evidence from panel data. *International Journal of Business and Society*, 22(3), 1240-1255. <https://doi.org/10.33736/ijbs.4298.2021>
- Kithulgoda, E. (2023). A Multimodal Genre Analysis of Online Product Information to Inform English for Specific Purposes. Unpublished Ph.D thesis, Victoria University of Wellington, Wellington, New Zealand.
- Kress, G. (2000). Multimodality: Challenges to thinking about language. *TESOL quarterly*, 34(2), 337-340.
- Kress, G. (2010). *Multimodality: A Social Semiotic Approach to Contemporary Communication*. London/New York: Routledge.
- Kress, G. (2012). Multimodal discourse analysis. In J. P. Gee & M. Handford (Eds.), *The Routledge Handbook of Discourse Analysis* (pp. 35-50). London: Routledge.
- Kress, G., & van Leeuwen, T. (1996, 2006). *Reading Images: The Grammar of Visual Design*. London: Routledge.
- Kress, G., & van Leeuwen, T. (2001). *The modes and media of contemporary communication*. London: Arnold.
- Kwan, B. S. C. (2006). The schematic structure of literature reviews in doctoral theses of applied linguistics. *English for Specific Purposes*, 25, 30-55.
- Labrador, B., & Ramón, N. (2015). 'Perfectly Smooth, Creamy and Full Flavoured': Online Cheese Descriptions. *Procedia - Social and Behavioral Sciences*, 198, 226-232.
- Lemke, J. L. (2002). Travels in hypermodality. *Visual Communication*, 1 (3), 299-325.
- Lemke, J. L. (2005). Multimedia genres and traversals. *Folia Linguistica*, 39(1-2), 45-56.
- Moghavvemi, S., Ormond, M., Musa, G., Isa, C. R. M., Thirumoorthi, T., Mustapha, M. Z. B., & Chandy, J. J. C. (2017). Connecting with prospective medical tourists online: A cross-sectional analysis of private hospital websites promoting medical tourism in India, Malaysia and Thailand. *Tourism Management*, 58, 154-163. <https://doi.org/10.1016/j.tourman.2016.10.010>
- O'Connor, P. (2004). Conflicting viewpoints on web design. *Journal of Travel & Tourism Marketing*, 17(2-3), 225-230.
- Parkinson, J., Mackay, J., & Demecheleer, M. (2017). Situated learning in acquisition of a workplace genre. *Vocations and Learning*, 11(2), 289-315. <https://doi.org/10.1007/s12186-017-9191-x>
- Pott, K. (2007). *Web design and marketing solutions for business websites*. USA: A press company.
- Author (2021).
- Author (2021).
- Suen, O. (2013). Hotel websites as corporate communication. In W. Cheng (Ed.): ProQuest Dissertations Publishing.
- Swales, J. M. (2004). *Research genres: explorations and applications*. Cambridge: Cambridge University Press.

- Tan, S. (2010). Modelling engagement in a web-based advertising campaign. *Visual Communication*, 9(1), 91-115.
- Tardy, C. M., & Swales, J. M. (2014). Genre analysis. In K. P. Schneider, & A. Barron (Eds.), *Pragmatics of discourse* (pp. 165-187). Boston: De Gruyter.
- Van Leeuwen, T. (2005). *Introducing Social Semiotics*. London: Routledge.
- Author (2022).
- Würtz, E. (2005). Intercultural communication on web sites: A cross-cultural analysis of web sites from high-context cultures and low-context cultures. *Journal of computer-mediated communication*, 11(1), 274-299. <https://doi.org/10.1111/J.1083-6101.2006.TB00313.X>
- Xia, S. A. (2020). Genre Analysis in the Digital Era: Developments and Challenges. *E.S.P. Today*, 8(1), 141-159. <https://doi.org/10.18485/esptoday.2020.8.1.7>

### ABOUT THE AUTHORS

Author is currently a senior lecture at [.....]. [...] main areas of research interests include English/Language for Specific Purposes, (Critical) Genre Analysis, Multimodal Discourse Analysis, and Professional Discourse.

Author is a senior lecturer at [.....]. [...] research interests are Multimodal Discourse Analysis, Intercultural Studies, and Higher Learning Studies.