MANUFACTURING CONSUMER CONSENT VIA CONTEST ENTRY FORM AS PROMOTIONAL GENRE

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Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia

in Fulfilment of the Requirements for the Degree of Doctor of Philosophy

July 2011

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

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The research interest of this thesis was to describe, interpret and explain the influence of a particular genre of promotional discourse on consumers. Those in the advertising industry loosely identify this genre as the contest entry form or CEF. Key questions include analysing the verbal and visual strategies employed in CEFs in relation to specific products that were promoted, how promotional advertisers use these linguistic and non-linguistic strategies to manufacture consumer consent, and if there were any differences in perceptions about CEFs between consumers at large and those whose professions are related to the promotional and/ or advertising fields.

The study used the mixed methods approach based on Creswell's (2003) sequential exploratory design to analyse data in two phases. In the qualitative phase, a textual corpus of 118 CEFs collected from major supermarkets throughout the Klang Valley, Malaysia was examined. Eight key verbal and three key visual components were

identified. Embedded underlying strategies within the verbal components include foregrounding, backgrounding, presupposition and connotation while those found within visual components included composition, visual modality and using structures of representation. In the quantitative phase, survey data from two groups of respondents (60 from the promotions and advertising fields; 59 from those whose professions were not related to either field) were analysed. The results showed that while occupational insights did make a difference in certain areas such as those pertaining to questionable criteria like the lucky draw and biggest spender, the implicit processes of "naturalisation" and "inculcation" (Fairclough, 1989, p. 75) may help explain how overall responses showed that insiders may be as "disadvantaged" (Janks, 1997, p. 28) as outsiders in relation to the messages the former encode as producers of the genre. It was thus concluded that the promotional genre in question largely succeeded in reaffirming commercial contest entry as a social practice that is a part of the goods purchasing activity.

The researcher hopes that the present research provides deeper insights into promotional advertising discourse. Some guidelines for consumers to make more informed purchasing decisions, as well as suggestions for further research are made at the end of the thesis.

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

PEMEROLEHAN PERSETUJUAN MELALUI BORANG PENYERTAAN PERADUAN PENGGUNA SEBAGAI GENRE PROMOSI

Oleh

SOO POH YOKE, JACQUELYN

Julai 2011

Pengerusi : Prof. Madya Mohd Faiz Sathivellu Bin Abdullah, PhD

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Kajian tesis ini mengurai, menafsir dan menjelaskan daya pengaruh sesuatu genre pengiklanan promosi ke atas para pengguna. Di kalangan mereka yang pekerjaannya berhubung dengan bidang pengiklanan dan promosi, genre ini dikenali dalam bahasa Inggeris sebagai *Contest Entry Form* atau CEF. Soalan-soalan kajian utama menganalisis strategi-strategi tuturkata dan citraan dalam CEF berhubungan dengan barangan yang diiklan, bagaimana para pengiklan menggunakan stategi-strategi linguistik serta bukan linguistik untuk memperoleh persetujuan pengguna umum, dan jika terdapat perbezaan persepsi tentang CEF di antara para pengguna umum dan mereka yang pekerjaannya terbabit dengan bidang promosi dan/ atau pengiklanan.

Kajian ini berdasarkan *sequential exploratory design* (Cresswell, 2003) yang menganalisis data pada dua fasa. Di fasa kualitatif, korpus teks sejumlah 118 CEF

telah dikumpul dari pasaraya di sekitar Lembah Kelang, Malaysia untuk dikaji. Lapan komponen tuturkata serta tiga komponen citraan telah dikenalpasti. Strategi-strategi tersirat yang menjadi asas dalam komponen tuturkata CEF termasuklah *foregrounding*, *backgrounding*, *andaian* dan *konotasi* manakala strategi yang terdapat dalam komponen visual adalah komposisi, modaliti dan pengunaan struktur representasi. Di fasa kuantitatif pula, data tinjauan yang diperolehi dari dua kumpulan responden (60 dari bidang pengiklanan dan 59 pengguna umum di lokasi yang sama) telah dianalisis. Hasil kajian menunjukan bahawa walaupun pengertian berdasarkan pekerjaan mewujudkan perbezaan dalam aspek tertentu seperti yang berkaitan dengan kriteria yang diragukan bagi *lucky draw* (cabutan bertuah) dan *biggest spender* (pembelanja terbesar), proses-proses *naturalisation* dan *inculcation* yang tersirat (Fairclough, 1989, m. 75) mungkin menjelaskan bagaimana mereka yang bekerja dalam bidang pengiklanan atau *insiders* sama-sama kurang arif atau "disadvantaged" (Janks, 1997, m.28) berbanding *outsiders* (mereka yang tidak mempunyai ilmu pengiklanan) walaupun golongan pertama ini merupakan ahli pencipta genre berkenaan. Oleh yang demikian, adalah disimpulkan bahawa genre promosi tersebut pada umumnya berjaya menghasilkan penyertaan peraduan komersil sebagai amalan sosial yang menjadi sebahagian daripada aktiviti pembelian barangan. Pengkaji berharap agar hasil kajian ini dapat memberi pemahaman yang lebih mendalam terhadap wacana pengiklanan promosi. Beberapa garis panduan untuk pengguna membuat keputusan membeli barangan dengan lebih arif serta cadangan bagi penyelidikan lanjut adalah dimuatkan pada akhir tesis ini.

ACKNOWLEDGEMENTS

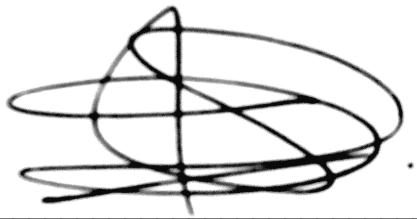
This study owes its existence to a number of people who supported me throughout the process of researching and writing it. I am grateful to Prof. Madya Mohd Faiz Bin Abdullah. I am also indebted to Prof. Madya Dr. Wong Bee Eng and Prof. Madya Dr. Washima Che Dan for their encouragement and tutelage without which this study would not be at all. A special thanks is also due to my examiners, Prof. Dr. Chan Swee Heng, Prof. Dr. Anthony Pare, Prof. Madya Dr. Wan Roselezam and Dr. Afida whose comments led to an improved version of this work.

I take this opportunity to thank everyone who participated in this study. In particular, Azzaro and my two long-time colleagues who although did not want to be named here, contributed by reading, criticizing and commenting on my thesis based on their own experiences in the promotions and advertising fields. I am grateful for the contribution of their insights to the overall findings of this work.

This study is dedicated to the best family in the world- mine. Mom (Molly HL Chai) and dad (Stephen YH Soo), Lennie and Christopher, Melvyn, Patricia and Julienne, Carolyn and Jessica, Selvyn and Lilian, and of course my husband Yuan Long and precious baby son, Jarret.

DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.



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Date: 18 July 2011