

A Genre Based Study of Selected Dental Brochures in Pakistan



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Abstract: This research aims to find out how dental brochures in Pakistan are designed to advertise and sell dental products. Bhatia's (1993) model of sales promotion letters is used to analyze the structure of the selected dental brochures. This study is qualitative that focuses on the structure of the dental brochures in Pakistan. The purpose of this research was to find out if the dental brochure designers in Pakistan are following the defined moves of sales promotion letter. Hence, by applying Bhatia's (1993) model of sales promotion, the results showed that dental brochure designers in Pakistan focus on the communicative purposes defined by Bhatia. Moreover, after analyzing the structure, it is revealed that the dental brochures follow move 5 and move 2 more than other moves as move 5 is followed by almost all of the brochures while move 2 is followed by 83% of the brochures. However, move 3, Move 6, and Move 7 cannot be found in any brochure. This reveals the structural pattern of the dental brochures.

Key Words: Brochures, Dental Brochures, Genre Analysis, Bhatia's Model

Introduction

In this era of commercialization, media promotions play an important role to capture the attention of potential customers. The data and language used in the brochure should be understandable and should seek the attention of prospective readers and buyers. Due to technological development like visual media and contemporary print media that focuses more on language, brochures have gained a significant place in marketization. In the past, studies revealed that the media depended more on language specialists than narrators. According to anthropologists, therapists, and sociologists, phonetic investigations are the foundation of every methodology in today's world.

Bhatia (1993) explains John Swales' view that 'genre' described by the set communicative purposes is the actual communicative event. The result of this purpose will be served by storing the desired information in the mind of the target customer for whom this genre exists. Genre analysis, according to Swales, has two assumptions; firstly, the assumption that genre-specific text relies on social context. Secondly, the assumption tells the linguists how to relate genre-specific text with other text. In this

research, Bhatia (1993) proposed the genre analysis model that is for sales promotion letters with the sole purpose to attract potential customers to buy certain products. The brochure designers use sales promotion letters to trigger the potential buyer to purchase the products. However, genre analysis is a recently identified area in the field of linguistic analysis. Genre Analysis explains activities that are happening in an expert setting.

Bhatia (1993) model explains seven moves. Move one explains what the main reason for this brochure is. The second move explains what exactly the brochures are explaining; this is called describing method. Move three summarizes the brochure, and Move four concludes the brochure. To comprehend sales promotion letters work in genre identification, there are models from two apparently unique but firmly related regions of linguistics action, to be specific, item and self-publicizing through sales promotion letters and requests for employment, separately. In any case, sales promotion letters decide the part of the communicative reason in its identification and depiction. A sales promotion letter is a spontaneous

letter routed to a chosen gathering of imminent clients (they might be people or organizations) to convince them to purchase the item.

Travel brochures contain information regarding traveling, and last but not least clinical brochures are sent to potential customers straightforwardly, given out on occasions, or distributed in places where there are a lot of people present to get by them. According to Wicks and Shutterstock (1991), Holloway and Plant (1998) & Andereck (2005) examined that shoppers of travel industry rely upon the data that are found in brochures and they discover a possible attraction to visit, advising about objectives and future planning through the use of venture out brochures.

Andhatia (1993) explains the genre meaning of John Swales in a way that genre is a communicative event described by a set of communicative purpose(s) recognized and commonly comprehended by the individuals from the expert or academic community in which it regularly happens

The communicative reason plays a significant part in Bhatia's meaning of genre as it includes the set communicative purposes as an actual communicative event. Moreover, the communicative purposes establish the general measures for a given text and serve the organization of a text into various parts that Bhatia called moves. [Bhatia \(1993\)](#) proposed the genre analysis model that is for sales promotion letters. The sales promotion letters are written to attract potential customers to buy certain products. The self-promotion letter is the principal connection between the vendor and purchaser, the purchaser doesn't anticipate that the letter should come, so one of the objectives is to get him to peruse this letter.

Literature Review

Both Santos (1998) & Sirakaya and Sonmez (2000) believe that brochures play an important role in the formation of an induced image, The design of the printed brochures should be for promotional material and with the aim to communicate with the tourists. Osman (2008) investigated genre analysis and the process of the rebranding of 11 Malaysian public universities. Apart from informative strategy, academic institutions used promotional strategy in corporate brochures. She concluded that universities function as corporations, and their strategy to attract students who are entering university are more market-oriented. This study is to adopt genre analysis to draw

the rhetorical structure of Korean and US university brochures.

Gorontalo is one of the provinces in Indonesia, located on Sulawesi's island in the eastern part of Indonesia. It has become one of the emerging tourism industries in Indonesia. Many destinations, including Indonesia, have extensively translated their promotional materials, including brochures, into English. The use of tourism brochures and translation is, in fact, mostly favored for tourism promotional strategies (Agorni, 2012).

Fuadi (2016) stated that translators must know source text and target text while translating a text. This research is important for improving the quality of brochures translation, especially the target, Gorontalo tourism brochures, and must be distributed to target readers that convey their function properly. So it is concluded that better quality brochures convey their purpose more efficiently as compared to others. Tourism translation has been widely criticized for its poor translation quality that often puts off potential visitors' interest (Muñoz, 2012; Napu, 2016).

Wicks and Schuett (1991) investigated how to use brochures and the mechanism of distribution. He analyzed a group of individuals who demanded six brochure producers about specific destination information. He examined the relationship between demander and their consistency to visit the destination. From the mail survey of 276 requesters who visit the destination. The result shows the high conversion.

Getz and Sailor (1993) investigated the design of destination brochures by using the lists of attractiveness and utility attributes derived from the three focus groups. The purpose of these groups that use the "interest, action, attention and desire" principle that provides general support for conventional wisdom on the design of brochures.

Kim and Joo (n.d) investigated the generic structure of University brochures in the US and Korea and outline how Universities represent themselves to forthcoming students. Results specified that all brochures have common rhetorical structures or promotional discourses. Korean universities make personal relationships but also reveal their authority over students. The results proposed that Korean universities should use more appropriate linguistic promotional strategies to achieve the goal of the brochure.

Jing Luo, Tingyu Huang (2015) examined the language of a tourism brochure. For that purpose, he investigated 35 tourism brochures collected from more than 20 renowned attractions in western America that have been selected as the corpus. They had utilized Bhatia's model that is known as the move-structural model in commercial as theoretical structure. The consequence of this examination indicated that American travel industry brochures apply an eight-move generic model. [Khan, Amjad, & Rubab, \(2020\)](#) explored the semiotic features of car brochures using Kress & [Leeuwen \(2006\)](#) model. They discussed how corporate brands used semiotics modes to persuade their customers and promote their products and playing an important role in business communication. According to them, a complex set of relationship exists between the visuals and the buyers.

From the literature review of the previous studies, it is quite apparent that a lot of work has been done on different brochures from different perspectives, but the area of dental brochures is the least explored area. Therefore, the present study is an effort to fill this gap. The study specifically takes into account the structure of the selected Pakistani dental brochures to find out how the different brands of dental brochure designers in Pakistan are designing brochures to attract their buyers. Moreover, this research is filling the gap in the field of advertising and genre analysis.

Research Objectives

The objectives of this study are as follows:

- To find out the schematic structures of the dental brochures.
- To find out if these dental brochures follow the defined communicative purposes of a sales promotion letter.

Results and Discussion

Sample 1



Research Questions

The following questions have been framed to meet the objectives:

- What are the schematic structures of the dental brochures?
- Do the dental brochures follow the defined communicative purposes of a sales promotion letter?

Significance of Research

This research is significant as advertising has become indispensable for the marketing of products on the part of companies in recent decades. There is competition among brands as there exists a complex set of relations between the signs and the buyers, and that the sale of a product depends on a good advertisement. This research specifically focuses on the structure of the dental brochures in Pakistan to find out how the dental brochure designers in Pakistan are designing brochures to sell their products. Moreover, this research is filling the gap in the field of advertising and genre analysis. It will help future researchers in the area of advertising, genre analysis, and dentistry.

Research Methodology

This research follows the qualitative research methodology as [Kothari \(1990\)](#) is of the view that qualitative research "is concerned with the qualitative phenomenon, i.e., phenomena relating to or involving quality or kind". It is a deductive approach that focuses on six dental brochures to find out the structure of these brochures. The primary source of data is the dental brochures.

The data is collected from the pharmaceutical sales representatives, dental clinics, and medical stores through non-random sampling techniques. The sample includes six dental brochures.

Genre Analysis

According to Bhatia’s model, a business promotion letter should invoke the desired response in the minds of the buyers. And for that reason, a promotion letter should capture the attention of the reader. Here is sample 1, “Colgate”, along with SENSITIVE PRO. RELIEF is written in capital letters and navy blue color.

The product’s name is used frequently so that it leaves a mark on the reader's mind, and he/she will remember it unconsciously. FDA approved stamp is also mentioned, which is also a plus point for the authenticity of the product.

Move 1: This brochure follows this move, as in this brochure, the line “Sensitive Pro-Relief” is referring to that patient who is in need. As the target customer is expected for a solution to the sensitivity problem.

Move 4: The writer of this sample has followed this move, as “one of the important aims of the writer of the sales promotion letter is to keep its length within

reasonable limits so that the busy businessman is not put off by its unnecessary details” (Bhatia, 22). This move has been followed by the writer of this brochure as he precisely defined all the requirements of the reader to be known.

Move 5: This brochure likewise follows this move by giving the basics information of the medicine and email address through that one can contact and ask their inquiries.

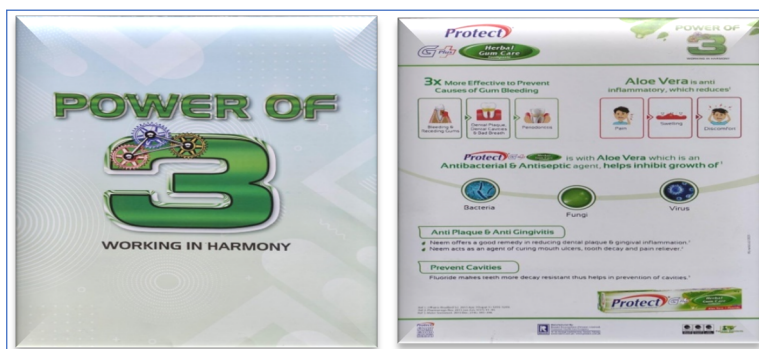
So, out of seven moves, this brochure follows only three moves of a sales promotion letter.

Communicative Purposes of Sales Promotion Letter

There are five communicative purposes of sales promotion letters defined by Bhatia in the book “Analyzing Genre”. This table shows which of these purposes are fulfilled by this brochure:

Persuasive	✓
Attention Capturing	✓
Precise and effective	✓
Praising the product to be sold	✓
Communicating all the necessary information	×

Sample 2



Generic Analysis

According to Bhatia’s model, a business promotion letter should invoke the desired response in the minds of the buyers. And for that reason, a promotion letter should capture the attention of the reader. Here is sample 2, “POWER OF 3” is written in capital letters

and green color. It's eye-catching and grabs the attention of the reader instantly. The words “working in harmony” make it clear in the reader's mind that the product is more effective.

Words like Aloe Vera are anti-inflammatory that

reduce “pain”, ‘swelling’ and “discomfort” are used, so the reader perceives it as an effective medication. This also fulfils the purpose of signifying the product. FDA approved” is an index that represents its legitimacy and reliability.

Move 1: According to [Bhatia \(1993\)](#) the first move of the writer of a sales promotion letter is the establishment of credentials. This brochure follows this move. As Bhatia states: “The writer of the letter begins by establishing his company’s credentials, in the first paragraph, by referring to the needs of the potential customer”, so, in this brochure, the line “Aloe Vera is an anti-inflammatory that reduces pain, swelling, discomfort” is referring to those patients who are in need. As the target customer is expected for the solution of the above-mentioned problems.

Move 2: The next move of the writer of a sales promotion letter should be “introducing offer”. This brochure follows this move as well. As the writer has mentioned the number of conditions in which this medicine is recommended, the writer is communicating to the readers that this medicine is offering these specific services to them. [Bhatia \(1993\)](#) stated that three main points that explain this move: “a) Offering the product or service, b) Essential detailing of the product or service and c) Indicating

value of the product or service.” In this brochure, the writer is also giving all the essential details of the product (medicine). And by mentioning the conditions in which this medicine is recommended, the writer indicated the value of the product.

Move 5: Then the 5th move of the sales promotion letter is being followed by the writer of this brochure. In Bhatia’s model of sales promotion letter, the 5th move is “soliciting responses”. As [Bhatia \(1993\)](#) stated that the promotion letters are expected to strengthen the relationship between the customer and the seller; that’s why to encourage the reader to continue communication, that’s why sales promotion letter should include the contact number or other such information. This brochure also follows this move by providing the essentials details of the company at the end of the brochure.

So, out of seven moves, this brochure follows only three moves of a sales promotion letter.

Communicative Purposes of Sales Promotion Letter

There are five communicative purposes of sales promotion letters defined by Bhatia in the book “Analyzing Genre”. This table shows which of these purposes are fulfilled by this brochure

Persuasive	✓
Attention Capturing	✓
Precise and effective	✓
Praising the product to be sold	✓
Communicating all the necessary information	✓

Sample 3



Generic Analysis

The front page of the brochure has a picture, in which an image of the child that shows this medicine can be used by the child. It just has a phrase written on it that “My Oral Health is Different”.

Furthermore, pictures of different fruits represent that the medicine will not taste bad as it is with special fruity flavors. This also makes the product seem more natural. Other observable icons are there, which represents fixing all dental problems that are there. FDA approved stamp is also mentioned, which is also a plus point for the authenticity of the product.

Move 1: This brochure follows this move, as in this brochure, the image of the kid is referring to the needs of the patients that our concern for baby teeth. The potential customer is expected to be in need of a solution of tooth decay in baby teeth.

Move 2: The next move of the writer of a sales promotion letter should be “introducing offer”. This brochure follows this move as well. As the writer has mentioned the number of conditions in which this medicine is recommended, the writer is communicating to the readers that this medicine is offering these specific services to them. [Bhatia \(1993\)](#) stated that three main points that explain this move: “a) Offering the product or service, b) Essential detailing of the product or service and c) Indicating

value of the product or service.” In this brochure, the writer is also giving all the essential details of the product (medicine). And by mentioning the conditions in which this medicine is recommended, the writer indicated the value of the product.

Move 5: Then the 5th move of the sales promotion letter is being followed by the writer of this brochure. In Bhatia’s model of sales promotion letter, the 5th move is “soliciting responses”. As [Bhatia \(1993\)](#) stated that the promotion letters are expected to strengthen the relationship between the customer and the seller; that’s why to encourage the reader to continue communication, that’s why sales promotion letter should include the contact number or other such information. This brochure also follows this move by providing the essentials details of the company at the end of the brochure.

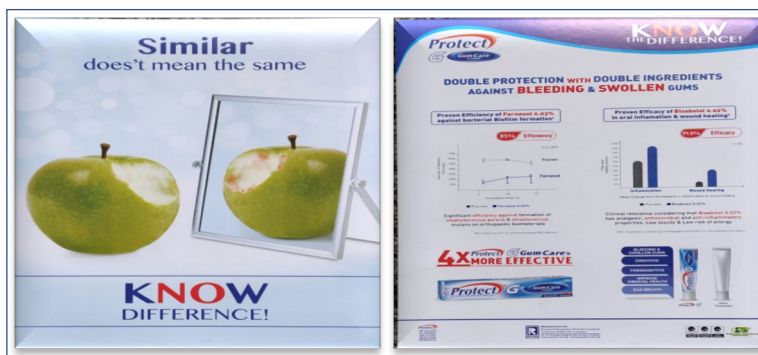
So, out of seven moves, this brochure follows only three moves of a sales promotion letter.

Communicative Purposes of Sales Promotion Letter

There are five communicative purposes of sales promotion letters defined by Bhatia in the book “Analyzing Genre”. This table shows which of these purposes are fulfilled by this brochure:

Persuasive	✓
Attention Capturing	✓
Precise and effective	✓
Praising the product to be sold	✓
Communicating all the necessary information	✓

Sample 4



Generic Analysis

The images of the apple are present on the brochure that shows red spots on the apple as a painful tooth and comparing with an apple that conveying similarities doesn't mean the same.

Charts have been made to give more authenticity, and it develops the confidence of the patients to buy the medicine. Words like “KNOW THE DIFFERENCE” are used, so the reader perceives it as an effective medication. This also fulfils the purpose of praising the product. FDA approved stamp is also mentioned, which is also a plus point for the authenticity of the product.

Move 2: This move of the writer of a sales promotion letter is “introducing offer”. This brochure follows this move. For example, the writer has given specifications about the medicine for which it can be used; the writer is communicating to the readers that this medicine is offering these specific services to them. It also fulfils the three aspects of the move: “a) product offerings, b) essential detailing of the product, c) specifying product

value.” All the aspects are present in this brochure as the writer is also giving all the important details of the product. The writer indicated the value of the product by mentioning the conditions in which this medicine is recommended.

Move 5: This brochure likewise follows this move by giving the basics information of the medicine and email address through that one can contact and ask their inquiries.

So, out of seven moves, this brochure follows only two moves of a sales promotion letter.

Communicative Purposes of Sales Promotion Letter

There are five communicative purposes of sales promotion letters defined by Bhatia in the book “Analyzing Genre”. This table shows which of these purposes are fulfilled by this brochure:

Persuasive	✓
Attention Capturing	✓
Precise and effective	✓
Praising the product to be sold	✓
Communicating all the necessary information	✓

Sample 5



Generic Analysis

The front side of the brochure is just an image of a chicken that is a tie with protection dentally, and at the top of it, a phrase is written “No FOOD LEFT BEHIND”, which grabs the attention of the reader. Therefore, this brochure is persuasive and attention-

capturing as it uses images.

Words like “70% significant benefits of removal plaques” are used, so the reader perceives it as an effective medication. This also fulfils the purpose of signifying the product. FDA approved stamp is also

mentioned, which is also a plus point for the authenticity of the product.

Move 1: According to [Bhatia \(1993\)](#) the first move of the writer of a sales promotion letter is the establishment of credentials. This brochure follows this move. As Bhatia states: “The writer of the letter begins by establishing his company’s credentials, in the first paragraph, by referring to the needs of the potential customer”. So, in this brochure, the line “NO FOOD LEFT BEHIND” is referring to that patient who is in need as the target customer is expected for the solution of removal of plaque.

Move 2: This move of the writer of a sales promotion letter is “introducing offer”. This brochure follows this move. For example, the writer has given specifications about the medicine for which it can be used; the writer is communicating to the readers that this medicine is offering these specific services to them. It also fulfills the three aspects of the move: “a) product offerings, b)

essential detailing of the product, c) specifying product value.” All the aspects are present in this brochure as the writer is also giving all the important details of the product. The writer indicated the value of the product by mentioning the conditions in which this medicine is recommended.

Move 5: This brochure likewise follows this move by giving the basics information of the medicine and email address through that one can contact and ask their inquiries.

So, out of seven moves, this brochure follows only three moves of a sales promotion letter.

Communicative Purposes of Sales Promotion Letter

There are five communicative purposes of sales promotion letters defined by Bhatia in the book “Analyzing Genre”. This table shows which of these purposes are fulfilled by this brochure:

Persuasive	✓
Attention Capturing	✓
Precise and effective	✓
Praising the product to be sold	✓
Communicating all the necessary information	✓

Sample 6



Generic Analysis

At the top of the brochure, picture of a man with a smiling face and thumbs up capturing the attention of customers along with the phrase written “Protection is my first Priority”

Words like “Protect Reaches Up to 100%” are used to praise the product and to show the efficiency

of its product. Charts have been made to give more authenticity, and it develops the confidence of the patients to buy the medicine. FDA approved stamp is also mentioned, which is also a plus point for the authenticity of the product.

Move 1: According to [Bhatia \(1993\)](#) the first move of the writer of a sales promotion letter is the establishment of credentials. This brochure follows this move. As Bhatia states: “The writer of the letter begins by establishing his company’s credentials, in the first paragraph, by referring to the needs of the potential customer”. So, in this brochure, the line “Protection is my Priority” is referring to that patient who is in need. As the target customer is expected for a solution that kills the bacteria.

Move 2: This move of the writer of a sales promotion letter is “introducing offer”. This brochure follows this move. For example, the writer has given specifications about the medicine for which it can be used; the writer is communicating to the readers that this medicine is offering these specific services to them. It also fulfils the three aspects of the move: “a) product offerings, b) essential detailing of the product, c) specifying product value.” All the aspects are present in this brochure as

the writer is also giving all the important details of the product. The writer indicated the value of the product by mentioning the conditions in which this medicine is recommended.

Move 5: This brochure likewise follows this move by giving the basics information of the medicine and email address through that one can contact and ask their inquiries.

So, out of seven moves, this brochure follows only three moves of a sales promotion letter.

Communicative Purposes of Sales Promotion Letter

There are five communicative purposes of sales promotion letters defined by Bhatia in the book “Analyzing Genre”. This table shows which of these purposes are fulfilled by this brochure:

Persuasive	✓
Attention Capturing	✓
Precise and effective	✓
Praising the product to be sold	✓
Communicating all the necessary information	✓

Table 1.

Brochure’s Sample No.	Move 1	Move 2	Move 3	Move 4	Move 5	Move 6	Move 7
1	✓			✓	✓		
2	✓	✓			✓		
3	✓	✓			✓		
4		✓			✓		
5	✓	✓			✓		
6	✓	✓			✓		

Therefore, it can be seen that 83% percent of the brochures follow Move 1, and 83.3% percent of the brochures follow Move 2. Move 4 is followed by 16 percent of brochures, and almost all of the brochures follow Move 5. However, Move 3, 6, and 7 are not observed in any of these brochures. Therefore, one can deduce the result that there is a lack of these three moves in these brochures that are significant to design a perfect brochure according to Bhatia’s theory.

Conclusion

This study concludes that dental brochure designers in

Pakistan do adhere to the communicative purposes of sales promotion letters defined by [Bhatia \(1993\)](#) However, these brochures do not follow all of the seven moves of the Sales promotion letters. The results showed that Move 2, which is “introducing the offer”, is followed by 83 percent of the brochures. After that, move 5 is present in almost of the entire sample that is “soliciting responses”. Hence, it is evident from the results that the dental brochure designers in Pakistan focus more on the “introduction of offer” and “soliciting response” in the reader’s mind. However, they frequently follow some other moves as well. Like move 4 that is “using pressure tactics”, is

followed by 16% of the brochures. Pressure tactics include the steps the companies take to tempt the customers to buy their product, like offering discounts. So, some dental companies follow this move as well to sell their product. While the other three moves are not followed by any of the brochures, which show that the dental companies in Pakistan do not find these moves significant enough to be followed.

Moreover, it is also revealed that most dental brochure designers follow the same strategy to design their brochures.

Future Implications

This study will help future researchers in the areas of advertising, dentistry and genre analysis. It is giving new dimensions to genre analysis by incorporating advertising and genre. Future researchers can follow the same theoretical framework to analyze brochures from other medical fields like brochures of cardiac medicines or brochures of nutrition supplements. Future researchers can analyze and compare the brochures from two different fields of medicine. Or they can analyze any other field of advertising.

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