

A Genre Analysis of Bhutanese Newspaper Advertisement

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ABSTRACT

The constitution of Bhutan states that Dzongkha is the state language of Bhutan and all official correspondences must be conducted in Dzongkha. However, English has become the dominating language in education, media, business and international communication. English is the medium of instruction in schools while Dzongkha is taught as a subject. English is widely used as a working language in offices and business in Bhutan though Dzongkha is considered as official working language. The use of Dzongkha is limited to Bhutan and it cannot be used for wider communication outside the country. Thus, English is preferred over Dzongkha as a language of communication, advertisement, and public announcements both by government offices and private organisations.

1. Introduction

Paul Gee (2005) states that discourse analysis considers how language, both spoken and written, enacts social and cultural perspectives and identities. It is the study of the relationship between language and the contexts in which it is used particularly with interaction or dialogue between speakers. Phillips (2002) suggests that discourse analysis is not just one approach, but a series of interdisciplinary approaches that can be used to describes activities at the intersection of both academic and non-academic disciplines. The author suggests that discourse analysis can be used as a framework for analysis of many different identities of social practice in which language plays a central role. Paltridge (2000) argues that discourse analysis encompasses 'bigger picture of language description that is often left out of more micro-level description of language use'. The author suggests that discourse analysis could take us into the social and cultural settings of language use to help us understand particular language choices.

Although the term 'discourse analysis' covers wide range of disciplines, this paper focuses on a written discourse analysis. According to Paul Gee, a written discourse is any discourse in which the thoughts of the producer are graphically presented on paper and other media. The author suggests that a written discourse is more carefully constructed and gives a lot of room for correction and possible reconstruction comparing to spoken discourse. Written discourse is organized in such a way that similar ideas are put together in sections of the writing where it is not possible in spoken discourse.

This paper analyses public announcements taken from a Bhutanese national newspaper KUENSEL. The main purpose of this paper is to find out what generic structures are common in a variety of public announcements in Bhutan as used in Bhutanese newspapers and investigate the communicative purposes, the discourse community, discourse structure, linguistic features, sociological features and the psychological features articulated by these generic patterns.

Literature Review

KUENSEL is the dominant and the oldest national newspaper of Bhutan, launched in 1967. By 1988 it was a weekly publication with a circulation of 12,500, published in English, Dzongkha, and Nepali (Avieson, 2015). Internet and Television was launched on 2nd June 1999 marking the silver jubilee of His Majesty the fifth king Jigme Singye Wangchuk. Media in Bhutan is in their infancy stage and there is little analysis of its media. International media reporting about Bhutan is mostly simplistic and clichéd (Avieson, 2015). It is claimed that newspapers mostly communicate government matters for the political elite, making print media a space for elite discourse. The genre of newspaper and advertisement is the most widely read literature globally as it carries the news of the world, information about economy, entertainment, business, politics, sports, trade and commerce. It provides a clear idea and understanding of what is happening globally besides having its own intended structure and purposes. Therefore, it is very important to study the construction modality of the papers through the concept of "discourse analysis". The word 'discourse' is the general idea that language is structured according to different patterns that people's utterances follow when they take part in different domains of social life (Phillips M. J., 2002). Genres have been viewed as recognizable communicative events, characterized by a set of communicative purpose(s) identified and mutually understood by members of the professional or academic community in which they regularly occur (Handford, James P.G and Michel., 2012).

A genre comprises a class of communicative events the members of which share some set of communicative Purposes. These purposes are recognized by the expert members of the parent discourse community, and thereby constitute the rationale for the genre. In addition to purpose, exemplars of a genre exhibit various patterns of similarity in terms of structure, style, content and intended audience (Swales, 1990). It is important that the consumers have to be familiar with genre and text types in particular cultures. Hence, this paper aims to investigate the linguistic approaches of Bhutanese newspaper

advertisement characterized by specific features of genre analysis.

The structures of discourse are controlled by the knowledge of the discourse community and the implication of the contextual approach to discourse is that participants already know much about each other, the intentions, the goals and much of the meaning of discourse even before producing or understanding the first words. Thus the degree of detail and explicitness of a discourse depends on the mutual knowledge of the participants (Handford, James P.G and Michel., 2012). Generally, the ultimate goal of the consumer is to get the latest news and information through the textual meaning constructed and are less concerned about the generic structure of the new paper. According to Richardson (2007), it is stated that words convey the imprint of society and value of judgement in particular the connotated and denoted meanings. Thus, it is very important for the consumers to understand the connotated and denoted meanings of the papers.

2. Methodology

This paper attempts to investigate the generic structure of public announcements written in newspapers. Before collecting the related types of genres, the researcher checked different types of public announcements in a number of daily Bhutanese newspapers written in English. After examining a considerable number of public announcements, two announcements from government and two announcements from private sector were chosen for the purposes of the study.

The data collection was done through online system via emails, a daily newspaper subscription known as e-KUENSEL newspaper. The samples presented in this paper were randomly collected from the newspaper issue of August, September and November 2014. The samples were chosen from different issue dates of the newspaper based on the suitability of written genre analysis. The participants in this study includes the producer and the consumers of the newspaper, within the closed culture of the Bhutanese.

3. Results and Discussion

Richardson (2007) states that every instance of language use is situated in a particular social context, which determines the kind of meaning communicated and the contextual features that shape the kind of language people use. These include the members of the discourse community, their discourse roles, the physical environment of the discourse, the worldview and cultural practices in the domain of the discourse, and so forth.

The genres identified in this paper reflects similar sociocultural norms, practices and same communicative events though the samples are distinctly different in nature. The samples are different in nature because their source is different as two samples are from government and two from private announcements. Despite observed similarities in their standard components and their overall communicative purpose, the move structures is different between the government announcement and private announcement. The title of the genre, 'announcement' seems to be obligatory to government announcements and optional to private announcements. There is no title 'announcement' on one of the sample from private and this confirms that it is an optional for them. Similarly, there is no reference number in private announcements, while announcements from government organizations has the

reference number. This move seems to be obligatory for the government and optional for the private sectors.

The name/heading in all the four genres are stressed by being printed in bold, centre alignment and using a different font size. The heading seems to be an obligatory element in both government and private announcements. The message transmitted through announcements from both the government and private sectors have common motives that is to invite the participants. Therefore, all the four genres exhibit some aspect of promotion by inviting the participants to join the functions. For instance, the first genre from a government invites the youths to participate in the youth festivals and the second genre invites the jobseekers to apply for the jobs. Likewise, the announcements from private sector in both the case invites their members and followers to join them.

3.1 The communicative purpose of the genre

The communicative purposes of the four genre in this paper is to inform their followers and the students regarding their activities. For instance, in the first sample, the communicative purpose is to invite the students to participate in the Youth Festivals and likewise, the second genre invites the jobseekers to apply for desired job. However, in the second genre, the announcement looks like incorporating the promotion of their achievements of launching 'Guaranteed Employment Program' by informing the jobseekers to register online using their E-registration system. According to Ministry of Labour and Human Resources (2014), the Guaranteed Employment Program was launched on 25th June 2014, and this confirms that the announcement genre is a form of their promotional strategies.

In the third announcement genre, the communicative purposes is to invite all the hoteliers and restaurants owners in Bhutan and join the association. This genre also incorporates a promotional information by announcing the formation of Hotel and Restaurant Association of Bhutan to all the readers of the newspaper. The fourth genre informs the public about their initiatives of organizing and performing prayers to commemorate the 60th birth anniversary of the 4th King of Bhutan and the 70th Je-Khenpo (religious abbot).

3.2 The discourse community

Analyzing a discourse community, the discourse community in the first genre is the Ministry of Education and comprises the staff of Department of Youth and Sports, teachers, and the schoolchildren. The staff from Department of Youth and Sports are the organizing members, while the teachers, coaches and students are the members of the community. The teachers accompany their children during the Youth Festivals and the children take part in performing various kinds of activities, highlighting their knowledge, skills, and talents.

The goals of this community is to provide opportunities to children across the country to come together and exchange their knowledge, skills and talents with friends to move forward in their life. The members of this discourse community initiates their communication by organizing meetings, gatherings, awarding certificates, publishing their achievements in newspapers, magazines, and through letters. However, lecture or spoken mode is preferred to communicate with the students in such functions. The experts in this discourse community are

teachers and coaches as they hold the power to train, guide, and lead the students. The students are the novices, as they are preparing to become experts by following the teachers and the coaches.

In the second sample, the discourse community is the Ministry of Labour and Human Resources and comprises the staff of Department of Employment and the jobseekers. The goal of this discourse community is to provide up to date job information to the jobseekers. The members of this discourse community communicates through announcements, online registration system, emails, and phone calls. The experts are the staff of ministry of labour and the jobseekers are the non-experts in this genre as the jobseekers will have to depend on them.

According to the third sample in this paper, the discourse community is the Hotel and Restaurant Association of Bhutan and includes the members of the federation of hotels and Restaurants and the public. According to the organization's profile (<http://www.hrab.org.bt>), their goal is to unite all hotels, restaurants and tourist accommodations in the country into one common body, and to promote tourism on sustainable and long-term perspectives. Their aim is also to register all newly opened hotels and restaurants and to provide updated information to all the international visitors. The members of this discourse community initiates their communication through internet, meetings, gatherings, and through newsletters. The owners of the major convention hotels are the experts in this

discourse community and small hoteliers and restaurants are the novices in this discourse.

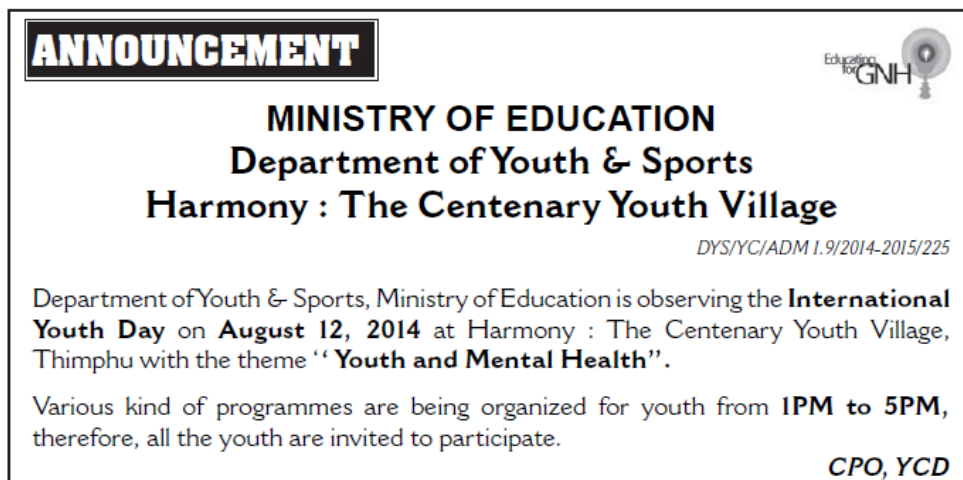
The fourth sample is taken from an announcement made by a religious organization called Tshokey Dorji Foundation. The discourse community is a religious organization and includes Buddhist masters, teachers, students, supporters and the followers of the foundation. The goals of this discourse community is to preserve and maintain the continuity of Buddha Dharma in Bhutan and beyond. The foundation also aims to provide monastic education, carry out religious activities, and to ensure the survival of monastic institutions.

The members of this discourse community communicates mostly through mass media, which includes the broadcast media and newspapers. They use advertisement or announcement transmitted through the medium of writing when it is destined to reach wider audiences. However, the mode of communication between the teachers and students would be through lecture or speech. The Buddhist masters and teachers are the experts in this discourse community, while the followers and the students are the novices.

3.3 The discourse structure

A move order table which shows the possible order of the moves and which moves are optional and which are obligatory.

TEXT 1: Government Announcement



Text-1

Moves	Move Descriptions	Structure
Title	Title given as "announcement"	Obligatory
Logo	Logo of agency is given on the right side of the text.	Optional
Name/Heading	Full name of the agency with clear name of the parent organization is given	
Reference No.	Reference number of the announcement is given	
Information	Details of the announcement is given	

TEXT 2: Government Announcement

<p>ANNOUNCEMENT</p> <p>MINISTRY OF LABOUR & HUMAN RESOURCES Department of Employment</p> <p style="text-align: right;"><i>MoLHR/DoE/DES/2014/15/118</i></p> <p>The Department of Employment, MoLHR would like to inform all jobseekers that the Department has compiled various job vacancies in private sectors under the support of Guaranteed Employment Program.</p> <p>All registered jobseekers are informed to choose appropriate job from the list of vacancies uploaded in our website www.molhr.gov.bt and update in E-registration system. Vacancies are updated on daily basis. For clarification, please contact DES unit at 339531/339529/339530 during office hours.</p> <p style="text-align: right;"><i>Director Department of Employment</i></p>

Text-2

Moves	Move Descriptions	
Title	Title given as "announcement"	Obligatory
Name/Heading	Full name of the agency with clear name of the parent organization is given	
Reference No.	Reference number of the announcement is given	
Information	Details of the announcement is given	
Contact details	Contact details are given	Optional

TEXT 3: Private Announcemnt

<p>HOTEL & RESTAURANT ASSOCIATION OF BHUTAN (HRAB)</p> <p>The 3rd Annual general Meeting of Hotel & Restaurant Association of Bhutan (HRAB) will be held on August 29, 2014 at Hotel Druk Thimphu at 10.30 AM.</p> <p>This meeting will also provide an opportunity for new members to join the association. Therefore, all Interested members and non members are invited to attend.</p> <p>Please confirm your participants latest by August 25, 2014.</p> <p>For registration and information contact unicefhab@gmail.com or Tel 336262 or 17620803/77605047.</p> <p style="text-align: right;"><i>HRAB Secretariat</i></p>
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Text-3

Moves	Move Descriptions	
Title	Title given as "announcement"	Optional
Name/Heading	Name of the organization is w ritten clearly	
Information	Details of the announcement is given	
Contact details	Contact details are given	Obligatory

TEXT 4: Private Announcement

ANNOUNCEMENT

TSHOKEY DORJI FOUNDATION

Tshoey Dorji Foundation is holding Tsik Duen Soeldep Bumtrak Chenmo from **October 25-31, 2014** at the **Memorial Chorten, Thimphu.**

Bumthang Lhodrak Kharchu Dratshang’s Dorji lopen and Trulku with **50 monks** will perform prayers to commemorate the **60th birth anniversary of His Majesty The Fourth King and His Holiness the 70th Je-Khenpo.**

All TDF members and the public are welcome to attend. Please contact **17110078/17619255/02338892**

Text-4

Moves	Move Descriptions	
Title	-	
Name/Heading	Name of the organization is written clearly	
Information	Details of the announcement is given	
Contact details	Contact details are given	Obligatory

3.4 Linguistic Features

Analyzing the linguistic features of the first genre, the announcement is written in present continuous tense, identified by the use of verbs - ‘observing’ and ‘being organized’. The use of passive verb ‘is’ in the opening of the announcement indicates individualisation of the organization to emphasise their social roles. There are two instances of using the verb ‘are’, which signifies the formality of the genre. The use of noun phrase ‘the International Youth Day’ and ‘the youth are invited to participate’ signifies the communicative purposes of the genre. There are two adjectives used in this genre ‘various’ and ‘all’. The adjective ‘various’ determines the kind of program being organized by them and the adjective ‘all’ is a persuasive point of inviting every individual youth to participate in the function. Richardson suggests that apart from referential meaning, the word used in the text would produce indexical meaning and in the same manner, the verb ‘all’ in this case refers to only those youth who are selected to participate in the function and not every youth.

The second genre begins with a noun phrase ‘the department of employment’ followed by other noun phrases such as ‘the department has compiled various job vacancies’ ‘the support of Guaranteed Employment Program’, etc. The use of noun phrase establishes social relationship with the intended audiences by emphasising their positive achievements. This genre has maximum adjectives such as ‘all’, ‘that’, ‘various’, ‘appropriate’, and ‘daily’. All these adjectives signify the importance of the announcement to convey their communicative purposes. There are two instances of using the passive verb ‘are’ and this confirms that the announcement is formal. It is written in present perfect tense using the verb ‘has’.

The third genre is written in simple future, identified by the use of verbs ‘will be’ and the announcement is written in formal context using the passive forms of verb ‘are’. However, future

form of verb is more common in this genre as there are two instances of using the verb ‘will’ and only one instance of using the verb ‘are’. Analyzing the content of the genre, there are several noun phrases such as ‘the 3rd annual general meeting’, ‘this meeting will also provide an opportunity’, ‘new members to join the association’, etc. and all these noun phrases perform the main grammatical functions to convey the messages.

The features of language in fourth genre is quite different from rest of the genres as it contains many words and phrases from Bhutanese language that can be regarded as some form of religious register. Richardson suggests that the use of name is a positive referential strategies used by the writers to show their positive characteristics of social activities. So, the use of adjectival phrases like ‘4th King and 70th Je-Khenpo’ and noun phrase ‘Tsik Duen Soeldep Bumtrak Chenmo’ establishes positive social roles of the foundation as a religious institution. The genre is written in present continuous tense, identified by the use of verb ‘is holding’ and the second paragraph of the text is written in simple future tense marked by the use of verb ‘will perform’. The genre is very formal as denoted by the use of passive verb ‘is’ and ‘are’. The use of adjective ‘all’ is a persuasive point of inviting everyone, indicating that the foundation is a social organization working for the society.

3.5 Sociological features

All the genres in this paper reflects the Bhutanese society as the content of the genre have the name of the organizations, places, contact numbers, and web-addresses. For instance, in the first genre, the logo labelled with ‘Educating for GNH’ and place name ‘Thimphu’ reflects the Bhutanese society. The acronym ‘GNH’ stands for Gross National Happiness, a concept that measures the quality of life or social progress in more holistic and psychological terms than only the economic indicator of gross domestic product (GDP) in Bhutan. The place name ‘Thimphu’ is the capital city of Bhutan.

In the second genre, the use of web address (www.moglr.gov.bt) reflects the country Bhutan, followed by the contact numbers. However, this genre does not have names of places or any socio-linguistic features that is associated with Bhutan other than web address. The contact numbers beginning with 33... assumes that the audiences have the background knowledge in the production and understanding of discourse. George Yule (2002) states that when one encounters a new situation, one selects from memory a structure called a frame and this framework helps in understanding the discourse. There is no mention of area code for the contact numbers, which they have omitted the area code 02-339529, assuming the discourse community to have structured framework of phone numbers.

Analyzing the sociological features of the third genre, the heading itself reflects the Bhutanese society by having the word "BHUTAN" in their heading, followed by place name 'Hotel Druk Thimphu'. As stated in the second genre analysis, it assumes the discourse community of having a structured framework of phone numbers because the area code 02 is not given. The third genre reflects the society from every aspects of language use. The heading and the opening of the announcement 'Tshokey Dorji Foundation' is a Bhutanese name derived from eight manifestation of Buddhist masters. The phrase 'Tsik Duen Soeldep Bumtrak Chenmo' is a Buddhist prayers and it reflects a society where Buddhism is practiced. The names such as Memorial Chorten, Thimphu, and Bumthang are places in Bhutan while 'Lhodrak Kharchu Dratshang' is the name of a Buddhist Monastic School located in central Bhutan. 'Dorji Lopen' is the title equivalent to dean of universities given to a Buddhist teacher and this reflects the Bhutanese society. The other terms like 'Trulku' and 'Je-Khenpo' is also a title given to Buddhist religious heads and all these features reflects the society.

3.6 Psychological features

Analyzing the psychological features of the genres, all the four genres have common characteristic features of creating greater effectiveness in their announcement texts. They have

used many visual inputs in all the four cases, such as capitalizing letters, applying background colour to the title 'announcement', and making bold of certain texts in the announcement to give appealing sensations to the readers. In all the cases, the dates, time, places, and contact details are being printed in bold, which serves specific communicative purposes of signaling the importance to the readers. Besides having some common characteristics, there are individual strategic choices made by the announcers to inform the readers. For instance, a logo is being inserted in the first genre which is one method of taking considerations of the readers as it would give more appealing look and be able to accomplish their intention of informing the readers.

4. Conclusion

George Youle (1988) states that discourse analysis cannot be restricted to the description of linguistic forms independent of the purpose which those forms are designed to serve in human affairs. The author suggests that discourse analysis is committed to an investigation of what that language is used for and to the extent, this paper investigated the component features of public announcements found in Bhutanese newspaper KUENSEL. Based on the notion of genre analysis and the sociocultural norms and beliefs, four genres were selected for the purpose of this study. The results of the investigation indicated that these announcements communicate a lot of information about the sociocultural norms and practices encoded in the rhetorical and organizational components of these types of genre. These sociocultural features have been highlighted and compared between the government announcements and private announcements. For example, it was found that an obligatory move in government announcements were an optional move in private announcements and vice versa.

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