CHAIRMAN'S STATEMENT OF A MALAYSIAN PUBLIC UNIVERSITY: A CRITICAL DISCOURSE ANALYSIS

Nurafiq Inani Man[1]
Zulhamri Abdullah[2]
Nurul Ain Mohd Hasan[3]
Ezhar Tamam[4]

[1]Faculty of Modern Languages and Communication, Universiti Putra Malaysia, Serdang, Selangor, Malaysia. (E-mail: missyashadear@gmail.com)
[2] Faculty of Modern Languages and Communication, Universiti Putra Malaysia, Serdang, Selangor, Malaysia. (Email: zulhamri@upm.edu.my)
[3] Faculty of Modern Languages and Communication, Universiti Putra Malaysia, Serdang, Selangor, Malaysia. (E-mail: namh@upm.edu.my)
[4] Faculty of Modern Languages and Communication, Universiti Putra Malaysia, Serdang, Selangor, Malaysia. (E-mail: ezhar@upm.edu.my)

_____

Abstract: This paper introduces and illustrates an interdisciplinary approach in analysing written and spoken texts via a critical discourse analysis (CDA) that provides researchers with a choice of resources to analyse corporate narrative documents to be more systematic and detailed from a linguistic perspective. CDA addresses how the content and linguistic features of texts influence and are influenced by the context of text production, distribution, reception and adaptation, and also by the wider socio-economic context in which texts are embedded. The analysis applies Fairclough's (2003, 2006) Dialectic-Relational Approach from the chairman's statement of a Malaysian public university. The aim of the analysis is to discover the grammatical devices that are used to represent an organisation's activities and the ways in which they may obfuscate social agency (impersonalisation) and to assess entities, social actors and social events (evaluation). The paper provides an insight on how the management uses linguistic and semiotic devices strategically to achieve a variety of economic and political goals through their corporate narrative.

Keywords: Critical Discourse Analysis, Impression management, Corporate communication, Corporate narrative

_____

Introduction

Corporate narrative reports play an important role in building a persuasive character for corporate communication. Mainstream research conceptualises persuasion as 'impression management'. Goffman (1959) introduced the concept of impression management as a dramaturgical perspective of social interactions which is likened to an actor engaging in

performances before audiences (Gardner & Martinko, 1988). Therefore, impression management tends to shape an audience's impression of a person, an object, an event, or an idea (Schlenker, 1980).

This study introduces and illustrates a critical approach to the analysis of corporate narrative documents using a Critical Discourse Analysis(CDA). The analysis of this routine corporate communication may provide interesting insights into the ways the management uses corporate narrative reporting in order to manage meaning and also attempt to "control the way in which the corporate story is interpreted' (Crowther et al., 2006).

It entails the accounting researchers with a range of resources to analyse corporate narrative document more systematically and in more detail from a linguistic perspective (Fairclough, Graham, Lemke & Wodak, 2004). The paper aims to analyse the 2017 statement of the chairman of Universiti Teknologi Mara (UTM) which has been ranked Malaysia's top 300th institution having shown monumental improvement in the QS world university ranking 2017. The analysis focuses on the grammatical devices used to represent the organisation's activities in ways which obfuscate social agency (impersonalisation) and to assess entities, social actors and social events (evaluation). This paper provides an insight on how a university management uses linguistic and semiotic devices strategically to achieve a variety of economic and political goals through their corporate narrative.
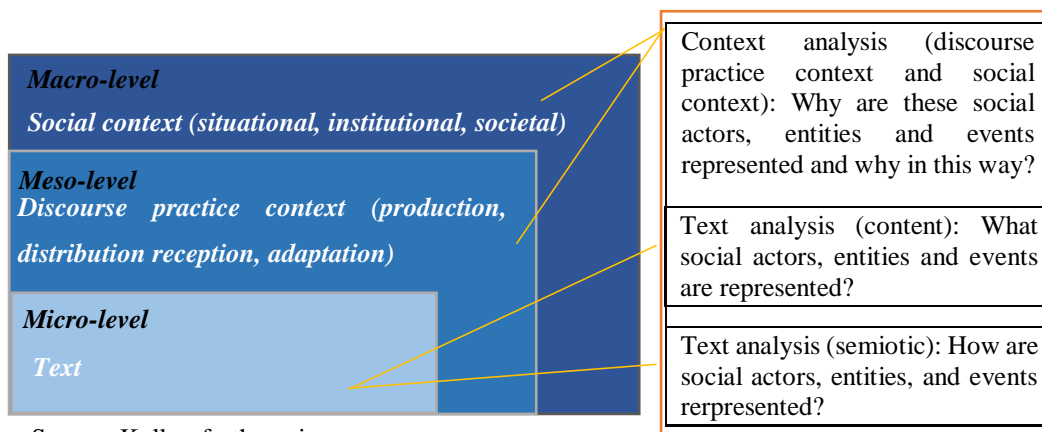
Structure of the paper
The Critical Discourse Analysis (CDA and Dialectic-Relational Approach to CDA associated with Fairclough (2003, 2006) are introduced in the literature review section. The analytical framework of the analysis of the chairman's statement will be presented in the results and analyses section. The conclusion of this paper will summarise the findings as well as discuss the implications of the study which will be presented in the summary and conclusion section.

Literature Review
Definition and Concepts of Critical Discourse Analysis (CDA)
CDA is an interdisciplinary approach used to analyse written and spoken texts that views language as a form of social practice. It also focuses on the way in which social and political denominations are constructed, reproduced and challenged by text and talk (Fairclough, 2010). It constitutes a research programme rather than mere methodology in that it is not only aimed at understanding and explaining society, but to critique and change it by conveying how language, when used in context helps to maintain or challenge relations of power (Wodak & Meyer, 2009). Therefore, it is a good fit with critical accounting research as it is concerned with the notion of power and ideology, the orientation towards change, the emphasis on contextuality, micro and macro-level analysis, and interdisciplinary analysis (Merkl Davies & Koller, 2012).

Macro-level	Context analysis (discourse practice context and social context): Why are these social actors, entities and events represented and why in this way?
Social context (situational, institutional, societal)	
Meso-level	
Discourse practice context (production, distribution reception, adaptation)	Text analysis (content): What social actors, entities and events are represented?
Micro-level	
Text	Text analysis (semiotic): How are social actors, entities, and events rerpresented?

Source: Koller, forthcoming

Figure 1: Level of Analysis

The objective of CDA is to perceive language as a social practice. The users of language do not function in isolation, but in a set of cultural, social, and psychological frameworks. CDA undertakes the social context and studies the connections between textual structures. By taking social context into account the links between textual structures and their interactive function within the society will also be studied. Such analysis is a complex, multi-level process, given that there is the obvious lack of direct, one-to-one correspondence between text structures and social functions.

Methodology

Analytical Framework

In this section, the study followed the analytical framework of Merkl Davies and Koller (2012) in order to analyse the corporate narrative documents. First, the three levels of analysis were discussed (micro-level, meso-level, macro-level) wherein the interrelationship between text and context was captured. Then, the grammatical devices which formed the basis of our analysis were studied. The practical application of this framework is presented in Figure 2.

Level of Analysis: Text and Context

CDA regards the roles, relations and identities of discourse participants within a discourse community to be constituted and negotiated by means of spoken and written texts. As such, texts are embedded in a wider socio-economic and political context. CDA addresses how the content and the linguistic features of texts are influenced, and are in turn, influenced by the contexts of text production, distribution, reception and adaptation, and by the wider socio-economic context in which texts are embedded (Fairclough, 1995, 2003). Fairclough (2010) operationalises this dialectic relationship between language and society in a framework consisting of three levels of analysis which comprises of the text itself (micro-level), the context of producing, distributing, receiving and possibly adapting texts within a discourse community (meso-level), and the dynamic socio-economic context in which the discourse community can be located (macro-level). The three interrelated levels of analysis are illustrated in Figure 1 above.

Micro-level Analysis

This level of analysis centres on the specific linguistic features which are of particular importance for the text under investigation. This micro-level analysis is determined on the research objective, the genre of the text, the audience at which it is aimed, and the discourse(s)

features. Ideally, corporate narrative documents in the annual reports, incorporate elements of the discourses of finance (emphasising financial performance based on numbers), accounting (emphasising accuracy and factuality), and public relations (emphasising promotion and corporate image) (Bhatia, 2010). Thus, Fairclough, (2003) noted that, corporate narrative reporting can be characterised by 'interdiscursivity', for example, based on their different genres, discourses and styles that are operated together in a particular text. It can be assumed that management may use strategic interdiscursivity in order to guide organisational audiences' interpretations of organisational activities and outcomes.

This paper focuses on two grammatical devices, specifically impersonalisation and evaluation. Impersonalisation obfuscates social agency, thus representing processes in a more abstract, factual manner. By contrast, evaluation serves to make value statements regarding the desirability, importance, or usefulness of social actors, events, or ideas (Fairclough, 2003). However, as impersonalisation renders social agents obsolete, it absolves management from any responsibility or accountability for organisational activities and outcomes, thus fostering acquiescence (Fairclough, 2003). This is particularly problematic in the case of firms operating in contested industries, such as defence. Obfuscating the social actors and processes involved in weapons manufacturing sanitises armed conflict, thus contributing to the rationalisation and normalisation of violence (Chwastiak & Young, 2003).
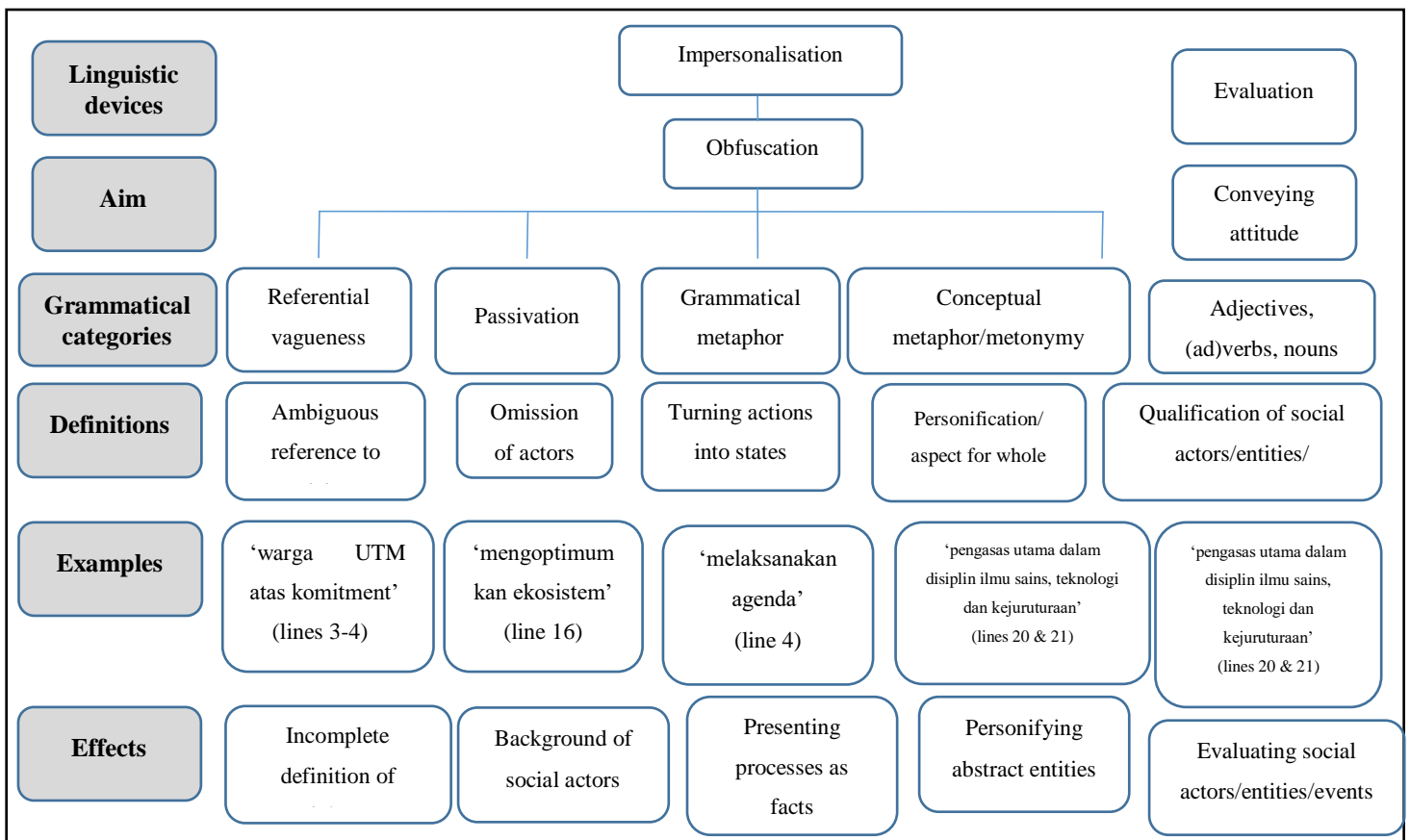
At the language level, impersonalisation is accomplished by grammatical categories, such as referential vagueness, passivisation, grammatical metaphor, and by conceptual metaphor, and metonymy. Metonymy entails substituting one word or phrase for another with which it is closely associated, e.g., 'the City' for the investment and banking sector based in London. Evaluation is linguistically realised in the form of attributive adjectives, adverbs, verbs and nouns with particular denotative and connotative meanings. The description of the linguistic devices used in a particular communication situation serves as evidence for subsequent interpretive arguments. The overview of the grammatical devices are discussed in detail (refer to Figure 2 below).

Meso-level Analysis
Meso-level analysis explains the reasons for the representation strategies in the text from recourse to the discourse practice context which includes the production, distribution, reception and possible adaptation of texts. An analysis of the discourse practice context focuses on the roles of members of a discourse community and the relationships between them. In the case of corporate narrative documents the focus of analysis is on the relationship between managers and shareholders, stakeholders, and intermediaries, such as financial analysts and the media. For both text producers and recipients, discourse practices also involve issues of unequal discourse access due to asymmetrical power between participants.

Macro-level Analysis
On the other hand, the macro-level analysis involves taking the wider social formation into account to interpret the findings of the text analysis. The goal of the analysis is to explain why social actors are represented in a specific way. Depending on the text in question, the focus may be on historical, economic, political, or cultural formations or a combination of them. The focus of analysis is on details of the social formation (for example, the roles allocated to people), and on changes in the social formation and reasons for these changes.

Linguistic devices	Impersonalisation				Evaluation
Aim	Obfuscation				Conveying attitude
Grammatical categories	Referential vagueness	Passivation	Grammatical metaphor	Conceptual metaphor/metonymy	Adjectives, (ad)verbs, nouns
Definitions	Ambiguous reference to	Omission of actors	Turning actions into states	Personification/ aspect for whole	Qualification of social actors/entities/
Examples	'warga UTM atas komitment' (lines 3-4)	'mengoptimum kan ekosistem' (line 16)	'melaksanakan agenda' (line 4)	'pengasas utama dalam disiplin ilmu sains, teknologi dan kejuruturaan' (lines 20 & 21)	'pengasas utama dalam disiplin ilmu sains, teknologi dan kejuruturaan' (lines 20 & 21)
Effects	Incomplete definition of	Background of social actors	Presenting processes as facts	Personifying abstract entities	Evaluating social actors/entities/events

Figure 2: The grammatical devices of impersonalisation and evaluation

Categories of Text Analysis

Mainstream impression management research focuses on specific impression management strategies or tactics (e.g., excuses, apologies, denials) originating in the social psychology literature which are employed to win rewards or to avoid sanctions. Managers are assumed to employ these strategies when the financial performance is lower than expected or when organisational legitimacy is threatened (Merkl-Davies & Brennan, 2007). By contrast, social constructivist and critical approaches primarily focus on lexical, semantic and semiotic aspects of texts (e.g., repetition, conceptual metaphors, and visual imagery) used to create particular effects, such as portraying the organisation in a positive light, or to achieve specific economic, social or political goals, such as discrediting a particular stakeholder group the organisation is in conflict with.

However, grammatical aspects of language, such as pronouns, active and passive voices, and adjectives, can also be used strategically (Fairclough, 2003). This analysis focuses on the role of pronouns, passive voice, grammatical metaphor and metonymy in the obfuscation of agency (impersonalisation) and the use of adjectives, adverbs and nouns in the evaluation of social actors and events (evaluation). Figure 2 provides an overview of the grammatical devices of impersonalisation and evaluation. It forms their aims and their underlying grammatical categories (including their definitions), while illustrating them with examples from the sample text, and indicating their effects.

Impersonalisation

Impersonalisation involves the use of linguistic means to exclude or obfuscate social agents in the representation of processes (Marín-Arrese, 2002). Four common linguistic means of impersonalisation in English are (1) referential vagueness, (2) passivisation, (3) grammatical metaphor (nominalisation), and (4) conceptual metaphor and metonymy.

Table 1: Impersonalisation

Particular	Definition
Referential vagueness	Involves a shifting referential range in the use of the first-person plural (i.e., I, we, our, us) so that it is not clear who 'we' stands for. This results in actions being assigned to an incompletely defined collective social actor.
Passivisation	Example entails using a passive construction to either background or remove the social agent involved in an activity or action.
Grammatical metaphor (nominalisation)	The most common form of grammatical metaphor involves the rewording of processes and properties as nouns (Halliday, 1994). Grammatical metaphor involves the rewording of processes and properties as nouns (Halliday, 1994). This entails transforming a verb or adjective into a noun by means of nominalisation (e.g., acquire→acquisition, stable→stability). Nominalisation thus turns actions and attributes into states.
Conceptual metaphor and metonymy	Conceptual metaphor involves a cross-domain mapping where one (usually abstract) entity is conceptualised in terms of another (usually more concrete) entity. Both conceptual metaphor and metonymy are used for lexical underspecification which involves social actors being referred to at various levels of generality and abstractness.

This paper focuses on personification which is a special case of conceptual metaphor and on the related phenomena of text-for-producer and location-for-speaker metonymies (e.g., 'In their use of statistics, the researchers show that..' → 'Statistics show that..' and 'The company's senior executives announced that..'→ 'Headquarters announced that..').

Another way of obfuscating agency is by using intransitive and ergative verbs, which are often combined with personification. Intransitive verbs are verbs which do not take a direct object, such as sleep or fall (e.g., 'I slept' and 'The book fell'). Ergative verbs are verbs which can either be used transitively (i.e., with a direct object) or intransitively (i.e., without a direct object), such as move or drive (e.g., 'I moved the car' vs. 'The car moved' and 'I drove the car' vs. 'The car drove'). In contrast to nominalisation or the passive voice of a transitive verb, which allows the actor to either be deleted or included, intransitive verbs and the intransitive version of ergative verbs require the actor to be removed. They can thus be used to give the impression that social events happen without any human intervention. Thus, the use of an intransitive verb or the intransitive version of an ergative verb constitutes a subtle way of obfuscating agency and presenting processes as facts.

In some cases, the identity of the social actor is backgrounded in the sense that it can be inferred from the context or from shared knowledge, in other cases it is irrecoverable (van Leeuwen, 1996). Social actors can be excluded because they are unknown, considered irrelevant or redundant (Blanco Gomez, 2002) or for legal or ethical reasons, e.g., to protect an actor's identity. What is more, removing the actor and other details, such as time and place, allows for

a more economical expression of a complex situation (Suˇsinskiene, 2004). However, impersonalisation may be used strategically to deliberately conceal the actor's identity in order to avoid culpability (Martínez Caro, 2002) and accountability.

As nominalisation often involves the noun replacing an underlying clause (e.g., 'The company has adopted policies and practices'→'The adoption of certain policies and practices'),can result in rendering underlying logical relations implicit, or in the loss of temporal and causal implications. Thus, removing the actor and circumstance leaves "attributions of causality and responsibility unclear" (Fairclough, 1989) and implies that "self-generated processes can be achieved" (Goatly, 1996).

Evaluation

Evaluation refers to the qualities ascribed to social actors, entities, and social events. By making evaluative statements, authors are either explicitly or implicitly committing themselves to specific values (Fairclough, 2003). In this respect, evaluative statements are statements about what is desirable (positive) and what is undesirable (negative).

Other than special cases of irony and sarcasm, implicit evaluation is expressed by adjectives, adverbs, verbs or nouns that do not express positivity or negativity. Their evaluative meaning is therefore often dependent on the discourse practice context, for example, the text's communicative purpose, or on the linguistic co-text (e.g., the words with which they typically co-occur). In Example 4, 'to question' is implicitly negative, as one typically questions things seen as negative and undesirable. It should be noted that while qualities are prototypically expressed through adjectives, and adverbs, verbs and nouns (mostly nominalisations) can also function to encode evaluation. All four word classes can be used to express the properties of social actors, entities and social events, thus describing and qualifying them in the form of subjective judgements.

As corporate narrative reporting is characterised by the discourse of public relations, which aims to portray the organisation in a favourable light, positive evaluation predominates in corporate narrative documents (Bhatia, 2010). However, evaluation may also be used to convey specific attitudes towards the organisation, towards organisational audiences, such as environmental groups or suppliers, or towards social, economic, or political issues, such as climate change, poverty, or armed conflict.

Results

Analysis of UTM's Chairman's Statement

In CDA, the selection of samples depends on the linguistic depth of the text analysis approach adopted and the research objective (Fairclough, 2003). In order to achieve a productive detailed linguistic analysis approach, Fairclough (2003), recommended to apply only a small sample of text. For this study, we chose to analyse the 2017 Universiti Teknologi Mara (UTM) chairman's statement in which the statement of Malaysia's top 300 institutions is presented in Appendix 1 and is 619 words in length. As shown in Appendix 2, the text is analysed based on a line-by-line basis (comprising 42 lines).

The line-by-line approach facilitates a discussion of the detailed findings to follow. The focus of this analysis is a highlight on the way managers strategically uses language in order to execute their perception of organisational activities and outcomes.

Micro-level text

The aim of this analysis is to focus on the use of impersonalisation and the evaluation of UTM's chairman's statement in 2017. This involves analysing the way social actors, entities and social events are represented in the text and the way they are being evaluated.

Impersonalisation

The use of impersonalisation is frequent in the sample text shown in Appendix 2. It is not surprising as the use of impersonalisation comprises a generic feature of corporate communication (Bhatia, 2010). The analysis however, only focuses on the strategic use of impersonalisation as a means of achieving social, economic and political goals.

Referential Vagueness

The text contains a variety of collection of social actors relating to the university, namely 'warga UTM' (lines 3-5), 'Ahli Lembaga Pengarah UTM' (line 25), 'Ahli Lembaga Pengarah Universiti' (line 29), 'Ahli-ahli Senat' (line 29), 'pegawai-pegawai kanan' (line 29), 'staf akademik' (lines 29-30), 'staf pengurusan professional dan pelaksana' (line 30) and 'penyelidik UTM' (line 34). It can be seen that; all the key decisions are officially made by the group of social actors in 'UTM or the 'University'. UTM or the University itself cannot contribute anything in which the collective effort is made by the social actors as metaphoric expressions and the use of UTM is to indicate the purposeful decision-making by the social actor.

Other referential vagueness is also effected through the use of the first person plural pronoun example (I, we, our, us). This can be seen in line 3, 25, 36 and 38 the use of 'Saya', the use of 'kita' in line 23 refer to UTM as a collective actor. The employees are thanked in the last two paragraphs and praised for their effort in contributing ideas, energy and time to the university. Thus, it can be concluded that employees are an integral part of the university as they work together to ensure that UTM is always at the forefront of success both nationally and globally.

Meso-level: discourse practice context

The purpose of the chairman's statement is actually the chairman's acting role as the representative of the board and as the formal head of the university. This is to categorise the organisational activities and outcomes or events during the previous financial year. Tan Sri Abdul Halim Ali, the chairman of UTM is semiotically present in the form of a photograph and in his signature, but linguistically is almost entirely absent. The function of the supported 'author' of this statement is purely symbolic. As noted by Goffman (1981), there is a marked difference between the principal, whom positions the text reflects, and the author, who performs the writing task, and the animator, who articulates the text.

In this sample, Tan Sri Abdul Halim Ali is the animator. He performs as the mouthpiece for others in the organisation and as a senior management who holds the position of a principal, or as the chairman's statement suggests. Clarke and Murray, (2000) noted that this is not unusual for a chairman's statement.

The symbolic character of the rhetoric moves of thanking the employees is emphasized in paragraphs 5-6 and these paragraphs contain a linguistic trace of the chairman sentence for their contribution in terms of ideas, energy and time.

It is ironic that employees are being thanked by the chairman for their contribution and effort. Employees are represented as a factor of production that is used in order to achieve the goals and success of the organisation.

Macro-level: social context

The sampled text implicitly refers to the socio-economic and political scene of the organisation in which it sets the performance tone in 2017. In the introduction of the 2017 annual report it is announced that there are budget cuts from the government to the public universities. However, it does not stop UTM from achieving its objective; the university's world ranking remained globally competitive ranking from 288th in 2016 to 253rd based on the QS World University Rankings 2017/2018. The story composed in the chairman's statement illustrates that the university experienced reduced budgets and profits that are caused by fluctuating conditions and are the reasons for strategic re-orientation.

In paragraph 4, the statement emphasises on its support towards the government's industry revolution 4.0 (4IR) as it claims that they are the pioneer in science, technology and engineering. This re-orientation strategy towards the revolution will have positive impact as they have the expertise to fulfil the government's agenda. This shows that they are sending a strong signal to potential investors that the university's future lies in the science, technology and engineering industry.

Summary and conclusion

In conclusion, this paper has introduced the Critical Discourse Analysis (CDA), an interdisciplinary approach to analyse written and spoken texts. It involves accounting researchers with a range of resources that analyse corporate narrative documents more systematically and in more detail from a linguistic perspective (Fairclough, Graham, Lemke & Wodak, 2004). The paper follows Merkl Davies and Koller's (2012) analytical framework in order to analyse the corporate narrative document. By linking the content and linguistic features of the chairman's statement, it can be shown that the management uses linguistic and semiotic devices strategically to achieve various economic and political objectives and goals.

References

Rohani M.M., & Yusoff, A. S. (2015). Tahap Kesediaan Pelajar Dalam Penggunaan Teknologi, Pedagogi, Dan Kandungan (TPACK) Dalam Pembelajaran Kurikulum di IPT. *Proceeding of the 3rd International Conference on Artificial Intelligence and Computer Science*, Pulau Pinang.

Bhatia, V. K. (2010). "Interdiscursivity in professional communication". *Discourse & Communication* 4(1), 32–50.

Blanco Gomez, M. L. (2002). "Hiding the agent in English and Spanish newspaper articles: The periphrastic passive", in J. I. Marín-Arrese (Ed.). *Conceptualisation of events in newspaper discourse: Mystification of agency and degree of implication in news reports* (pp. 9–30). *Universidad Complutense de Madrid Proyectos Complutense 2000,* PR52/008888. http://www.ucm.es/info/fing1/psl/Research/Marin%20Arrese%20JI%20ed.pdf

Crowther, D., Carter, C., & Cooper, S. (2006). "The poetics of corporate reporting: Evidence from the UK water industry". *Critical Perspectives on Accounting*, 17(1-2), 175–201.

Fairclough, N. (1989). *Language and power*. London: Longman.

Fairclough, N. (2003). *Analysing discourse: Text analysis for social research*. London: Routledge.

Fairclough, N. (2010). *Critical Discourse Analysis: The critical study of language (2nd ed.)*. London: Longman.

Fairclough, N., Graham, P., Lemke, J., & Wodak, R. (2004). *Introduction*. Critical Discourse Studies 1(1), 1–7.

Goatly, A. (1996). "Green grammar and grammatical metaphor, or language and the myth of power or, metaphors we die by". *Journal of Pragmatics*, 25(4), 537–560.

Goffman, E. (1959). *The presentation of self in everyday life*. New York: Doubleday Anchor Books.

Halliday, M. A. K. (1994). *An introduction to functional grammar (2nd ed.)*. London: Edward Arnold.

Marín-Arrese, J. I. (2002). "*Introduction*" in J. I. Marín-Arrese (Ed.), *Conceptualisation of events in newspaper discourse: Mystification of agency and degree of implication in news reports*". Universidad Complutense de Madrid Proyectos Complutense 2000, PR52/00-8888. http://www.ucm.es/info/fing1/psl/Research/Marin%20Arrese%20JI%20ed.pdf

Martínez Caro, E. (2002). "Impersonification and reference in English and Spanish: Evidence from Newspaper discourse", in J. I. Marín-Arrese (Ed.), *Conceptualisation of events in newspaper discourse: Mystification of agency and degree of implication in news reports*. Universidad Complutense de Madrid Proyectos Complutense 2000. PR52/00-8888. http://www.ucm.es/info/fing1/psl/Research/Marin%20Arrese%20JI%20ed.pdf

Merkl-Davies, D. M., & Brennan, N. M. (2007). "Discretionary disclosure strategies in corporate narratives: Incremental information or impression management". *Journal of Accounting Literature,* 26, 116–196.

Merkl-Davies, D. M., Brennan, N. M., & McLeay, S. J. (2011). "Impression management and retrospective sense-making in corporate narratives: A social psychology perspective". *Accounting, Auditing and Accountability Journal*, 24(3), 315–344.

Merkl-Davies, D. M., & Brennan, N. M. (2011). "A conceptual framework of impression management: New insights from psychology, sociology, and critical perspectives". *Accounting and Business Research*, 41(5), 415–437.

Merkl-Davies & Veronika Koller. (2012). "Metaphoring' people out of this world: A Critical Discourse Analysis of a chairman's statement of a UK defence firm". *Accounting Forum* 36 (2012) 178– 193. Elsevier.

Suˇsinskiene, S. (2004). "Grammatical metaphor in scientific discourse". *Linguistics: Germanic and Romance Studies*, 54, 76–83.

Schlenker, B. R. (1980). "Impression management: The self-concept, social identity, and interpersonal relations". Monterey: Brooks/Cole.

van Leeuwen, T. (1996). "The representation of social actors", in C. R. Caldas-Courthald, & M. Courthald (Eds.). *Readings in Critical Discourse Analy*sis. London: Routledge.

Wodak, R., & Meyer, M. (2009). "Critical discourse analysis: History, agenda, theory and Methodology", in R. Wodak, & M. Meyer (Eds.), *Methods for Critical Discourse Analysis.* London: Sage.

Appendix A

Bismillahirrahmanirrahim

Assalamualaikum warahmatullahi wabarakatuh dan Salam Sejahtera.

Saya memanjatkan setinggi-tinggi kesyukuran ke hadrat Allah S.W.T dan syabas kepada seluruh warga Universiti Teknologi Malaysia (UTM) atas komitmen dan iltizam semua pihak dalam melaksanakan agenda tahun 2017 dengan jayanya. Sesungguhnya ia adalah hasil kerja secara kolektif setiap warga Universiti Teknologi Malaysia (UTM).

UTM terus meningkat cemerlang dengan beberapa pencapaian yang diperolehi sepanjang tahun ini. Walaupun peruntukan yang diterima oleh semua universiti awam dari kerajaan telah menurun, ia tidak mematahkan semangat warga UTM untuk terus berusaha melakar kejayaan yang membanggakan. Pada sepanjang tahun 2017, UTM menerima beberapa pengiktirafan serta anugerah di peringkat nasional dan global. Universiti ini terus kekal kompetitif di persada global apabila kedudukannya melonjak dari tangga ke-288 tahun 2016 ke tangga 253 pada tahun 2017 dalam *QS World University Rankings* 2017/2018. Ini melayakkan UTM berada di tangga 300 teratas dalam penarafan universiti terbaik dunia. Manakala untuk *QS University Rankings : Asia* 2018 pula, UTM telah berjaya menduduki penarafan di tangga ke-49, seterusnya berada di kelompok *Top 1 % Universities in Asia*.

Bidang pendidikan termasuklah pendidikan tinggi merupakan fokus utama dalam agenda pembangunan negara. UTM sentiasa mendokong aspirasi Kementerian Pendidikan Tinggi (KPT) Malaysia untuk mewujudkan sistem pendidikan tinggi yang terbaik yang membolehkan Malaysia bersaing dengan negara-negara lain yang lebih maju dalam bidang pendidikan. Bagi memastikan hasrat negara tercapai, UTM sentiasa mengoptimumkan ekosistem pembelajaran dan pengajaran yang kondusif dalam usaha membangunkan mahasiswa yang seimbang dan holistik dari segi jati diri dan sahsiah serta berminda inovatif, entrepreneurial dan global. Graduan UTM digalak dan dilatih supaya mampu menjadi agen perubahan pada diri sendiri, masyarakat dan negara.

UTM sentiasa menyokong hasrat kerajaan ke arah memperkasakan pendidikan tinggi yang lebih mantap, jitu dan relevan untuk semua kelompok masyarakat. Peranan UTM dalam pendidikan tinggi negara menjadi semakin penting kerana UTM adalah pengasas utama dalam disiplin ilmu sains, teknologi dan kejuruteraan. Masakini banyak pihak yang membincangkan tentang Revolusi Industri 4.0 yang juga dikenali sebagai 4IR yang sememangnya berteraskan agenda sains dan teknologi. Bagi pihak UTM, perubahan ke arah revolusi ini tidak menjadi masalah kerana kita memang sentiasa bersikap dinamik terhadap inovasi dalam sains dan teknologi. Malahan UTM juga mempunyai ahli-ahli akademik dan penyelidik yang pakar untuk mempelopori hasrat ini.
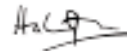
Saya, bagi pihak semua Ahli Lembaga Pengarah UTM, mengambil kesempatan ini untuk menjunjung setinggi-tinggi kasih dan penghargaan ke bawah DYMM Raja Zarith Sofiah binti Almarhum Sultan Idris Shah, Permaisuri Johor yang juga Canselor UTM kerana memainkan peranan besar dalam menyemarakkan

41

lagi budaya ilmu dan aktiviti kesarjanaan di UTM. Peranan dan dorongan yang diberikan oleh baginda Tuanku amat bermakna buat seluruh warga universiti. Ucapan ribuan terima kasih juga diberikan kepada YBhg Pro-Canselor, YB Menteri Pendidikan Tinggi, Naib Canselor, Ahli-Ahli Lembaga Pengarah Universiti, Ahli-Ahli Senat Universiti, pegawai-pegawai kanan, staf akademik, staf Pengurusan Profesional dan Pelaksana serta mahasiswa yang telah bersama-sama menyumbang idea, tenaga dan masa bagi memastikan UTM sentiasa berada di kemuncak kejayaan baik di peringkat nasional mahupun di peringkat global.

Ucapan ribuan terima kasih juga dizahirkan kepada Yang Amat Berhormat Menteri Besar Johor di atas segala sokongan dan komitmen daripada YAB sendiri dan Kerajaan Johor yang sentiasa menyokong usaha dan hasil-hasil penyelidikan yang dipelopori oleh penyelidik UTM. Usaha mereka yang tidak pernah mengenal erti penat dan lelah, sudah pastinya dapat menjulang harapan UTM bagi mencapai sasaran kedudukan 50 buah universiti terbaik dunia dalam bidang kejuruteraan dan teknologi menjelang tahun 2020.

Akhir kata, saya sekali lagi ingin merakamkan ucapan setinggi-tinggi terima kasih kepada Kementerian Pendidikan Tinggi dan Kerajaan Malaysia di atas kepercayaan yang diberikan kepada UTM selama ini sehingga meletakkan nama UTM terpahat di persada pendidikan tinggi yang unggul dan disegani di peringkat nasional dan global. Saya mendoakan agar UTM terus maju dan gemilang.

Sekian, terima kasih.

Tan Sri Abdul Halim b. Ali
Pengerusi
Lembaga Pengarah UTM

Appendix B

Bismillahirrahmanirrahim

Assalamualaikum warahmatullahi wabarakatuh dan Salam Sejahtera.

Saya memanjatkan setinggi-tinggi kesyukuran ke hadrat Allah S.W.T dan syabas kepada seluruh warga Universiti Teknologi Malaysia (UTM) atas komitmen dan iltizam semua pihak dalam melaksanakan agenda tahun 2017 dengan jayanya. Sesungguhnya ia adalah hasil kerja secara kolektif setiap warga Universiti Teknologi Malaysia (UTM).

UTM terus meningkat cemerlang dengan beberapa pencapaian yang diperolehi sepanjang tahun ini. Walaupun peruntukan yang diterima oleh semua universiti awam dari kerajaan telah menurun, ia tidak mematahkan semangat warga UTM untuk terus berusaha melakar kejayaan yang membanggakan. Pada sepanjang tahun 2017, UTM menerima beberapa pengiktirafan serta anugerah di peringkat nasional dan global. Universiti ini terus kekal kompetitif di persada global apabila kedudukannya melonjak dari tangga ke-288 tahun 2016 ke tangga 253 pada tahun 2017 dalam QS World University Rankings 2017/2018. Ini melayakkan UTM berada di tangga 300 teratas dalam penarafan universiti terbaik dunia. Manakala untuk QS University Rankings: Asia 2018 pula, UTM telah berjaya menduduki penarafan di tangga ke-49, seterusnya berada di kelompok Top 1% Universities in Asia.

Bidang pendidikan termasuklah pendidikan tinggi merupakan fokus utama dalam agenda pembangunan negara. UTM sentiasa mendokong aspirasi Kementerian Pendidikan Tinggi (KPT) Malaysia untuk mewujudkan sistem pendidikan tinggi yang terbaik yang membolehkan Malaysia bersaing dengan negara-negara lain yang lebih maju dalam bidang pendidikan. Bagi memastikan hasrat negara tercapai, UTM sentiasa mengoptimumkan ekosistem pembelajaran dan pengajaran yang kondusif dalam usaha membangunkan mahasiswa yang seimbang dan holistic dari segi jati diri dan sahsiah serta berminda inovatif, entrepreneurial dan global. Graduan UTM digalak dan dilatih supaya mampu menjadi agen perubahan pada diri sendiri, masyarakat dan negara.

UTM sentiasa menyokong hasrat kerajaan ke arah memperkasakan pendidikan tinggi yang lebih mantap, jitu dan relevan untuk semua kelompok masyarakat. Peranan UTM dalam pendidikan tinggi negara menjadi semakin penting kerana UTM adalah pengasas utama dalam disiplin ilmu sains, teknologi dan kejuruteraan. Masakini banyak pihak yang membincangkan tentang Revolusi Industri 4.0 yang juga dikenali sebagai 4IR yang sememangnya berteraskan agenda sains dan teknologi. Bagi pihak UTM, perubahan ke arah revolusi ini tidak menjadi masalah kerana kita memang sentiasa bersikap dinamik terhadap inovasi dalam sains dan teknologi. Malahan UTM juga mempunyai ahli-ahli akademik dan penyelidik yang pakar untuk mempelopori hasrat ini.

Saya, bagi pihak semua Ahli Lembaga Pengarah UTM, mengambil kesempatan ini untuk menjunjung setinggi tinggi kasih dan penghargaan ke bawah DYMM Raja Zarith Sofiah binti Almarhum Sultan Idris Shah, Permaisuri Johor yang juga Canselor UTM kerana memainkan peranan besar dalam menyemarakkan lagi budaya ilmu dan aktiviti kesarjanaan di UTM. Peranan dan dorongan yang diberikan oleh baginda Tuanku amat bermakna buat seluruh warga universiti. Ucapan ribuan terima kasih juga diberikan kepada YBhg Pro-Canselor, YB Menteri Pendidikan Tinggi, Naib Canselor, Ahli-Ahli Lembaga Pengarah Universiti, Ahli-Ahli Senat Universiti, pegawai-pegawai kanan, staf akademik, staf Pengurusan Profesional dan Pelaksana serta mahasiswa yang telah bersama-sama menyumbang idea, tenaga dan masa bagi memastikan UTM sentiasa berada di kemuncak kejayaan baik diperingkat nasional mahupun di peringkat global.

Ucapan ribuan terima kasih juga dizahirkan kepada Yang Amat Berhormat Menteri Besar Johor di atas segala sokongan dan komitmen daripada YAB sendiri dan Kerajaan Johor yang sentiasa menyokong usaha dan hasil-hasil penyelidikan yang dipelopori oleh penyelidik UTM. Usaha mereka yang tidak pernah mengenal erti penat dan lelah, sudah pastinya dapat menjulang harapan UTM bagi mencapai sasaran kedudukan 50 buah universiti terbaik dunia dalam bidang kejuruteraan dan teknologi menjelang tahun 2020.

Akhir kata, saya sekali lagi ingin merakamkan ucapan setinggi-tinggi terima kasih kepada Kementerian Pendidikan Tinggi dan Kerajaan Malaysia di atas kepercayaan yang diberikan kepada UTM selama ini sehingga meletakkan nama UTM terpahat di persada pendidikan tinggi yang unggul dan disegani di peringkat nasional dan global. Saya mendoakan agar UTM terus maju dan gemilang.

Sekian, terima kasih.

Tan Sri Abdul Halim b. Ali

Pengerusi

Lembaga Pengarah UTM

Key

REF: referential vagueness

PAS: passivisation

GM: grammatical metaphor

CM: conceptual metaphor (personification)

MET: metonymy

EV: evaluation