

## **Socio-cognitive and Professional Practice Perspectives on Chairperson Statements**

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### ***Abstract***

The study establishes the Malaysian chairperson statements from the socio-cognitive and professional practice perspectives. It identifies the move structure of 53 chairperson statements and metadiscourse strategies based on questionnaire and interview responses collected from 39 investors and 3 professional members. Three informational moves are used to assist investment decisions while seven non-informational moves are intended to build good image and good will, and to ensure compliance to requirements. *Self-mentions*, *attitude markers*, *frame markers* and *transitions* are also used to affectively realise the promotional and interpersonal moves. The chairperson statements are interdiscursively informational, promotional, and public relational. This research highlights pedagogy implications for English for Professional Communication (EPC) programmes, and recommendations for future studies.

**Keywords:** Chairperson statement, metadiscourse strategies, genre analysis, socio-cognitive perspective, professional practice, interdiscursivity

## 1. Introduction

One of the four trusts anchoring Malaysia 2020 Budget is driving economic growth towards becoming a high-income nation who owns “a truly developed economy based on productivity, innovation and shared prosperity” (Bank Negara Malaysia, 2019, p. 7). The first strategy to realise this trust is to make the country the preferred investment destination in the world. In practice, the annual report is recognised as a persuasive genre used by public listed companies for the purpose by means of disseminating financial results to both of its investors and opinion formers (Groot, 2014). As an introductory section of the annual report, the chairperson statements or chairman’s statement is the “most prominent and widely read part” (Hyland, 1998: 224) in providing investors with a quick and essential future-oriented impact disclosures in relation to, for examples, stock price (Barker, 1998; Breton & Taffler, 2001), earnings and cost of capital (Breton & Taffler, 2001).

Previous genre-based studies have examined the rhetorical structures of chairperson statements among British (Skulstad, 1996), Hong Kong (Bhatia, 2008a), and Kuwait and Malaysian (Mobasher & Ali, 2015) companies with the method of textual moves analysis. The chairperson statements were found to have employed lexico-grammatical elements of persuasion, and interpersonal illocutionary forces and face threatening acts (FTAs) (Skulstad, 1996); lexico-grammatical resources by means of nominalization and verb tenses (Bhatia, 2008a, 2017); and frequently occurring words and verbs that could be attributed to each move (Mobasher & Ali, 2015). These studies however did not examine metadiscourse markers, which were employed strategically to make the studied CEOs’ letters persuasive (Hyland, 1998). Analysis on how each move realised by metadiscourse markers is insightful because metadiscourse markers were claimed to accentuate the communicative functions of individual moves (Khedri, Heng & Ebrahimi, 2013; Liu & Buckingham, 2018). Yee and Cheong (2022) studied the textual perspective and communicative purposes of the chairperson statements. However, these previous studies are restricted to the textual analysis where all analyses focused on the surface of the studied text (or chairperson statements).

Critical Genre Analysis (CGA) is a new approach in genre analysis by integrating discursive and professional practices (Bhatia, 2008a, 2008b, 2017). This interest in CGA came as a response to look beyond the conventional genre analysis, which has its root mainly analysing the generic constructs, has often given a wrong perception that genres are possible to be constructed with only its discursive resources. In reality, genre-based discursive activities are a result of its non-discursive academic, institutional, organisational and professional

practices. CGA's genre approach is in nature collaborative and interdisciplinary in understanding both discursive and interdiscursive practices, and hence, the approach is multiperspective and multidimensional. It is the aim of the paper to embrace the term 'critical' in doing genre analysis to provide research findings that represent the reality of written discourse construction processes.

The operationalisation of the concepts of critical genre analysis is based on Bhatia's (2017) multiperspective analytical framework. The multiperspective framework is operationalised within three concepts of space, namely textual, socio-pragmatic, and socio-cultural spaces which incorporate both text-internal and text-external resources – text, genre, professional practice, and professional culture (Bhatia, 2017). Rigorous analyses of textual space based on lexico-grammatical and discoursal features of the genres studied play an important role in identifying and accounting the realities. The textual data facilitates investigations of the socio-pragmatic space by means of ethnography and socio-cognitive perspectives for deeper understanding of the genre construction and interpretation. Ethnography dimension enables genre analysts to discover the discourse community's beliefs, values, activities, and patterns of behaviour while engaging with the genre studied (Bhatia, 2008a; Flowerdew & Wan, 2010; Smart, 1998). Socio-cognitive perspective highlights the involved disciplinary cultures' discursive practices that govern the genre's integrity systems. At the socio-cultural space, the professional practice or cultural perspective is taken into account to bring in pragmatic success of the realities of professional language use.

Accordingly, this study aims to analyse Yee and Cheong's (2022) textual data further with responses from the questionnaire distributed and interviews conducted with the ultimate attempt to give an account of professional language use realities. In other words, it is intended to provide a deeper description of the chairperson statement genre inclusive of both discursive and professional practices in order to make the findings more relevant to the world of professions.

## 2. Methodology

### 2.1 The Textual Data Source

The textual data (Yee & Cheong, 2022) for this paper to further analyse comprise the move structuring (Table 1) and the distribution of metadiscourse markers across each move (Table 2) of a corpus of 53 chairperson statements. The corpus was selected based on 7 investment selection criteria (Chee & Tan, 2012) using two online financial applications, namely *market screener* and *dividend analysis*.

The move structuring of the chairperson statements was identified by the method of Moves Analysis (Swales, 1990) with reference to Bhatia's (2008a) model of move structuring framework in chairperson statements. As presented in Table 1, the identified 10 moves are categorised as *obligatory*, *conventional*, and *optional*. The *obligatory* Move 10 occurs 100% across the dataset. Then, the conventional moves occur in between 60% and 99%. Finally, the *optional* moves occur below 60%.

Table 1: Move structuring of the 53 chairperson statements (Yee & Cheong, 2022)

	Moves	Categories
M1:	Giving an overview	Conventional
M2:	Highlighting major achievements	Conventional
M3:	Recontextualizing accounting information	Conventional
M4:	Highlighting major expectations and promises	Conventional
M5:	Summarizing shareholders' return of investment	Conventional
M6:	Projecting new financial year conditions	Conventional
M7:	Committing to Corporate Social Responsibility	Optional
M8:	Recontextualizing Corporate Governance	Optional
M9:	Making positive and confident closing	Optional
M10:	Ending with expressions of gratitude	Obligatory

Each move was then coded for its metadiscourse interactive and interactional markers with reference to Hyland's (2019) metadiscourse interpersonal model. Table 2 displays the average number of both *interactive* and *interactional* markers used in the 10 moves. *Interactive* markers are used for the purpose of organising discourse so that the reader will interpret the arguments as intended by the writer. Meanwhile, *interactional* markers are principally

evaluative and engaging, with the functions to address anticipated objections, express solidarity and create an imagined dialogue with the reader.

Table 2: Distribution of Metadiscourse Interactive and Interactional Markers Across Each Move (Yee & Cheong, 2022)

	Interactive					Total	Interactional					Total
	Transitions	Frame markers	Endophoric markers	Evidentials	Code glosses		Hedges	Boosters	Attitude markers	Self-mentions	Engagement markers	
M1	0.23	1.34	0.04	0.15	0.17	1.94	0.62	0.19	2.81	1.94	0.51	6.06
M2	1.08	2.37	0.55	0.29	0.84	5.13	1.58	0.66	4.16	8.00	0.55	14.95
M3	1.02	1.52	0.18	0.02	0.62	3.36	1.1	0.48	2.28	2.82	0.2	6.88
M4	2.15	1.17	0.05	0.22	0.51	4.10	1.05	1.54	3.88	9.20	0.17	15.83
M5	0.46	1.22	0.12	0.05	0.29	2.15	0.49	0.12	0.95	1.07	0.24	2.88
M6	1.74	1.29	0.14	0.29	1.00	4.46	2.11	1.06	5.54	2.37	0.46	11.54
M7	1.22	1.67	0.78	0.59	0.70	4.96	0.59	1.63	4.63	10.15	0.48	17.48
M8	0.40	0.67	0.67	0.20	0.00	1.93	0.13	0.13	1.60	1.67	0.20	3.73
M9	0.42	0.32	0.47	0.11	0.00	1.32	0.26	0.32	1.58	2.32	0.11	4.58
M10	1.08	3.92	0.00	0.02	0.04	5.06	0.15	0.40	3.58	8.11	0.81	13.06
<b>Average Occurrence</b>						<b>3.61</b>						<b>10.04</b>

## 2.2 Data Collection

This section discusses this study's socio-cognitive and professional practice data collection which was designed in alignment with ethnography dimension by means of questionnaire and interview. These ethnographic data are substantial interpretations of Yee and Cheong's (2022) textual data (as presented in Table 1 and Table 2) with the value of the discourse community beliefs, values, activities and patterns of behaviour while engaging with chairperson statements. A survey questionnaire was designed and distributed to 39 stock investors. Their responses were used to interpret the moves (Table 1) and metadiscourse (Table 2) textual data above. The questionnaire was intended to elicit lived experiences of the share investors (participating members).

Structured interviews were conducted face-to-face and virtually with an investment analyst and two auditors to further triangulate findings obtained from the textual data and questionnaire analysis. Interviewing the investment analyst and auditors would be able to facilitate the involved disciplinary cultures' discursive practices that govern the genre's integrity systems. The investment analyst respondent is an assistant manager cum trainer of 8I Holdings Limited which provides public and private investment and education services. He has 11 years of stock investment experience. Investment analysts utilise chairperson statements for their stock investment decision making (Barker, 1998; Breton & Taffler, 2001; Rutherford, 2005; Vergoossen, 1993). On the other hand, interviewing the auditors would enable the present study to provide valid claims on the genre's governing issues of social practice such as language, social structures and cross-cultural or intercultural constraints. The *Auditor 1* respondent is a licensed auditor who owns an auditing firm, and he has more than 5 years of stock investment experience. The *Auditor 2* respondent is also a licensed auditor who owns a consulting firm offering services as company secretary. He also has experience in stock investments. Auditors are involved in preparing the compulsory section of *auditor's report* which is within the same socio-pragmatic space with the chairperson statement – both are sub-genres of annual report. In addition, company secretaries are responsible for preparing the *notice of annual general meeting* section which also shares the same socio-pragmatic space with the chairperson statement.

### **2.3 Data Analysis**

To analyse the chairperson statements from the socio-cognitive perspective, the questionnaire data consisting of responses from 39 individual investors were analysed for the influence of audience reception on the textual data of moves (Table 1) and metadiscourse interpersonal features (Table 2). Apart from audience reception analysis, the interview data consisting of responses from 3 professional members were analysed for the practice of interdiscursivity, i.e., how the generic resources are appropriated in the chairperson statements.

At the same time, the interview data are important for analysing the chairperson statements from the professional practice perspective. Responses from the investment analyst were analysed in the context of audience reception as well because investment analysts depend on the information written in chairperson statements to give their opinions to clients who consult them for value shares. Based on their expertise in investment and networking with investor relations personnel, the investment analyst's responses were analysed in relation to the professional practice of the institution. The investigations involved looking into

interdiscursivity features of the genre – mixing of discourses – in achieving the communicative purposes.

The experienced auditors' responses were scrutinised from the perspective of professional practice since they are the professional or practicing members of the genre of annual report, where auditors are involved in preparing the compulsory section of the auditor's report. The features of interdiscursivity were analysed from their responses as well. Finally, the interview data were examined closely for the genre's governing issues of social practice such as language, ideology and power, social structures, social changes and cross-cultural or intercultural constraints.

### **3. Results and Discussion**

#### **3.1 The Move Structuring from the Socio-Cognitive and Professional Practice Perspectives**

Table 3 presents the overall similarities and differences between the move structuring textual data (Table 1) and perspectives of investors, investment analyst, and auditors on which of the moves are obligatory, conventional, or compulsory. The four group of perspectives agree at 75% with the importance of Moves 3: *Accounting information*, 4: *Highlights of major expectations and promises for the new financial year*, and 5: *Summary of shareholders' return of investment* in making decisions on buying the company's share or stock. It is further explained by the investment analyst on the value of the *compulsory* investing information in Extract 1:

#### **Extract 1**

*“Highlights of major achievements serve as indicator to the business model. Accounting information highlights the important financial performance that is associated to investment criteria. Through Highlights of major expectations and promises for the new financial year, investors can see whether the company worked their talk or not in relation to the planned strategies; This indicates how reliable or capable they are. Summary of shareholders' return of investment indicates cash flow. If too high dividend, this is bad indicator to the cash flow of the company. Projection of new financial year conditions should include both good and bad news to show transparency; it is mostly done in prudent way to save themselves (the image) if it doesn't turn out to be the case.”*

Table 3: Comparisons of obligatory, conventional or compulsory moves between textual data, investors, investment analyst, auditor 1, and auditor 2

	<b>Moves</b>	<b>Textual Data</b>	<b>Investors</b>	<b>Investment Analyst</b>	<b>Auditor 1</b>	<b>Auditor 2</b>
1	Overview of the financial performance	Conventional	NA	Optional	Optional	Optional
2	Highlights of major achievements	Conventional	Compulsory	Compulsory	Optional	Optional
3	Accounting information	Conventional	Compulsory	Compulsory	Optional	Compulsory
4	Highlights of major expectations and promises for the new financial year	Conventional	Compulsory	Compulsory	Compulsory	Optional
5	Summary of shareholders' return of investment (e.g. paid dividend)	Conventional	Optional	Compulsory	Compulsory	Compulsory
6	Projection of new financial year conditions	Conventional	Optional	Compulsory	Optional	Optional
7	Commitment to Corporate Social Responsibility	Optional	Optional	Optional	Optional	Optional
8	Corporate governance	Optional	Optional	Optional	Optional	Optional
9	Positive and confident closing	Optional	NA	Optional	Optional	Optional
10	Expressions of gratitude	Obligatory	Optional	Optional	Optional	Optional

The optional moves could be attributed to the non-shared communicative purposes of the genre, which is to achieve private intentions (Miller, 1984; Berkenkotter and Huckin, 1995; Bhatia, 2014). In the first place, the chairperson (the legitimate writer) as the expected member of the genre's discourse community ensures that the chairperson statement meets the main audience's interest with the needed investing information as presented in Moves 3, 4, and 5. By adopting this shared communicative purpose, this gives space to manipulation by means of



inserting additional information that is non-investment decision making orientation. This is because the additional information is “unlikely read by investors” (Investment Analyst) or “not as much as insightful in helping to invest” (Auditor 1). The additional information appears to achieve *private intentions* of promoting good image, goodwill, and compliance to requirements.

### **3.1.1 Promoting good image**

Moves 2 and 6 are claimed to be used frequently as an impression management when the company has not performed well in the past financial year. It is done by having “a lengthy highlight of major achievements when the results are not good” (Auditor 2) or a lengthy discussion on “the plan on how to improve future performance” (Auditor 1) with the intention “to gain investors’ confidence” (Investment Analyst and Auditor 1). This supports Bhatia’s (2017) finding on the need for the chairperson to have more detailed discussion on the plans to improve the company’s financial performance when it did not perform as expected to avoid giving a bad impression to the shareholders or the potential investors. The briefly mentioned Move 7’s commitment to corporate social responsibility and Move’s 8 corporate governance in the chairperson statements are with the aim to promote “good image” (Investment Analyst); they are intertextually linked to the respective detailed sections within the same socio-pragmatic space. Move 9’s positive and confident closing is deemed to play an important role in enhancing investors or the shareholders’ confidence in the chairperson (Investment Analyst).

### **3.1.2 Goodwill**

The additional moves are included for the purpose of being mindful of the interest of other possible small groups of readers who are neither investors nor the shareholders as indicated by Auditor 2 who says, “It depends on who are the readers.” For example, corporate social responsibility is most likely interested by activists and government agencies or regulatory bodies; corporate governance is for the regulatory bodies. Another intention of goodwill can be associated with Moves 1 and 10. Opening the chairperson statement pleasantly with an “overview of the financial performance shows being courteous” (Investment Analyst). Ending the text with expression of gratitude acts as a personal note by showing to the readers or investors “the position taken by the Chairman, which is being accountable to the shareholders...Sometimes, it is meant for particular persons when their name is stated” (Investment Analyst). In other words, ending with expression of gratitude can be seen to “[reinforce] the relationships” (Skulstad, 1996) between the chairperson and the stakeholders

(shareholders, employees, suppliers, government agencies, regulatory bodies, activists, investment analysts, and bankers). As claimed by Hyland (2004, 304), acknowledgments are the “most personal communication event of all” and a form of “reciprocal gift giving” practice. It allows the chairperson to show modesty and gratitude values to the stakeholders for their continual trust and support in many aspects which are essential for the success of the business; indirectly, this establishes the chairperson’s credibility as somebody who is fully committed to the responsibility and recognizes debts.

### **3.1.4 Compliance to the requirements**

As stated in Section 3.1.1, Move 7’s corporate social responsibility and Move 8’s corporate governance are intertextually linked to their respective detailed sections in later pages within the same annual report. Corporate governance is one of the required reporting in the annual report under the Malaysian Code on Corporate Governance 2012; it assures stakeholders that the company is managed and operated in accordance with mechanisms, processes and relations documented systematically (CPA Australia Ltd., 2014). It “is mentioned here briefly to show the company is practising transparency” (Investment Analyst) and meeting the requirement as a public listed company. On the other hand, corporate social responsibility has many dimensions – contributing to the community, employee training development, and sustainability (Breeze, 2013) which are all under the governance of relevant ministries in Malaysia. Failure to abide by the requirements set, the company will have to pay at high cost. Therefore, there is a need to emphasise at the beginning in the statement (although briefly) due to engaging in “CSR activities is a requirement” (Auditor 2).

## **3.2 The Metadiscourse Strategies from the Socio-Cognitive and Professional Practice Perspectives**

Seventy nine percent of the 39 stock investors are of the opinion that chairperson statements can be understood easily due to its “non-technical language” and “straight-forward” writing style most of the time. In addition, having a general understanding about the industry as well as financial knowledge are among the other factors according to the investors. Low metadiscourse interactive devices used indicate that the content and its rhetorical styles are familiar to the investors’ background knowledge, and hence, the chairperson statements are not technical.

Moves 2, 4, 6, 7 and 10 are discussed in detail as they are significantly characterised by both interactional and interactive metadiscourse devices, with reference to the respective total

average frequency at 10.04 and 3.61, as presented in Table 2. The moves are realised by a higher average number of interactional devices at 14.95, 15.83, 11.54, 17.48 and 13.06 respectively, specifically, with the top two devices of *self-mentions*, and *attitude markers*. Meanwhile, interactive devices score at an average number of 5.13, 4.10, 4.46, 4.96, and 5.06 for the respective moves, specifically, with the top two devices namely, *frame makers* and *transitions*.

### 3.2.1 Self-Mentions

Self-mentions scored the highest average number for *highlighting major achievements* (Move 2), *highlighting major expectations and promises* (Move 4), *committing to corporate social responsibility* (Move 7), and *ending with expressions of gratitude* (Move 10). According to the Investment Analyst, and Auditors 1 and 2, ‘I’ is used instead of ‘the company’ with the purpose of personalising the statement so that it looks like a personal letter, as illustrated in Extract 2. Nevertheless, the use of self-mention *I* suggest it is still significant in contributing to the credibility appeal of the chairperson who accepts “personal responsibility, and an explicit attempt to build a personal ethos of competence and authority” (Hyland, 2019: 94). In relation to this, self-mention ‘I’ goes well with *expressions of gratitude* as the “Chairman is the one that serves the shareholders’ right” as claimed by the investment analyst.

#### Extract 2

*“On behalf of the Board of Directors, I would like to express my sincere gratitude to our customers, shareholders, financial institutions and business associates for their continued support and confidence in the Group.”*

In the context of ‘our’ or ‘we’, these *self-mentions* are used to build relationships with the readers so as “the Chairman treats them as a family...this may create a sense of belonging which in turn make them feel that they own the business as well” (Investment Analyst). In addition, these *self-mentions* could make the statement “sounds closer and more friendly” (Auditor 1). By making the investors feel they are part of the company, this indirectly makes them affectively feel i) proud of the shared major achievements (Move 2); ii) accountable to continue supporting the major expectations and promises (Move 4), and iii) proud of giving back to the society and ensuring sustainability of the business (Move 7).

### 3.2.2 Attitude Markers

The use of *attitude markers* in the form of adverbs and adjectives for expressing the chairperson's attitudes towards the next financial year's judgements indicates "the Chairman's stance – being prudent, not to be aggressive in order to save the company's image if it turns out not the case" (Investment Analyst). This is particularly the case when predicting about the unprecedented future economic conditions. Furthermore, Auditor 1 also emphasised that attitude markers are important in the sense of making the message clearer so that "the chairman does not ...give wrong impression."

### 3.2.3 Frame Markers

*Frame markers* items are the most common type of interactive device used in Moves 2: *Highlighting major achievements*, 7: *Committing to corporate social responsibility*, and 10: *Ending with expressions of gratitude*. In the corpus, the mostly used *frame markers* items are in the forms of sub-heading, text stage labelling and writer's purpose. Conceptually, *frame markers* are used for their rational appeals to explicitly label parts of the chairperson statement to ensure the reader understands the sequence of events in the statement, or the writer's purpose. All the investors agreed that the use of *finally makes* them informed earlier that they are reading the last topic which serves as the ending of the text. The Investment Analyst is of the opinion that *frame markers* "make the statement easier to read (understand) and approachable". The readers would want to read the statement in the future. Besides, the readers are from different backgrounds – laymen, investors, etc." At the same time, *frame markers* could be interpreted to draw the reader's attention to the switching topics on the company's major achievements, corporate social activities, expressions of gratitude. This can suggest that the interpersonal rhetorical strategies are employed to achieve the *private intentions* of promoting good image, compliance to requirements and goodwill.

### 3.2.4 Transitions

*Transitions* are employed the most across Moves 4: *Highlighting major expectations and promises*, and 6: *Projecting new financial year conditions*, in the forms of adverbial phrases (e.g., *in this connection*) and conjunctions (e.g., *nevertheless*) in assisting the reader to seek pragmatic connections between propositional content. The frequent occurrence of *transitions* suggests that "there is a greater need to ensure clarity of exposition and assist readers to recover the writers' reasoning" (Hyland, 2019: 91). Particularly, a higher number of comparison and consequence connectors shows the propositions are of greater complexity . Consequently,

there is a need to make use of *transitions* to help the reader to make more sense of the kind of relationship between the propositions as intended by the writer (the chairperson). It is especially important when it comes to recounting weaknesses in relation to possible future bad performance, according to the Investment Analyst. The chairperson must rationally link the expectations and promises made to the sound business strategies. In addition, the chairperson has to convince investors of the positive aspect or opportunities to do well in the next financial year despite the challenging economic outlook, for example, economic downturn due to the ongoing pandemic of COVID-19.

### **3.3 The Chairperson Statement's Communicative Purposes**

The communicative purposes of the chairperson statements are informational and promotional according to the investors, investment analyst and auditors. Overall, 66% of the investors and the Investment Analyst think that the genre is informational. This concurs with that reported by Mobasher and Ali (2015) that management foreword as a sub-genre of Annual Report inherits the generic value of informational. Meanwhile, only 5% of the investors are of the view that the general purpose is promotional. One of the investors commented that the chairperson statement is meant for “reassuring investors.” The promotional element of the chairperson statement is more obvious due to the fact that it is “more of an opinion-based” (Auditor 1) and also serves “as the opening to create rapport with the investors” (Auditor 2).

Nevertheless, 30% of the investors think that chairperson statements are both informational and promotional, supporting Bhatia (2008a, 2017), Skulstad (1996), and Sznajder and Giménez-Moreno (2016). Some of the reasons given are that “the CEOs statement as it has more information compared with the Chairman’s statement”, “KPI of the performance of the group”, “No one knows the future even the chairman of [the] company”, “yet there is a need to provide direction to the company for investors. Sincerity of endeavours need to be seen and written in such a manner to provide confidence to investors” (Investors).

## **4. Conclusion**

After the move structuring and metadiscourse textual data are further discussed from the socio-cognitive and professional practice perspectives, it can be concluded that the communicative purposes of the chairperson statements are informational, promotional, and public relational. This genre is seen as informational by the investor readers and the investment analyst, and promotional due to the personal letter format and seen as a tool to build rapport with investors,

as disclosed by the two auditors interviewed. As pointed out, Moves 3, 4, and 5 are informational in assisting investment decisions. But the other moves which are optional or not informational to the reader are intended to promote the chairperson's *private intentions* which are to build a good image and goodwill, and to ensure compliance to requirements. It is further proven with the significant usage of *self-mentions*, *attitude markers*, *frame markers*, and *transitions* which are mainly affective appealing in realising promotional Moves 2, 4, 6, and 7, and interpersonal Move 10: *Expressions of gratitude*. This shows that the chairperson statement as a genre is dynamic or fluid as the expert member learns that the statement must be firstly constructed as expected by the investors or members of the community before manipulating the genre to include the innovative rhetorical strategies.

Furthermore, the chairperson statements can be seen as a hybrid form of introductory genre that involves a mixing of *introduction* and *acknowledgment* sub-genres of the introductory genre colony (Bhatia, 1997, 2004). In the context of an introduction, it manifests in various sub-genres such as *preface*, *introduction*, *foreword*, and *acknowledgment*, which are not directly content-based and substantially different from each other. Similar to the *introduction* of a book, Moves 1, 2, 4, 6, and 9 function as a welcoming note and for confidence building, which are not directly a main content-based. Meanwhile, Moves 3, 5, 7, and 8 function to preview the content of the annual report. On the other hand, Move 10: *Expressions of gratitude* is mainly interpersonal (Hyland, 2004) or public relational (Bhatia, 1997, 2004), and functions like the *acknowledgment* of a book. Hence, the chairperson statement genre can also be seen as a kind of interdiscursive manifestation whereby informational, promotional, public relational discourses are integrated to realise the communicative purposes.

The findings from this paper are perceived to have three immediate possible pedagogy implications. Firstly, a multiperspective analysis of the discourse of chairperson statements can help English for Professional Communication (EPC) learners to understand the need to develop sensitivity to the dynamic complexity of a genre within the context of interdiscursive performance. Secondly, the findings from this paper can be adopted as part of the teaching methodology for English for Corporate Communication in terms of mixing and hybridizing informational, promotional and public relations discourses within investor relations contexts. This enables effective participation in any disciplinary or interdisciplinary related professional writing. Finally, as the writing of a chairperson statement might involve many professionals, this study proves the importance of developing an awareness of the collaborative nature of professional discourse construction among learners of EPC. The writing process of professional discourses can be made collaborative by teaching learners how to use web-based

publishing tools in sharing information and editing the same writing together (Estaji & Salimi, 2018; Simatupang & Peter, 2021).

Inevitably, this study's findings' generalizability is restricted to the genre of chairperson statements for two reasons. Firstly, the frequently occurring metadiscourse markers were not examined for their collocated metadiscourse markers, which may be found to have double-edged effects. Collocation patterns can be generated systematically in frequencies by means of the concordance function of Wordsmith Tools as described by Xiaoqin (2017). Secondly, this study did not manage to interview the chairpersons and the investor relations team, which may limit the generalizability of the findings to these two groups of populations. It is suggested that the researchers should buy a minimum number of the company's shares to get to interview the chairpersons and the investor relations team.

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