

**DISCURSIVE CONSTRUCTION OF ORGANIZATIONAL
IDENTITY IN THE HOSPITALITY INDUSTRY:
A CORPUS-ASSISTED SYSTEMIC FUNCTIONAL
MULTIMODAL DISCOURSE ANALYSIS**

**A THESIS SUBMITTED TO THE UNIVERSITY OF HYDERABAD IN PARTIAL
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DECLARATION

I hereby declare that the work embodied in this thesis titled **Discursive Construction of Organizational Identity in the Hospitality Industry: A Corpus-assisted Systemic Functional Multimodal Discourse Analysis** has not been submitted for any degree in part or in full to this University or any other University, and is carried out by me under the supervision of **Dr. Jasti Appa Swami**, Centre for English Language Studies, University of Hyderabad, Hyderabad. I hereby agree that my thesis can be deposited in Shodhganga/INFLIBNET.

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The following publications and conference presentations were carried out by the candidate during the Ph.D. programme:

A. Publications

- 1) Appa Swami, J. & Akram, SK. (2021). Effectiveness of an EAP course on argument building for research students. Teaching English as a Second Language Electronic Journal (TESL-EJ), 25(3). <https://tesl-ej.org/pdf/ej99/a10.pdf>
- 2) SK Akram (2019). Teaching Group Discussions for Employability: From Needs Analysis to Course Design, *Fortell*, 39, 27-38.

B. Conference presentations

- 1) **Verbal Visual Intersemiosis in Hotel Homepages: A Systemic Functional Multimodal Discourse Analysis** (with Jasti Appa Swami) at International Conference on Linguistic Theories, Law, Life and Language on 11-13th February 2020 organized by Centre for Advanced Studies in Linguistics, Osmania University.
- 2) **Self-Representation of Hotels in ‘About Us’ texts: An SFL Analysis** (with Jasti Appa Swami) at International Conference on Linguistic Theories, Law, Life and Language on 11-13th February 2020 organized by Centre for Advanced Studies in Linguistics, Osmania University.
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- 5) **Google Classroom as Blended Learning tool for Developing Debating Skills** (with Jasti Appa Swami) at Two-day National Seminar on Innovative Practices and Research in the Era of Digi Education on 21&22 March, 2019, organised by Department of Education and Education Technology, University of Hyderabad.
- 6) **Teaching Group Discussions to Tertiary Level Students – EAP or EOP?** at International Conference of Linguistic Society of India (ICOLSI-40), held on 6th to 8th December, 2018 at CIIL, Mysore.
- 7) **Intersemiotic Relationships in Multimodal Communication: An SFL perspective** at National Seminar of SFL Society of India, held on 24th February, 2017 in Secunderabad.

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Abstract

The present study explores the discursive construction of organizational identity in the hospitality industry by focusing on semiotic resources (language and visuals) deployed in homepages and hotel reviews to understand communicated and perceived identity, the interplay of which embodies organizational identity as operationalized in the study. For this purpose, the study adopted corpus-assisted systemic functional multimodal discourse analysis. Firstly, to understand how hotels communicate their identity, the homepages of ten hotels (domestic and international) were analyzed in terms of representational, interactive and compositional meanings using multimodality (Kress and Van Leeuwen, 2006) while the ‘About Us’ texts of these ten hotels were analyzed in terms of their social purpose, register and ideational, interpersonal and textual meanings using Systemic Functional Linguistics (Halliday and Matthiessen, 2014). Secondly, to understand how the organizational identity of hotels is perceived by people outside the organization, a corpus of hotel reviews built on Wmatrix5 (Rayson, 2021) was analyzed in terms of keywords and key semantic categories. The findings indicate that the communicated identity of hotels is constructed through discursive strategies realized as verbal and visual choices characterized by the discursive culture of the hospitality industry whereas the perceived identity, though found to be positive with respect to the hospitality experience in general, has little congruence with the communicated identity. In addition, it was found that there are more similarities than differences between the discursive strategies used by domestic and international hotels, which can be attributed to factors such as the shared discursive culture of the hospitality industry at the global level, target audience being international guests and mode of communication being digital on the World Wide Web. This study has implications for pedagogic and professional practices.

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Chapter 1

Introduction

1.1 Background

English Language Studies (ELS) is a form of Applied Linguistics which is concerned with the study of various aspects of English language use in society, such as English Language Teaching (ELT), Communication in various social contexts and professional domains, the interplay of language and other semiotic resources in discourse using interdisciplinary research approaches. As the importance of the English language continues to grow in the globalized context, the dynamics of language use become more complex. The complexity continues to grow due to the interplay of continuously emerging technological advancements that shape communication in almost all professional spheres in the digital era. Especially, business and corporate organizations' engagement in professional practices on digital platforms has spawned to blur the traditional boundaries leading to novel challenges. To explore such complexities of language use on digital platforms, integration of interdisciplinary approaches has created a unique niche for English for Specific Purposes (ESP) research in the domain of English Language Studies.

English for Specific Purposes (ESP) is an example of interdisciplinary research that tailors language education to meet the specialized needs of various professional domains. Dudley-Evans and St. John's seminal work on ESP (1998) lays the theoretical groundwork, emphasizing the importance of aligning language instruction with the communicative demands of specific disciplines. The interdisciplinary nature of ESP is evident in the integration of applied linguistics, genre analysis, and content-based language teaching methodologies (Belcher & Hirvela, 2001;

Flowerdew, 2015). Swales' influential concept of discourse communities (Swales, 1990) has catalyzed research exploring the specialized language used within professional contexts. Research by Bhatia (1993) on genre analysis in professional communication further exemplifies the interdisciplinary approach, merging linguistic analysis with insights from the field of professional discourse studies to elucidate the communicative needs within specific occupational communities. Holmes and Stubbe's examination of workplace discourse (Holmes & Stubbe, 2015) provides valuable insights into the communication practices within business environments by integrating sociolinguistics and business communication studies, offering a comprehensive understanding of language dynamics in professional settings.

Research in language studies in recent times is attempting to understand the realities of the professional world by closely looking at the context in which communication takes place, professional culture and professional practices. Sarangi (2011) observes that the research in language studies started to be “problem-centred... (with) an interventionist agenda in the spirit of what many have identified as the central focus and commitment of applied linguistics, often involving close collaboration between discourse analysts and... various professions”. These attempts to demystify the complex and dynamic professional communication not only benefitted the academia in gaining a clearer understanding but also offered valuable insights into the professional world. Continuing this trend, the present study attempts to investigate the phenomenon of discursive construction of organizational identity in the hospitality industry. It aims to explore how organizations construct their identities by employing various discursive strategies and how effectively they appeal to their target population. The next section presents the rationale for the study.

1.2 Rationale for the study

Research in ESP is not only limited to teaching and thus, its influence contributed to exploring real-life communication in other professions beyond pedagogy. Though Genre Analysts used to prototype the genres to suit classroom teaching in the beginning, recent trends in genre analysis shifted their focus from prototyping genres to understanding the complex nature of genres in terms of hybridity, interdiscursivity, appropriation of generic resources, discursive procedures, professional cultures etc. (Bhatia, 2004). In other words, the focus shifted from text to context, which attempts to provide a comprehensive understanding of real-life communication. Such emphasis on context has been the primary concern of Systemic Functional Linguistics (SFL) right from the beginning as Halliday suggests that language cannot be understood in isolation because it is not only a means of communication but a social semiotic system, it should be analysed in its context, taking into account the purpose and function it serves (Halliday, 1985).

With this understanding, the present study aims to explore the discursive practices in identity construction in the professional domain – the hospitality industry – by investigating the digital genres crucial in the construction of identity. Hotels use websites to promote themselves on digital platforms. Hotel websites employ text and visuals to attract the attention of the target audience, just like other promotional genres. By visiting the hotel websites, prospective guests can check the rooms, facilities, prices and offers of different hotels before making a decision on booking the accommodation. Before making a reservation, visitors can also examine the hotel's infrastructure through virtual tours and reviews (Rodgers, 2015). According to Bhatia (2005) who classified web advertising as a type of promotional genre, hotel websites serve multiple functions such as constructing a positive image, informing the visitors about the services of the hotel and persuading the potential guests to take action (Marco, 2002, Medina et al, 2005). For serving these

purposes and ultimately achieving the goal of persuading prospective guests to buy the services, hotels use various discursive strategies which simultaneously reflect the organizational identity that differentiates them from their competitors.

Even though the introduction of English in India by the British was a deliberate strategy to create a class of intermediaries proficient in the language, facilitating the administration's communication and control, English has evolved beyond its colonial origins to become a pervasive and influential language. In the complex linguistic landscape of India, coexisting with a multitude of regional languages, English has emerged as the medium of instruction in higher education, a language of governance, and a tool for social mobility, economic advancement, and access to global opportunities. More importantly, a history of over 200 years of English use in India and its teaching both in formal and informal settings makes it a natural candidate for becoming one of the Indian languages, which is widely used as a lingua franca within the country, an aspect that is factored in for labeling English as a Second Language (ESL) in India, the other reasons being its status as associate official language and its long colonial history.

In the Indian context, English language plays a multifaceted role in the hospitality industry as it is used in both online contexts such as hotel websites and hotel reviews and offline contexts such as service encounters with guests. In addition to the translingual practices prevalent in India as a natural phenomenon due to its multilingual character, the top players in the hospitality industry, to ensure seamless guest experiences, emphasize the need for exceptional English communication in face-to-face and online interactions. However, the English curriculum in professional programmes such as diploma, UG and PG in hotel management seems to scratch the surface leaving much to be desired while, interestingly, disciplinary courses in these programmes seem to pay adequate attention to professional communication in hospitality industry among others

(for example, Unit 13 in BRL-012 Visual Merchandising and Store Management IGNOU self-learning materials). This predicament is probably due to scant academic dialogue between the disciplinary teachers and ESP teachers. As a result, though the professional courses attempt to impart required disciplinary knowledge, English language resources needed to be drawn on by the professional graduates to execute the professional practices in a given professional setting do not seem to get adequate attention in these programmes. This divergence can leave graduates ill-equipped to navigate the complexities of real-world hotel communication.

Owing to its status as an international language and lingua franca and star hotels' target audience is not just limited to local guests but also international guests, English plays a significant role in communication in the hospitality industry. Therefore, in order to promote the hotel effectively, it is necessary for the hotel websites to effectively use the English language along with appropriate visuals while communicating with all the stakeholders. In other words, the choices made with regard to discursive strategies while employing verbal and visual resources on the hotel website impact the image constructed by the hotel.

This combined necessity to use language, visuals and genre features effectively to communicate identity is the reason for choosing to explore the discursive construction of organizational identity in the hospitality industry. By exploring such a phenomenon, this study aims to investigate the discursive practices of constructing organizational identity within the disciplinary culture of the hospitality industry. In line with the studies in the tourism and hospitality industry that examined the hotel websites' usability (Au Yeung and Law, 2004, Chan and Law, 2006 and Law and Yeung, 2007), hotel websites role in corporate communication (Suen, 2012), the present study expands understanding of the hotel website's role in identity construction.

1.3 Research Questions

Based on the rationale given above, the present research attempts to explore the discursive strategies employed in the construction of organizational identity in the hospitality industry. The present study examines organizational identity from two perspectives: Communicated Identity by insiders of the organization (by investigating the hotel homepage through multimodal analysis and ‘About Us’ text through SFL Analysis) and Perceived Identity by the outsiders of the Organization (by investigating the hotel reviews through corpus analysis). Additionally, it also examines the differences and similarities between the discursive strategies used by domestic and international hotels.

This research aims to answer the following research questions:

1. How is the Organizational Identity of hotels communicated?
2. How is the Organizational Identity of hotels perceived?
3. What are the differences between the discursive strategies used by domestic hotels and international hotels?

1.4 Scope of the Study

The present research investigated the data related to ten five-star hotels located in Hyderabad, India, with a view to understanding identity construction in the hospitality industry. The sources of data comprise the homepages of the hotels and the ‘About Us’ texts collected from the hotel websites to examine communicated identity and the reviews of the respective hotels posted on TripAdvisor.com to examine perceived identity.

Other pages in the websites, hyperlinks to substitute websites, the websites of the same hotel in other locations and other promotional genres are beyond the scope of this study.

1.5 Significance of the Study

The study contributes to the fields of language studies, applied linguistics and professional communication and is helpful for web designers and content creators by offering insights into ways of exploiting verbal and visual resources to craft positive persuasive messages effectively in digital spaces. This knowledge drawn from investigating websites in the hospitality industry may be useful in other related industries such as tourism, advertising and marketing.

The present study offers contributions to language teaching and research in ESP. The SFL, multimodal and corpus analyses carried out in the study can be useful as teaching materials in applied linguistics courses and ESP courses such as English for Hospitality and Tourism.

The present study recognizes the discursive strategies employed by successfully running five-star hotels on their homepages to construct their distinctive identities. Knowledge of the generic features, visual images and verbal strategies will be helpful for professionals engaged in web design or content creation.

1.6 Outline of the thesis

Following the introduction chapter, Chapter 2 presents a literature review. It has three sections: a review of key terms that include discursive construction, organizational identity, genre-three traditions and digital genre, followed by a review of literature that includes discussion on English for Specific Purposes, English and Business Communication, English in the Hospitality Industry and organizational identity in hospitality industry, then the theoretical framework adopted

for this study is discussed that includes Systemic Functional Linguistics, Multimodality and Corpus Linguistics. Chapter 3 presents a description of the methodological details that includes a recapitulation of research questions, research design and methodological approach, data, sample, data collection, data analysis, description of corpus tool (Wmatrix) and ethical considerations. Chapter 4 presents the data analysis in two major sections: CSFMDA of Domestic Hotels and CSFMDA of International Hotels. Each Section has five sub-sections for each hotel's data analysis. Each sub-section further has three parts, i.e., Part 1: Multimodal Analysis of Hotel Homepage, Part 2: SFL Analysis of About Us Text and Part 3: Corpus Analysis of Hotel Reviews. Part 1: Multimodal Analysis contains an image of the hotel homepage followed by the multimodal analysis. Part 2: SFL Analysis contains the Metafunctional Analysis of each clause in tables followed by the analysis. Part 3: Corpus Analysis of Hotel reviews contains the concordance lists, keyword clouds, Concordance lists of semantic domains and key semantic domain clouds. Finally, the chapter ends with a summary of the analysis. Chapter 5 presents a discussion of the findings in the order of research questions, then discusses the implications and finally ends with limitations and suggestions for future research.

Chapter 2

Literature Review

2.1 Introduction

This chapter reviews the relevant literature to identify the gap in the literature and position the study in the field. It starts with a review of key terms to clarify the central concepts in the study and then discusses the previous studies in the field to identify the research gap. Finally, the theoretical framework adopted for the present study is discussed to address the research gap and answer the research questions.

2.2 Review of Key Terms

There are certain key terms central to the study which are often confused, misunderstood or understood differently in different disciplines and some are not clearly defined. This section attempts to understand these terms and operationally define the terms in the context of the present study.

Professional spaces such as business, corporate, legal, medical, academic, and various other workplaces have been attracting the interest of researchers from various disciplines such as Communication Studies, Applied Linguistics, ESP etc. Researchers from different disciplines have been approaching professional spaces with different ontological and epistemological perspectives. Hence, various terms came to be associated with professional spaces, i.e. Business Communication/Discourse, Professional Communication/Discourse, Organisational Communication/Discourse, Workplace Communication/Discourse, etc. Sometimes, these terms

are used interchangeably, and sometimes, the definitions of these terms contradict each other. Some researchers propose that one of these terms is an umbrella term subsuming others, while others argue that each term is a different entity.

This section presents a review of the key terms in the present study. In line with the study's central focus, the terms 'Discursive Construction', 'Organizational Identity' 'Genre' and 'Digital Genre' are reviewed in this section. Before getting into the review of the first key term, it is worth discussing a few preliminary differences between some key concepts such as Communication vs Discourse, Professional Communication vs Discourse, Interdiscursivity vs Intertextuality and Discursivity vs Textuality.

Communication vs Discourse:

Before clarifying the position of the current study on terms, it is worth discussing the differences between some concepts and attempting to achieve clarification. Theoretically, language is a system of symbols that is useful in the process of meaning-making. Language is used as a tool for communication, and communication is the process of transmitting information using language and other semiotic resources. This transmission model (Shannon & Weaver, 1948) had been criticised, and many other theories came into existence to conceptualize communication, especially the scope of communication studies. The term communication became a buzzword, and various disciplines embraced the term in different ways. Especially in the fields of Linguistics, ESP and Communication studies, the term communication is often juxtaposed with the term discourse, and there seems to be confusion surrounding both the terms.

Scholars from various disciplines took different stands regarding the positions of these terms. One such evidence that perceives the confusion or ambiguity surrounding these terms is

Van Dijk's (2007) editorial in the first edition of the *Journal Discourse and Communication*, where he calls for bridging the two cross-disciplines of communication and discourse studies. Taking the call, Jain et al. (2008) attempted to bring out the relationship between discourse and communication and concluded that both disciplines benefited from each other. Another example that is closer to the interests of the present study is the difference between Business Discourse and Business Communication, represented by the practitioners from each discipline. Nickerson (2007, 2013) defines Business Discourse as 'how people communicate using talk or writing in commercial organizations in order to get their works done' and discourse is viewed as 'social action in business contexts' (p.3). Louhiala-Salminen (2009) tries to distinguish Business Communication from Business Discourse by saying that Business Communication has a macro-perspective along with the micro-perspective of Business Discourse and also argues that Business Discourse is more textual in approach and Business Communication is more contextual. Though this clarification is of some help for one to understand the difference between Business Discourse and Business Communication, this is not completely acceptable. Defining discourse as only a textual approach is limiting the scope of discourse studies. In the beginning, the discourse studies might have tended to be more textual, considering language beyond sentences, but the later developments in discourse studies gave equal if not more importance to the context, as can be seen in the works of Fairclough (1989), Wodak (1989), Van Dijk (1993) etc. who considered language as a social practice and ideology. Both Business Communication and Business Discourse are concerned with the ways in which people use language to get their work done and are complementary disciplines with considerable overlap. However, the present study, without undermining the contributions of the communication studies, takes a discourse perspective and thus considers language as a tool (among many others), communication as a process and discourse

as a social action (in this context, professional). Since discourse is not only limited to meaning-making, it constructs the ideologies and construes the issues related to power and other social aspects which shape the realities of the professional world.

Professional Communication Vs Professional Discourse:

Having clarified the perspectives on discourse and communication, let us look at the terms Workplace Communication/Discourse, Organisational Communication/ Discourse, Business Communication/ Discourse and Professional Communication/ Discourse. Workplace Communication or Organisational Communication deals with the communication that occurs in a workplace or an organisation and various contextual factors that affect the communication. Business or Professional Communication is not just limited to workplaces or organisations but often tends to be interdisciplinary and pervasive in various walks of life. Business Communication deals with all the communication related to business purposes, whereas Professional Communication need not be limited to only business and hence it is applicable to all professions such as academics, legal, medicine, corporate, etc., not excluding business. In other words, Business Communication deals with specifically the communication related to business, and Professional communication deals with the way professionals communicate in all professions, including business.

For understanding how professionals communicate, why they communicate in the way they do, the contextual factors affecting communication in the professional world and the effect of professional communication on other professionals as well as non-professionals, a discourse perspective seems to be appropriate. Thus, this study can be placed under the purview of Professional Discourse. In line with Gunnarson's (2009) definition of Professional discourse

“Professional Discourse ... cover[s] text and talk – and the intertwinement of these modalities – in professional contexts and for professional purposes.... written texts produced by professionals and intended for other professionals with the same or different expertise, for semi-professionals, i.e. learners, or for non-professionals, i.e. lay people.... Talk involving at least one professional. Professional [is] used in a wide sense, e.g. as a synonym to paid-work related” (Gunnarson, 2009. P.5).

Professional discourse deals with the study of text, talk and other modalities in professional contexts involving at least one professional (paid-work related) and other professional, semi-professional or non-professionals. Professional Discourse is characterized by specific features such as discursive practices and discursive procedures that in turn shape the disciplinary culture of the profession. These features differ from profession to profession, and thus, the professional practices are markedly different in various professions. However, in reality, there appears to be some sort of overlap, which can be attributed to the interdiscursive nature of professional discourse.

Interdiscursivity vs Intertextuality:

The ultimate product of any professional communication is the text, ‘which is made possible by a combination of very complex and dynamic resources’ such as ‘lexico-grammatical, rhetorical and organizational’ (Bhatia, 2010). Producers of the texts exploit the textual and semiotic resources for various reasons, which result in ‘interesting interactive patterns of intertextuality and interdiscursivity’ (p.34). Intertextuality is the use or reference of other texts in a text, whereas interdiscursivity is the appropriation or exploitation of semiotic resources across genres, professions, practices, disciplines and cultures. In other words, intertextuality can be viewed as

exploiting textual resources across texts, and interdiscursivity can be understood as exploiting semiotic resources, including textual resources. Hence, interdiscursivity is ‘the function of appropriation of text-external generic resources across professional genres, professional practices and professional cultures’ (p.36). Interdiscursivity is believed to be the reason for the dynamic complexities of real-world professional communication, which in turn is the result of several factors such as ‘increasing use of multimedia, explosion of information technology, multi-disciplinary contexts of the world of work, increasingly competitive professional (academic as well as business) environment, and the overwhelmingly compulsive nature of promotional and advertising activities’ (Jianguo, 2011).

Discursivity vs Textuality:

Apart from the fuzziness around the terms communication and discourse, interdiscursivity and intertextuality, there have been some intriguing questions such as ‘If interdiscursivity is the appropriation of generic resources, what is discursivity?’ and ‘If intertextuality is the use or reference of one or more texts in other texts, what is textuality?’

It can be observed that whenever the terms ‘interdiscursivity’ and ‘intertextuality’ are discussed, the differences are highlighted, and it appears that ‘discursivity’ or ‘textuality’ are expected to be understood or taken for granted. However, applying some thought to conceptualise or explain these terms would leave one in despair as the existing literature did not provide much insight.

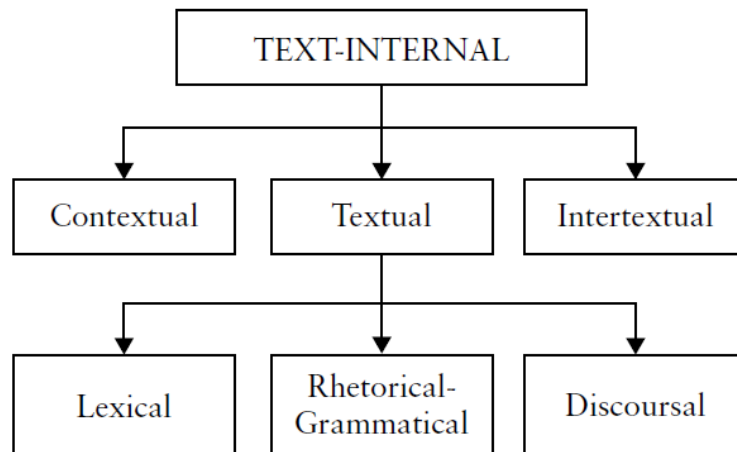


Figure 2.1 Text-internal Factors (Bhatia, 2010)

Text-internal factors and Text – external factors influence the process of text production. Text-internal factors are further classified into three types, i.e. contextual, textual, and inter-textual. Textual factors include lexical, rhetorical-grammatical and discoursal factors; and these textual factors are exploited or appropriated in order to achieve ‘intertextuality’. So, intertextuality is a text-internal factor which gets realised by exploitation of other inter-textual factor – textual factor. Thus, textuality can be understood as the quality of a text contributed by textual factors.

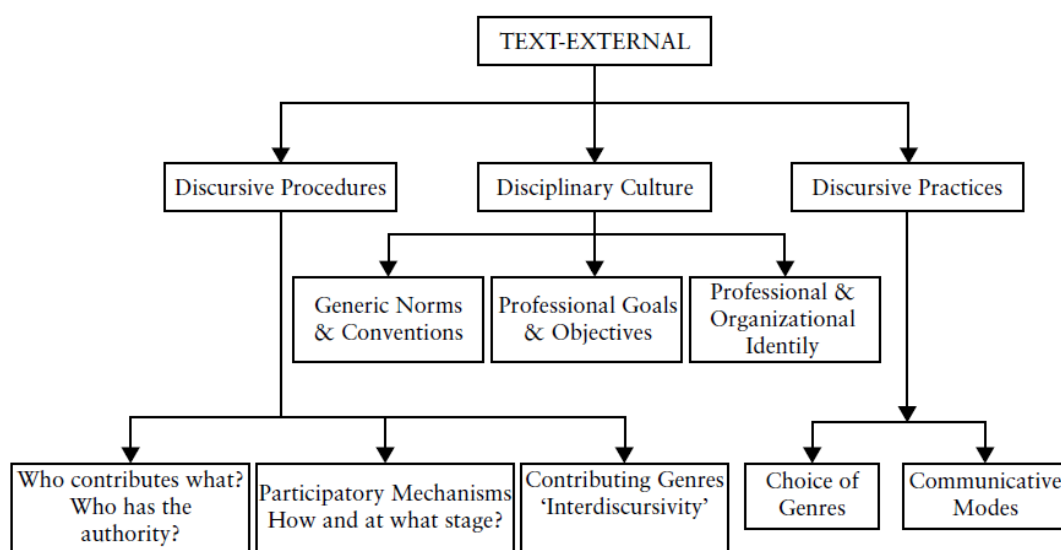


Figure 2.2 Text-external Factors (Bhatia, 2010)

Similarly, text-external factors are three types i.e., discursive practices, discursive, procedures and disciplinary culture; each factor can be further classified into two or three sub-factors. Interdiscursivity is a ‘function of appropriation of text-external factors’ i.e., the text-external factors of one discipline or profession influencing the text production in other discipline or profession. So, interdiscursivity is a result of appropriation of all text-external factors. Thus, discursivity can be understood as the absence of such appropriation of text-external factors across disciplines or professions and when each discipline or profession follows its own text-external factors in text production it can be called as ‘discursivity.’ However, in reality, discursivity does not exist in its pure form as often the texts constructed in professional contexts get influenced by one or the other discipline’s text-external factors. For example, a promotional nature can be seen in most of the genres of many disciplines, though it is not the expected feature of those disciplines. This can be attributed to the colonisation of genres as a result of ‘increasingly competitive professional environment’ (Jianguo, 2011). Though discursivity can be understood as above

because it is almost non-existent in real-world professional discourse, and this may be the reason for people not defining discursivity as an exclusive concept.

Understanding these terms not only helps in understanding the concepts clearly, but also can clear the fuzziness around another term - ‘discursive construction’ that is significant in this study.

2.2.1 Discursive Construction

The term ‘Discursive Construction’ has been understood either very narrowly as an act of language or very vaguely as an abstract reality constructed through various factors. Both views can be considered as true to some extent as discursive construction is ‘an act of language’ but not limited to language, as well as it is affected by ‘various factors.’ Discursive construction can be understood as the construction of an idea, a concept, an identity, or a social/ cultural/ professional phenomenon using language and other semiotic resources. Semiotic resources, including linguistic resources but not limited to language alone, offer a myriad of choices for individuals or groups to communicate and thereby achieve their intended communicative purposes. As a consequence of these communicative practices employing various strategies in exploiting semiotic resources, multiple social realities are discursively constructed and maintained.

Though there appears to be a lot of vagueness and lack of consistency in the way the term discourse is defined and understood by linguists and non-linguists, some similarities in the conceptualizations of discourse as “way of representing some part of the (physical, social, psychological) world” (Fairclough, 2003:17) and as “practices that systematically form the objects of which they speak” (Foucault, 1972:49) offer support to the concept of discursive construction. That is the discourses individuals or groups operate in include discursive practices that form or

construct objects representing some part of the world. For example, a restaurant that claims to serve traditional and authentic cuisine of a particular locality may make conscious choices in terms of exploiting the linguistic (names of the dishes in local language and descriptions in English on the menu card, language use and hospitality gestures of waiters etc.) and semiotic (color, utensils, furniture, ambience of that locality etc.) resources to construct the sense of authenticity for the employees and guests.

Scholars from different disciplines approach discursive construction in different ways. Across disciplines such as Sociology, Organizational Studies, Linguistics, and Communication among others, scholars offer distinct perspectives on this phenomenon. From a sociological perspective, the discursive construction of reality is understood to be continually constructed and reconstructed through shared meanings in social interactions in cultural contexts (Berger and Luckmann, 1966). Berger and Luckmann (1966) explain that "The reality of everyday life presents itself to man as a reality that is immediately apprehensible by the senses". In other words, language and communication play a significant role in how individuals in a society, through shared interpretations of symbolic interactions, collectively construct meaning. Similarly, anthropologist Geertz (1973) emphasizes the intricate relationship between discourse and cultural context while giving a "thick description" of cultural symbols and their embedded meanings within specific social settings. In organizational studies, the study of discursive construction often shifts to the examination of discursive practices in institutional contexts. Alvesson and Kärreman (2000) demonstrate how language constructs and maintains organizational identities and power relations, highlighting that organizational realities are shaped through discursive practices. A similar emphasis on power relations in discourse can be observed in works of critical discourse scholars like Van Dijk (1973), who underscores the important role of discourse in the dissemination of

ideologies that give the central stage to dominant narratives while marginalizing the alternative perspectives. Scholars like Fairclough (2003) and Foucault (1972) illustrate that discourse shapes social norms and power structures by the enactment of social relations through the use of texts. These approaches emphasize the multifaceted nature of discursive construction and enrich our understanding of how discourse operates in shaping and reflecting social realities.

Elucidating the nature of language from SFL perspective, Eggins and Slade (2005) assert that "language allows speakers to construct their version of reality, and it is through these versions of reality that discourse is organized and meaning is made." This underscores Halliday's (1985) view of language highlighting the active role of language as a 'semiotic resource' (Martin, 1992) in constructing social realities and organizing discourses. Martin (1992) further notes that "language is not merely a neutral conveyor of information but a resource for construing social practices and organizing social relations." In other words, speakers and writers make conscious choices to create and negotiate meaning during social interactions. These choices are manifested in the representation of experiences (ideational metafunction), the roles of participants (interpersonal metafunction) and the organization of texts (textual meaning) (Ma, Y & Wang, B, 2016). In short, individuals make various choices in employing language resources as part of social practices thereby constructing social realities, organizing discourse and conveying specific versions of realities.

In the present study, discursive construction is understood as a socio-cultural phenomenon in which individuals or organizations, in their discursive practices, exploit linguistic and semiotic resources to discursively organize discourse that reflects and constructs various social realities. One such social reality discursively constructed by organizations is their organizational identity.

2.2.2 Organizational Identity

Organizational identity is a critical concept in organizational studies and management literature, representing the essence and distinctive characteristics that define a company or institution. It goes beyond the tangible aspects of an organization and delves into its values, culture, and reputation. Organizational Identity is a “central, distinctive and enduring” (Albert & Whetten, 1985) image of the organization created through the fundamental beliefs, values and characteristics shared by its members (Lin, 2004). However, Unconscious motivations and interpersonal relationships among the organizational members influence the identity of an organization (Diamond, 1988). Thus, it is not merely a set of central principles but a complex interplay of various conscious and unconscious elements. Gioia (2000) alludes to this dynamic nature of organizational identity by noting that it serves as a central and enduring framework while also exhibiting fluidity and susceptibility to change. This duality plays a crucial role in enabling organizations to adapt and evolve during transformative periods.

In a study on Amway distributors, Pratt (2000) demonstrates the ability of organizations to maintain continuity in core values despite the varied and conflicting perceptions. Pratt (2000) examines how the distributors negotiated a balance between their personal identities and the identity projected by their affiliation with Amway and offers valuable insights into the multifaceted nature of identity. It means that sometimes, when the organizational identity projected by an organization does not match the personal identities of its members, there arises a complex intertwinement of identities, and organizations attempt to negotiate the differences and try to maintain their core identity. Not only the perceptions of the internal members but also the perceptions of stakeholders influence the organizational identity. Ashforth and Mael (1989), by

applying the tenets of Social Identity Theory (Tajfel & Turner, 1985), observe how stakeholder's perceptions and interpretations contribute to shaping organizational identity.

All these approaches contributed to understanding Organizational identity as a complex and multi-faceted construct. The theory and conceptualization of Organizational Identity evolved from understanding it as an enduring concept to accepting the dynamic and flexible nature of it. Similarly, the dichotomy of relating 'organizational identity' to the perceptions of internal members and relating 'organizational image' to the perceptions of external stakeholders (Brown, Dacin, Pratt & Whetten, 2006; Corley et al., 2006; Gioia, Hamilton & Patvardhan; 2014, Price & Gioia, 2008; Whetten, 2006) has also received special attention in the field. Scholars tried to distinguish between terms such as "construed external image" (internal members' beliefs about the perceptions of external audience) (Dutton, Dukerich & Harquail; 1994), "intended image" (Brown et al., 2006) or "desired future image" (members aspirations about how organization is perceived externally (Gioia & Thomas, 1996) and "projected images" (contentment of communicative actions) (Rindova, 1997). Recent developments in organizational studies, especially the influence of scholars studying "corporate identity" (Olins, 1989) seem to blur the difference between 'identity as internal' vs 'image as external' concept. However, there are still some scholars who tend to conform to traditional terminology and use the terms 'identity' and 'image' to refer to perceptions of internal and external members respectively (Ravasi & Phillips, 2011; Drori, Wrzesniewski & Ellis, 2013; Hoon & Jacobs, 2014).

Looking at the changes in the study of organizational identity, it can be observed that the concept has evolved substantially – from borrowing the concept of identity from sociology and psychology for understanding '*what is organizational identity?*' (Albert and Whetten, 1985; Gioia and Thomas, 1996) and '*how it changes under different circumstances?*' (Dutton and Dukerich,

1991) to grappling with '*how the enduring nature changes?*' (Gioia et al., 2000, Corley and Gioia, 2004) and '*how multiple identities emerge, and what is their interplay?*' (Glynn, 2000; Whetten and MacKey, 2002). Additionally, with the growing interdisciplinary inquiries and influences, the concept not only attracted the attention of scholars from different disciplines but also became more multidimensional.

In the realm of language studies, Ran & Duimering (2007) highlight the cognitive linguistic processes in constructing and interpreting organizational identity and also illustrate the intricate interplay between language and cognition while sharing the organization's distinct characteristics contribute to its identity. By analyzing language-based identity claims in mission statements Ran & Duimering (2007) underscore the negotiated social nature of organizational identity and how stakeholders with competing interests contribute to its construction. Drawing on the methodologies of critical sense-making and discourse analysis, Mills (2005) identifies that the process of identity construction is further influenced by power dynamics and the relationship between language, power, and identity in organizational change (Mills, 2005). Therefore, language plays a crucial role in the construction and transformation of organizational identity (Ran, 2007; Fiol, 2002).

In an attempt to address the challenges of reconciling the multiple disciplines in identity studies and to manage the identity forces affecting corporate entities, Balmer (2001) introduced a framework called "Dr Balmer's AC2 ID Test TM" which aims to accommodate the complex and evolving nature of corporate identity that consists of five identities: actual, communicated, conceived, ideal, and desired identities. It identifies specific elements related to each identity type and provides a process for operationalizing the test. The framework is designed as a tool to evaluate an organization's identity interfaces continuously and to assist in identity change programs and periodic audits. It also aims to bridge the gap between practitioners and academics and serve as a

useful framework for understanding and reconciling the multifaceted aspects of identity. According to Balmer (2002) among the five identities identified, Actual Identity (influenced by ownership, organizational structure, business activities etc.), Ideal Identity (a purely conceptual construct in the minds of strategic planners), and Desired Identity (lives in the minds of the corporate leaders) are conceptual in nature. Whereas Communicated identity encapsulates the marketing, corporate and total communication, which includes primary communication (Products, services, behaviour of the organization and of the personnel), secondary communication (controlled communication channels, Advertising, PR, visual identity, etc.) and tertiary communication (word of mouth/spin). On the other hand, Conceived identity is “the reputation and/or the conception of the corporate brand” (Balmer, 2001) that involves all the external public, including the consumers. The term ‘conceived’ used by Balmer (2002) appears to be misleading as it can mean “to cause to begin” or “ORIGINATE” according to the definition by Merriam-Webster Dictionary and the example “a project conceived by the company's founder” (Merriam-Webster) by the dictionary also illustrates the same meaning.

This conceptualization of Communicated Identity and Conceived Identity of Balmer (2002) is slightly modified and adapted to suit the objectives of the present study. Instead of ‘Conceived Identity’ the present study prefers to use ‘Perceived Identity’ to mean the identity perceived by the members outside the organization, stakeholders or consumers. That is organizational identity in the present study is understood as the interplay between communicated identity (the identity the hotel projects on the homepage and in the ‘about us’ text of the hotel website) and perceived identity (the identity emerging through the reviews posted on TripAdvisor.com).

In shaping the organizational identity, organizations use various genres such as websites, annual reports, press releases, and official statements, which organizations carefully craft to present a cohesive and positive image to their stakeholders. Simons (2017) posits, "Corporate communication genres encompass a range of textual and visual forms that organizations use to communicate with their internal and external stakeholders" (Simons, 2017, p. 45). By acknowledging the role of different textual and visual forms, Simons underscores the multifaceted nature of corporate communication genres in shaping organizational identity and fostering stakeholder relationships. Since these genres play a significant role in the discursive construction of organizational identity, it is important to consider the three traditions in genre analysis before reviewing the key term 'digital genre.'

2.2.3 Genre

In general parlance '*genre*' is usually defined as a "type, style or category of art, music or literature" and is exemplified as comedy, thriller, pop, rock, etc. categories. However, in language studies and applied linguistics, the definition of genre doesn't stop at simply identifying it as a type but goes further and is broadly understood as a type of communicative event with a particular purpose and structure recognized by its users or discourse community (Swales, 1990). The term genre has been understood, defined, analysed and approached in different ways by scholars of different disciplines. Language scholars who are interested in studying genre can be broadly classified into three schools or traditions (Hyon, 1996a) – English for Specific Purposes (ESP), Rhetorical Genre Studies (RGS) and Systemic Functional Linguistics (SFL). The differences in approach and analysis of genres by each school have resulted in different ways of conceptualizing, approaching and analysing genres. However, the boundaries between these schools appear to be shifting and overlapping with time.

The pioneer of the ESP school, Swales (1990) defines genre by emphasizing the ‘communicative purpose’ which determines the content, structure and style of texts and is recognized by the members of the discourse community. In other words, genres share common communicative purposes that constrain the way language is used in genres and this conventionalized knowledge is shared by the users of the genres. As the principal focus of ESP school is language learning, the analysis includes identifying and exploring the relationship between rhetorical functions and lexico-grammatical features. That is, the focus of ESP genre analysis was on both form and function (Bhatia, 1993; Flowerdew, 1993; Hopkins & Dudley-Evans, 1988; Thompson, 1994; Weissberg, 1993) with an objective to understand the organizational patterns in the texts. Many researchers have investigated various types of genres in terms of their moves and corresponding functions. For example, Swales (1990; 1981) analysed experimental research articles, Bhatia (1993) investigated business letters and Thompson (1994) did structural move analysis of university lectures.

Though it is important to analyze the formal features which help in describing the characteristics of genre (Vergaro, 2004), in the initial years, ESP school paid less attention to the surrounding context of the texts (Hyon, 1996b). However, in recent years, having identified the complex and dynamic nature of genres ESP genre theorists started considering the contextual factors to account for the fluidity and variations in genres (Askehave & Swales, 2001; Bhatia, 2004; Johns et al., 2006). Taking up Swales’ (1990) argument for the need to go beyond structural investigations to understand the social aspects of genres, Bhatia (2004), by integrating ethnographic aspects, proposes a critical framework that accounts for both textual and contextual factors. In his book *World of written discourse: A genre-based view* (2004), he argues for the

integration of contextual factors into genre analysis of professional discourses in order to understand and interpret genres of the professional world better. According to (Bhatia, 2004) genre

“...refers to language use in a conventionalised communicative setting in order to give expression to a specific set of communicative goals of a disciplinary or social institution, which give rise to stable structural forms by imposing constraints on the use of lexico-grammatical as well as discoursal resources” (p.23).

Thus, the focus of ESP genre analysis started to go beyond language learning in academic settings and embraced the responsibility to demystify the complexities of real-world genres in various professional and social settings. However, the principal interest of ESP school is to use genre analysis to fulfill the spoken and written language requirements of non-native speakers (Hyon, 1996a). By contrast, the other popular school in genre theory, Rhetoric Genre Studies’ focus is not on teaching because RGS scholars believe that teaching genres is inauthentic and they emphasize on making university students understand the social functions and the contexts in which genres are used (Bazerman, 1988; Devitt, 1993; Miller, 1994).

Rhetorical Genre Studies is based on Miller’s (1984) work. Miller in her article “Genre as Social Action” (1984) argues “a rhetorically strong definition of genre must be centered ... on the social action it is used to accomplish” (p.151) but not substance or form. Following this idea, genre analysis in RGS investigates the social action performed by the genre rather than the language features. Theorists of this school focus on social and cultural context for understanding how genres are used to achieve social functions (Hyon, 1996a). Berkenkotter and Huckin (1995), while discussing the situatedness of genres, note that our genre knowledge “is derived from and embedded in our participation in the communicative activities of daily and professional life” (p7);

implying that genre investigation should pay particular attention to how the members perform actions in the discourse community using their genre knowledge. Additionally, while discussing the dynamism of genre, Berkenkotter and Huckin (1995) observe that the changes in the genres are determined by the intentions of discourse members and situational contexts; meaning the situational context must be closely observed while analysing genres. In other words, Rhetorical tradition of genre analysis lays emphasis on studying the participants and the contextual situation. As they are interested more in the functional and contextual aspects of genres rather than linguistic features of texts, the scholars use ethnographic methods to provide thick descriptions of the context in which the genres are employed. The methods used in RGS include participant observation, document collection, interviews, etc. to analyse and interpret how genres achieve their functions in those specific contexts. For example, Bazerman (1988) gives a historical account of Scientific writing by examining scientific articles in three different journals using Descriptive analysis, Devitt (1993) investigated intertextuality in tax accounting genres by interviewing eight tax accountants from different firms, Schryer (1993) studied medical records in veterinary context through interviews and participant observation.

While RGS approached genre in terms of participants and context without much attention to language features and ESP tradition investigated both linguistic and contextual features to understand form function relations in genre, around the same time SFL school – “evolved independently of both the traditions” (p.696) – investigated genres incorporating the three aspects of language use i.e., form, function and social context (Hyon, 1996a). Similar to RGS, SFL perceives genre a social process to achieve specific social actions and it also shares with ESP the idea that linguistic properties are closely connected to functions and situational context.

SFL approaches to genre analysis are based on the theory of language called Systemic Functional Linguistics developed by Halliday. SFL treats language use and social context as complementary to each other and attributes the linguistic form of texts to their social purposes (Halliday & Martin, 1993). That is, depending on the social purpose we want to achieve, we choose the appropriate linguistic form that is suitable to the culture in which we operate. The choices made by the language users determine how the ‘meaning potential’ (Halliday, 1978, 1985) of language is realized to achieve the intended purposes. During the process of meaning making, language users make choices in three contextual variables i.e., *field* (what is happening) to realize ideational meaning, *tenor* (relationship between participants) to realize interpersonal meaning, and *mode* (medium of communication) to realize textual meaning (Bawarshi & Reiff, 2010; Halliday & Hasan, 1985; Halliday, 1985; Halliday et al., 2004). The culmination of the choices made in these contextual variables results in the register that reflects the context of situation (business, medicine, education etc.). The context of situation is in turn governed by the broader context of culture (combination of all genres which make up a culture) (Halliday & Martin, 1993; Martin, J., Christie, F., & Rothery, 1987) (Martin, 1992, 1993, 2001). Briefly, these are the two important contributions of SFL to genre theory: Halliday’s notion of register comprising the variables and the lexico-grammatical choices made in field, tenor and mode representing the context of culture; Martin’s proposal on interaction between register and genre as belonging to context of situation and context of culture respectively.

Martin (1987) defines genre as a “staged, goal-oriented social process” (Martin, J., Christie, F., & Rothery, 1987, p. 59). Genre is a *social process* because members of a discourse community participate in it, *goal-oriented* because it is used to get things done and it is *staged* as it takes many steps for the participants to achieve their goals. When it comes to analysing genres, SFL scholars

predominantly investigate texts using Hallidayan schemes of linguistic analysis and interpret them in terms of the relations between the choices of textual features and social contexts. These analyses in the initial days were limited to primary and secondary school genres as observed by Hyon (1996a) such as teaching genre for improving writing (Cheng, 2007), use of popular science in teaching scientific literacy (Parkinson & Adendorff 2004) and use of science books for enhancing textbook literacy (Macken-Horarik, 2002). After the success of the school initiatives the research expanded to adult education (Hammond, Wickert, Burns, Joyce, and Miller, 1992) and workplace training (Feez & Joyce, 1995; National Training Board, 1992). In recent years SFL researchers have gone beyond and started analysing complex professional and workplace genres such as medical genres (Ying Zin, 2019), hospitality genres (Suen, 2013), business genres (Almeida, 2009; Hiippala 2012) etc.

Despite the fact that three schools of genre have some differences in approaching, conceptualizing, analysing genres there appears to be some aspects where there are overlaps with one another. ESP and SFL school give adequate attention to linguistic or textual features of genres. Similarly, SFL and RGS consider the social contexts in which genres are used to transact social actions. After Bhatia's (2016) proposal of Critical Genre Analysis, ESP school has also started incorporating socio-cultural and ethnographic aspects of genres. Based on the genres considered for analysis and the purpose of the research, scholars nowadays are approaching genre analysis with an eclectic mix of these traditions. As the enquiry in the present study is centered on homepages and reviews of hotels, it is necessary to trace the development and conceptualization of digital genres.

2.2.4 Digital Genre

Digital Genre is a complex and interdisciplinary concept emerged as a result of new technologies influencing the intrinsic attributes and extrinsic functions of genres (Kwasnik, 2005 & Roussinov, 2007). Schmid-Isler (2000) posits that the study of digital genres has become dynamic and evolving as a result of digitalization of communication. Xia (2020) identified three major developments in genre analysis - digital genre analysis, multimodal genre analysis, and genre innovation - and discussed the challenges and solutions in the digital era shedding light on the transformations brought about by technological advancements. Xia emphasizes the need for scholars to adapt their analytical approaches to consider the distinctive characteristics of digital genres, as they often deviate from conventional forms due to the influence of digital platforms.

Askehave (2005) extended the functional genre analysis model (Swales, 2001) to study the characteristic features of multi-modal web-based genres, using the homepage as a case study. In this study, Askehave (2005) highlights the significance of visual and interactive elements in addition to traditional textual features. Similarly, Hiippala (2017) dissected the multimodal structure of digital longform journalism, emphasizing its use of various media elements to create a seamless narrative. Xia (2020) also recognizes the increasing integration of multiple modes of communication in digital genres. As digital genres become more complex and interactive, multimodal analysis becomes essential to comprehend their full communicative potential.

Askehave & Nielsen (2005), by extending Swales' model while accounting for the features of multimodal corporate homepages, identified nine moves: 1. *"attracting attention"* (a photograph or a main visual on the homepage), 2. *"greeting"* (a welcoming feeling to users), 3. *"identifying sender"* (a logo), 4. *"indicating content structure"* (a menu bar that provides an overview of the content), 5. *"detailing content"* (small news summaries), 6. *"establishing*

credentials” (a trustworthy image of the organization), 7. “*establishing contact*” (contact information), 8. “*establishing a discourse community*” (a login facility) and 9. “*promoting an external organization*” (a banner or advertisement that promotes other company). These findings are used by other scholars who studied web site homepages in other contexts such as Banking (Lingwei, 2015), Hospitality industry (Yi, 2010) and academics (Rungruangsuparat, 2016).

Defining digital genres involves considering their purpose, form, and function, as well as their recognition within a particular discourse community (Schmid-Isler, 2000). Devitt (2004) provides a foundational perspective on digital genres by examining the evolution of genres in diverse contexts. She underscores the dynamic nature of genres, suggesting that they are not fixed entities but are continually influenced by various factors, including technological advancements. Bazerman (2009) delves into the transformative role of digital genres in shaping identities and citizenship. His exploration highlights the socio-cultural implications of digital communication and how genres, within this context, become powerful tools for expressing and negotiating identity. Devitt and Bazerman have explored the role of digital genres in shaping academic writing, emphasizing the need for a more nuanced understanding of these genres (Devitt, 2004; Bazerman, 2004). Russell (1997) challenges traditional genre definitions, particularly in educational contexts, by emphasizing the impact of digital technologies on the formation and evolution of genres. His Activity Theory analysis encourages a critical examination of how digital genres redefine communicative practices within educational settings, shedding light on the tensions between traditional and digital literacy practices. Kress has examined the multimodal nature of digital genres, emphasizing the importance of visual and spatial elements in their analysis (Kress, 2003). Kress's (2003) work on multimodal aspects of digital communication prompts scholars to consider the multimodal nature of digital genres and how they transcend traditional linguistic boundaries.

Leech's (2007) examination of convergence and divergence in digital communication prompts a critical reflection on how language functions within digital genres focusing on the interplay between linguistic and visual elements, challenging conventional notions of genre boundaries. Garzone (2007) investigates the intersection of multimodality and corporate communication, focusing on web genres and their role in shaping discursive identity. The study investigates how various modes of communication, such as text, images, and multimedia, are employed in corporate web genres to construct a cohesive and distinct discursive identity.

Janet Giltrow emphasizes the intricate relationship between digital genres and online platforms. In this context, 'digital genre' encompasses communicative practices that are not only shaped by technology but are also deeply intertwined with the affordances and constraints of specific digital platforms. Digital genres are viewed as purposeful and socially situated communicative acts that serve specific rhetorical functions within online communities. Anis Bawarshi's work, particularly in "Genre and the Invention of the Writer" (2003), contributes to the understanding of 'digital genre' by exploring the ways in which digital technologies facilitate the invention and redefinition of genres. Bawarshi's perspective implies that 'digital genre' is not merely a product of technology but a dynamic space where writers actively contribute to the ongoing evolution and innovation of genres in response to the changing digital landscape. Digital genre emerges as a multifaceted concept that encompasses not only the technological underpinnings but also the platform-specific, socially constructed, and rhetorically motivated nature of communicative forms in digital environments.

Digital genres can be defined as specific types of communication that are shaped by digital technologies and occur within digital platforms (Yates & Orlikowski, 2002). They encompass various forms of text, images, videos, and interactive elements that facilitate communication and

information exchange in digital environments. Digital genres such as websites of organizations used to communicate with the stakeholders have the potential to shape and influence the ‘organizational identity’. Similarly, the digital genres, such as the reviews posted by the users, will also reflect the ‘organizational identity’ from the consumers’ perspective.

2.3 Review of Literature

This section reviews the previous studies that are relevant to situate the present study in the field. Starting broadly from the English for Specific Purposes, the review continues to discuss English in Hospitality Industry and the studies on organizational identity in hospitality industry. Finally, the identified research gap is discussed.

2.3.1 English for Specific Purposes

The demands of the new world (post world war), a shift of focus from formal aspects of language to real use of language (Widdowson, 1978) in linguistics and growing emphasis on learners and their attitudes towards learning (Rodger, 1969) in educational psychology gave rise to the development of a new field in ELT called English for Specific Purposes (ESP). The main aim of ESP as described by Dudley-Evans and St John, 1988) is “preparing learners to communicate effectively in the tasks prescribed in study or work situation.” As the English language became the language of work and trade in many countries, there arises a need to communicate effectively in the specific fields for those who aspire to join the workforce of respective fields. In many developing countries (like India) English is needed for internal communication, Transmission of Science and Technology and International Communication (Mackay & Mountford, 1978 as cited in Dudley Evans & Johns, 1998). The need for internal communication in organisations persuaded many countries to produce their own ESP courses

which suit the local contexts. Other two needs are shared commonly by all the nations and guided towards ESP courses specific to disciplines. Developments in ESP courses from Register Analysis (1960s and 70s) to Learning Centred Approach through different phases reflect the research and growing interest in the field. These developments and growing number of specific needs gave rise to various branches in ESP like English for Business Purposes, English for Science and Technology, English for Medical Purposes etc.

Research in English for Specific Purposes (ESP) has been evolving to address the real-world communication issues by investigating genres from various professional contexts. The field of ESP has immensely grown beginning with Hutchinson and Waters (1987) laying the groundwork for ESP by emphasizing a learner-centered approach, arguing for the integration of language skills with contextually relevant disciplinary content, to Swales (1990) introducing the pivotal concept of 'genre,' underscoring the importance of understanding and employing the communicative conventions within specific discourse communities, and Bhatia's (2016) extension of genre theory to Critical Genre Analysis.

However, there are concerns about the potential cultural void in ESP syllabi, suggesting a need for critical approaches (Stojković, 2018). Additionally, Basturkmen (2006) highlights the lack of a standardized definition of 'specific purposes' as a critical concern, leading to varying interpretations and practices within the field. Stojković (2018) argues that ESP, particularly in the context of globalized education, contributes to a performative approach where language is considered a commodity or skill, directly linked to the demands of the labor market. Despite such criticism, research in ESP continues to flourish as it gives scope for the inclusion of critical approaches (Bhatia, 2016) in both teaching and research. The evolving nature of professional and business communication, influenced by globalization and technological advancements, signals the

need for ongoing adaptation in ESP. Flowerdew's (2013) advocacy for multimodal approaches and Grosse's (2002) emphasis on intercultural communication competencies underscore the evolving nature of the field.

Around the late 20th century, due to globalisation and such reasons, business and professional settings started using English as lingua franca; thus, linguists started seeing a need to analyse language in these settings. This resulted in a very significant trend in language teaching, i.e. Language for Specific Purposes, especially English for Specific Purposes (ESP), as English became the dominant language in almost all workplaces. The focus, in the beginning, was to equip the professionals or to be professionals with the required language skills to function effectively in their respective professions. As a result, the focus was shifted majorly to the pedagogic aspects once again resulting in various ESP courses like English for Business Purposes, English for Medical Purposes, and English for Scientific purposes to name a few. Though the approach was functionalistic in terms of understanding language in its real contexts, in the process of bringing it to the classroom the teachers and linguists took a convenient path by idealising or prototyping the language use. This practice resulted in a gap between the language taught in the classroom and the language used in real business or professional settings. Then came the discourse-oriented pedagogies and genre-based approaches which attempted to fill this gap by bringing authentic data to the classrooms despite the difficulty of accessing organisations and confidentiality issues (Bargiela-Chiappini et al, 2007). Later, scholars like Sarangi, Candlin, Bhatia, etc. expanded the role of an applied linguist to an aide to professionals in addition to researcher and teacher of language. It means the role of a language researcher is not limited to understanding the realities of language use and informing academia but that understanding and analysis can be of invaluable help to professionals; for example, Bhatia's contribution to legal discourse (Bhatia, 1983, 1984),

Sarangi's contribution to medical discourse (Sarangi, 1999, 2000, 2003, 2005) Chiappini and Nickerson's contributions to business discourse (Bargiela-Chiappini, 2007, 2009, Nickerson, 2007, 2013 & Bargiela-Chiappini & Nickerson, 2015).

2.3.2 English and Business Communication

A range of studies have highlighted the critical role of English in business communication. Ismail (2023) and Barat (2023) both underscore the importance of English language proficiency in facilitating effective business communication, particularly in Asia. Ismail's work illuminates the link between Language competence and successful business transaction, emphasizing necessity for professionals involved in Asian business contexts to possess a high level of English proficiency. Barat (2023) echoes the same importance of English as a key facilitator for seamless communication in Business contexts. Nickerson (2005) further emphasizes the use of English as a lingua franca in international business contexts, with a focus on specific text genres used by the international business community, such as negotiations, meetings, e-mail and advertising. Bhatia (2012) builds on this by proposing an integration of English for Business Purposes and Business Communication in the design of English for Business Communication programs, reflecting the evolving nature of this field. Varol (2023) stresses that "the rapid growth of digital tools and technology has resulted in various emerging communication platforms that have undoubtedly altered workplace communication culture" (Varol, 2023) thus creating a need to focus on communication in digital contexts.

Many researchers (Hundt 2000, Diatlova 2003, and Nielsen 2011) investigated both the spoken and written discourse in business contexts (Janich, 2017) using multiple approaches. While Drew and Heritage (1992) analyzed the interactions in institutional settings using conversation analysis, Boden (1994) applied ethnographic perspective to understand the business task while

observing organizations in action. Scholars like Bazerman and Devitt (2014) emphasized the need to link the study of texts to the processes of their production and reception to account for the dynamic developments in the fields of both business and communication.

Genre Analysts analyzed moves in various genres in business contexts and identified the functions and purposes of those genres. For example, Bhatia (1993) analyzed sales promotional letters (Bhatia, 1993), Henry and Roseberry studied tourist brochures (Henry & Roseberry, 1998), and Hou investigated restaurant reviews (Hou, 2012). Through these studies it is established that these genres share similar communicative purposes such as informing the readers about their products or services and persuading them to buy (Bhatia, 2005).

2.3.3 English in Hospitality Industry

Explosive growth in international business entailed the growth of the hospitality industry, consequently increasing the demand for cross-cultural communication. In line with the traditions of international business, English became the lingua franca between the hosts and guests from different linguistic backgrounds in the hospitality industry. English is used ‘as a direct mediator between participants in a discourse who would otherwise have to rely on the translation of a third party’ (Seidelhofer, 2010). Moreover, the hospitality industry, by nature, aims at catering for the needs of predominantly non-local or foreign guests rather than local guests and thus, the use of English in the hospitality industry has become dominant.

Language use in the hospitality industry has been studied to explore different aspects such as hospitality language as a professional skill (Blue & Harun, 2003), hotel English as a communication with the international traveller (Binham, Limpola & Murray, 1982), arrival-departure hospitality cycle (Harun, 1998) to name a few along with many other books on

communication in hospitality settings. Most of these works focused on the language spoken in the hotels considering the intercultural aspects as well as politeness strategies. Alongside these, a few studies were found to be focused on written communication in hotels which analysed the hotel home pages as digital or multimodal genres (Suen, 2009; Cheng, 2016) and hotel websites as corporate communication (Suen, 2013).

Hospitality industry and ESP researchers have identified the growing need for front-line staff who can communicate effectively in English, and thus, courses such as English for Occupational Purposes (EOP) with a special focus on hospitality industry needs have emerged. Now, the ever-increasing competitive demands of the industry demand a closer look at the professional practices occurring in various industries not only to enrich the understanding of academicians but also to cater to the needs of the industry. One such significant need in all industries is constructing one's own brand image or identity to sustain and grow in the competitive world. Very few attempts (Koller, 2007; Cheng, 2016) were found in the existing literature which attempted to study the concept of identity construction from a discourse perspective.

2.3.4 Identity Construction in Hospitality Industry

The hospitality industry plays a pivotal role in providing services and experiences to travelers, tourists, and guests from diverse cultural backgrounds. In this competitive landscape, organizational identity becomes a critical aspect for hotels to establish a unique and appealing brand image.

Studies in hospitality industry have explored different issues such as food, service, marketing, and management (Abbott, 1996; Choi, 2001; MacLaurin, 2004; Shiming and Burnett, 2002; Mongiello and Harris, 2006). A range of studies have explored various aspects of the hotel

industry in India. Nemani (2020) conducted a financial analysis of several hotels, revealing key performance indicators. Kumar (2020) focused on sustainable practices in five-star hotels in Northern India, finding that consumer awareness and attitude significantly impact their choice of sustainable hotels. Kabra (2022) highlighted the challenges faced by hotel owners during the COVID-19 pandemic, including unpreparedness, cash flow issues, and lack of hygiene habits. Manaktola (2007) investigated behaviours and attitudes of customers towards green practices in the hospitality industry, noting a preference for environmentally friendly hotels, although consumers were not willing to pay extra for these services.

Organizational identity, often described as the "personality" of a hotel, represents the core values, mission, and distinctiveness that set it apart from competitors. Kim and Oh (2020) underscores the importance of a strong organizational identity in driving success and sustainability within the hospitality sector. According to Kim and Oh (2020), "a clear and well-defined organizational identity helps hotels create a unique positioning in the market and attract target customers effectively" (p. 117). In the fiercely competitive hospitality industry, cultivating brand loyalty is vital for sustainable growth. Organizational identity serves as a foundation for building a loyal customer base. Bigné et al. (2019) assert that "a distinct and well-communicated organizational identity fosters a sense of belonging among guests, engendering brand loyalty and reducing the likelihood of switching to competitors" (p. 654). Moreover, a coherent organizational identity helps hotels differentiate themselves, gain a competitive edge, and maintain relevance in an ever-evolving market (Kim & Oh, 2020). Effective communication of organizational identity is crucial in the hospitality industry, where interactions with guests are frequent and diverse. Websites, social media, brochures, and customer service interactions serve as platforms for expressing and reinforcing the hotel's identity. McCabe et al. (2019) assert that "consistency in

messaging across different touchpoints fosters a cohesive and recognizable identity, strengthening the hotel's brand image in the minds of customers" (p.182).

Some studies in South Asia examined the performance and usability of hotel websites. Law and Yeung (2007) assessed the usability of hotel websites using heuristic techniques and found that incomplete text, misleading headings and confusing text are the factors that discourage the users. Au Yeung and Law (2004) compare the usability of chain hotel websites and independent hotel websites and their findings indicate that the usability and performance of chain hotel websites are better compared to independent hotel websites in terms of language use and information organization. Similarly, to quantitatively study the performance of hotels, Chung and Law (2003) developed a performance indicator based on factors such as information about facilities, reservation, customer contact and management and found that luxury hotels perform better than mid-priced hotels on all the indicators. Qi, Law and Buhalis (2009) study the perceptions of users on functionality of hotel websites and found that there is no significant difference between the perceptions of Chinese users and international users.

These above studies investigated the usability, performance of hotel websites and the perceptions of users, but there are a few studies that explored the linguistic and visual elements in hotel websites. Jeong and Choi (2004) examined the pictures on websites and their relation to online customers' purchase intentions by conducting content analysis of 203 hotel websites in New York. Their findings revealed that a variety of images of hotel services and facilities positively influence the online users' attitudes. This reinforces the belief that photographs of hotels on websites play a key role in influencing the attitude of audience.

Suen (2012) used critical genre analysis (Bhatia, 2004) to investigate hotel homepages of five-star hotels in Hong Kong. The study examined the design and use of the websites in terms of

language and visuals from ‘textual’, ‘ethnographic’, ‘socio-cognitive’, and ‘socio-critical’ (Bhatia, 2004) perspectives to understand the professional and social practices involved in web design. The findings of the study reveal that the web designing practitioners integrate ideological orientation of the hotel in the web design to suit the interests of the audience. The study also examined the text, image and layout changes diachronically and highlight the dynamic nature of the digital genre of hotel homepage. Though this study offers valuable insights from the web design professional perspectives, it does not include the audience’s perspectives.

Research on hotel websites in India has identified various factors that influence online booking, including complimentary breakfast, capacity of the hotel, transport to the hotel, and star rating (Mathur, 2019). The importance of brand equity in the hotel industry has been highlighted, with brand awareness identified as a central element (Ko, 2017). Dahiya (2013) found that while the hotel management institutes’ websites are generally attractive and user-friendly, they often lack in academic effectiveness, suggesting the need for more comprehensive information. Mohammed (2016) highlighted the importance of corporate identity communication on hotel websites, with chain-affiliated hotels found to be more effective in this regard. Shukla (2020) identified customer-centric informative factors that facilitate online hotel booking, a significant trend in the Indian hotel industry. Lastly, Suleri (2021) emphasized the role of customer experience in shaping hotel identity, with boutique-style hotels particularly successful in creating a unique and memorable experience. However, there is a need for further research to explore the specific features and design elements that are most effective in the Indian context.

There are a few studies (Mohammed, 2016 & Suleri, 2021) that discuss issues related to hotel identity from management studies perspective by investigating customer experiences. But these studies do not examine the role of hotel website in the identity construction of the hotel. A

few studies such as Suen (2010 & 2012) examined text, images and layout of hotel websites in Hong Kong using Bhatia's (2004) critical genre analysis they did not account for the perceived identity of hotels. Similarly, by comparing the hotel homepages of Thailand and New Zealand, Leelertphan (2017) found some cultural differences in terms of language use but more similarities in terms of visuals between two data sets and emphasized the generic conventions within a discourse community. Though these studies examined the hotel homepages comprehensively, they did not focus on the role of homepages in construction of hotel's identity.

To address this gap, the present study attempts to explore the discursive construction of organizational identity by examining the hotel homepages, 'About Us' texts and reviews. As homepages are multimodal in nature, to understand the discursive practices in visuals a multimodal approach is required. Since the hotels directly talk about themselves in 'About Us' sections, a language theory that accounts for the linguistic choices in the texts is needed. On the other hand, as the hotel reviews from ten hotels forms a large data set, a tool that can process the language elements meaningfully is required. A theoretical framework that can fulfill these requirements was adopted for the present study, which is discussed in detail in the next section.

2.4 Theoretical Framework

To understand how the organizational identity is constructed it is necessary to understand how hotels are communicating their identity and how it is perceived by the users. As the purpose of this study is to understand the discursive construction of organizational identity, which is a social process, a sociocultural theory of language that can help in understanding the complexities of language use in real-world social contexts is thought to be appropriate as a theoretical framework.

2.4.1 Systemic Functional Linguistics

Systemic Functional Linguistics (SFL) is a social-cultural theory that studies language in its context (Halliday, 1994; Halliday & Hasan, 1989). According to SFL, the cultural and social aspects influence how language functions as a semiotic system (Eggins, 1994). The choices made while using language are a result of the immediate context in which the language users are situated. In SFL, the ‘systemic’ component indicates that language is a network of interrelated systems and resource for meaning making (Eggins, 2004), and the ‘functional’ component refers to the idea that language should be studied in terms of functions in society (Thompson, 2004).

To comprehend the complex linguistic choices and their effectiveness in achieving social purposes, language needs to be analyzed in relation to its context. Similarly, as Kress and van Leeuwen (2006) suggest that “language system evolves in response to the functions it serves in language use and this can be extrapolated in the analysis of text, not in individual sentences” (p.45), SFL approaches language as a “system of meanings, accompanied by forms through which meanings can be realized” (Halliday, 1994, p. xiv). Hence the focus in SFL is not on the forms of words (morphology) and forms of sentences (syntax) alone, but it goes beyond by examining how the system of meanings is in operation in the real world.

Language use in the real world is not fixed and does not follow predetermined rules but it is dynamic and evolving (Derewianka, 1990). To grasp the workings and significance of language use, the complexities of language are to be examined in terms of functions that achieve specific social purposes in the context. The context in SFL is understood at two levels, i.e., the context of culture and the context of situation both affect language use in making meaning.

Context of culture broadly includes the shared practices among members of countries and ethnic groups that shape how language is used to achieve social goals. How speakers and writers use language varies across cultures but follows similar practices within cultures (Eggins, 1994). For example, persuasive texts in Eastern cultures are differently structured compared to persuasive texts in Western cultures. Instead of using overt persuasion like in Western cultures, Writers in Eastern cultures delay the actual purpose of writing towards the end and spend more time convincing the reader of the validity of the writer's position. This comparison illustrates that despite the same social purpose, writers in different cultures structure the texts differently but have similarities within the cultures. That recurrent configuration of language to achieve a social purpose is defined as *genre* (Martin & Rose, 2008). Texts in a culture with similar social purposes share similar organization and language features and thus can be classified as belonging to the same genre. The hotel homepages have the same social purpose and thus share similar schematic structure and language features that can be examined to understand what are the most common strategies employed by the hotels and whether there are any differences between domestic and international hotel homepages.

Context of situation includes the situational aspects that influence the language use. According to SFL, three aspects or socio-semantic variables of any situation influence the language use and compose the register. These situational elements are *field*, *tenor* and *mode* (Eggins, 1994; Halliday & Hasan, 1989). Field refers to what is spoken or written, Tenor indicates who is involved in the communication and mode signifies the form of communication such as written, oral or multimodal. For example, the homepage of the hotel has information about the hotel (field), is a communication from the hotel to the potential guests (tenor) and is in the form of a digital genre (mode) because of its presence on the world wide web. Field, tenor and mode

configure the register and are realized as metafunctions in texts, which are defined as “highly generalized functions language has evolved to serve and which are evidenced in its organization” (Matthiessen, Teruya & Lam, 2010, p. 138). Field variables result in *ideational metafunction*; tenor variables are realized as *interpersonal metafunction*, and mode variables shape *textual metafunction* (Halliday & Hasan, 1989). These three metafunctions operate simultaneously to realize the meaning potential of language. This is illustrated in the following figure.

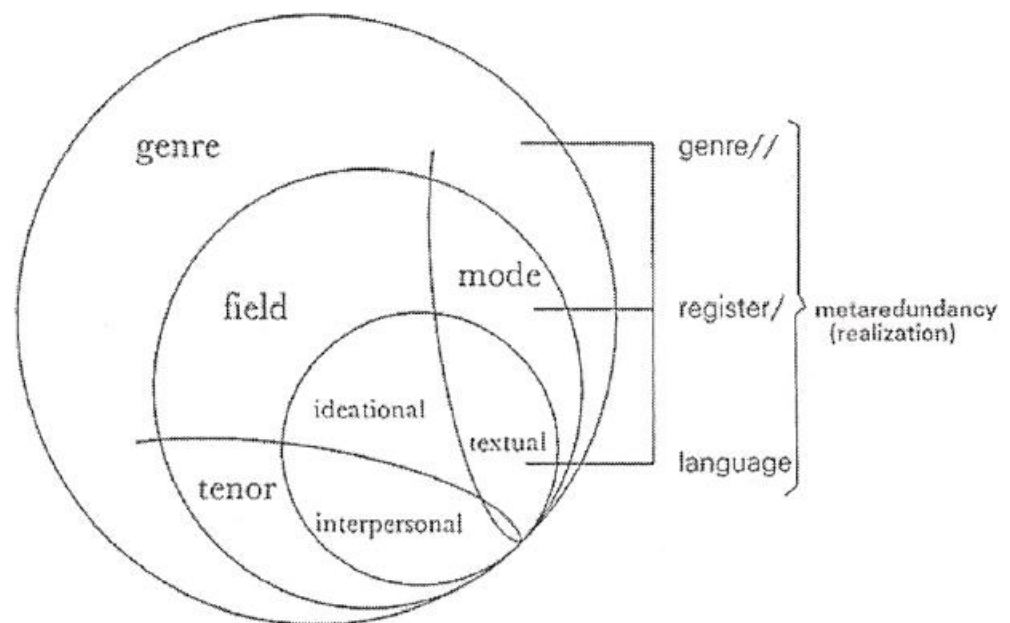


Figure 2.3 Genre, register and language (Martin and Rose, 2003:254)

Figure 2.3 illustrates how language use is simultaneously realized at two levels of culture, i.e., at the context of culture level as genres and at the context of situation level as register; and the register is realized in language through ideational, interpersonal and textual meanings respectively.

Ideational meaning refers to the expression of ‘content’ that emerges from the language users’ experience of the real world and the inner world of consciousness (Halliday, 1970). It comprises

two components: experiential meaning and logical meaning. Experiential meaning can be explored in a clause - since it is a slice of one's experience of an event in the world - through the transitivity system which includes processes (doing, saying, being, having or sensing), participants (people and things - abstract general, abstract technical, concrete generic or concrete specific) and circumstances (time, place manner or reason). The present study will analyze 'About Us' texts through transitivity analysis to understand who the participants are (subjects), processes (what they are doing or saying) and circumstances (when, where and how of the experience). Similarly, logical meaning deals with taxis - parataxis and hypotaxis - and logico-semantic relationships - expansion (elaboration, extension and enhancement) and projection (location and idea).

Interpersonal meaning deals with "the roles we take on ourselves and impose on others; our wishes, feelings, attitudes and judgements" (Halliday, 1978) while speaking or writing. That is how participants give or demand information or goods and services and express opinions can be analyzed through the mood and modality systems. In this study, clauses in the 'About Us' texts are analyzed through mood analysis by examining the subject, finite, predicator, residue, complement and adjuncts to understand the roles the hotels assume and the roles given to the guests or potential customers.

Textual meaning deals with the organization of messages in a clause (Theme-Rheme), paragraph (Hyper Theme - Hyper Rheme) and text (Macro Theme - Macro Rheme) and how the texts are made relevant to the context. Textual meaning can be analyzed using the theme system which organizes clause as a message by ordering theme and rheme in a clause. In the present study, clauses in the 'About Us' texts are analyzed for their thematic structure to understand how different elements are given prominence in the texts.

Metafunction	Language system	Structural configuration
Ideational - experiential	transitivity	senser [^] process [^] phenomenon [^] circumstance
- logical	logico-semantic relation	dependent clause (β) [^] main clause (α)
Interpersonal	Mood	subject [^] mood [^] adjunct [^] finite [^] predicator [^] complement [^] adjunct
Textual	Theme	theme [^] rheme

Figure 2.4: Metafunctions and their realizations

The analysis of the ‘About Us’ texts of hotels in terms of ideational, interpersonal and textual metafunctions helps in understanding ‘what the hotel is communicating about itself’, ‘How the roles of hotel and guests are negotiated’, and ‘What elements are made prominent in texts to project a distinctive identity of the hotel.’

2.4.2 Multimodality

Despite the fact that alongside language, other semiotic resources such as gestures, symbols and images play a significant role in communication, applied linguists started taking interest in multimodality from the last few decades (Akashi, 2017). Globalization and the increased use of computer-based text production and dissemination lead to the increased integration of multiple modes in our daily communication. As multimodal communication has become ubiquitous, to understand the meaning making in multimodal contexts, various approaches emerged from disciplines such as visual studies and anthropology (Jewitt, 2014). In addition to those disciplines, linguistically informed scholars also explored multimodality (ex: Kress and Van Leeuwen, 1996; O’Toole, 1994).

Based on Halliday's (1985) Systemic Functional Linguistics and the concept of three metafunctions of language: ideational (making sense of experiences), interpersonal (realizing social relations) and textual (constructing coherent texts), Kress and Van Leeuwen (1996, 2006) propose three analogous metafunctions of images: representational (ideational), interactive (interpersonal) and compositional (textual). By comparing and contrasting written and visual communication, they attempt to bring together the study of language and visuals in their book *Reading Images: The Grammar of Visual Design* (1996). Images do not just show the 'reality', they are visual arrangements of representation that offer a viewpoint depending on the context in which they are produced, distributed and consumed (Kress and Van Leeuwen, 1996).

Representational meaning	Interactive meaning	Compositional meaning
Narrative (with vector)	Image act and gaze	Information value
• Transaction	• Demand	• Given/New
• Reactional process	• Offer	• Ideal/Real
Conceptual (without vector)	Social distance and intimacy	• Centre/Margin
• Classificatory	• Intimate	Salience
• Analytical	• Close personal	Framing
• Symbolic	• Far personal	Modality
	• Close social	
	• Far social	
	• Public	
	Perspective – horizontal angle and involvement	
	• Frontal	
	• Oblique	
	Perspective – vertical angle and power	
	• High	
	• Medium	
	• Low	

Figure 2.5: Metafunctions in visuals

Representational Meaning pertains to the representation of participants, specifically the "objects" in a visual composition, and the disclosure of "their relations outside the representational system" through narrative and conceptual images. Participants in a semiotic act are categorized as interactive or represented. Interactive participants engage in communication activities, such as speaking, listening, writing, reading, or creating and viewing images. On the other hand, represented participants are the subjects of communication, encompassing people, places, and things represented through speech, writing, or images.

Representational meaning is also communicated through image content, which includes narrative and conceptual representations or images. Narrative images involve vectors between participants, represented by lines or implied lines indicating direction. These vectors can be formed by objects, angles, or the gaze direction of represented participants. Narrative images can result in transactional or reactional processes. Transactional processes occur when a vector departs from an actor and moves toward a goal, while reactional processes involve vectors formed by the eyelines or glances of participants, designating actors as "reactors" and goals as "phenomena." Conceptual images, the second type, involve classificational, analytical, and symbolic processes based on how visuals define participants. To understand the representational meaning of hotels, visual images in the hotel homepages are analyzed in terms of processes (narrative or conceptual) and participants by identifying the presence or absence of vectors.

Interactive meaning concerns the social relations between sign producers and sign receivers or reproducers. This meaning is realized through factors such as contact, frame size, social distance, involvement, and modality. Contact is characterized by "demand" or "offer," with demand involving direct eye contact between a represented participant and the viewer and offer lacking direct eye contact. Frame size encompasses close-up, medium, and long shots, portraying social

relationships as intimate, close, or distant. Social distance reflects the relationship between viewers and objects, involving engagement, display, or an invisible barrier. Involvement is achieved through angles, indicating whether the viewer is involved with represented participants. Modality in visual communication refers to the reliability and authority of an image, dependent on the perceived truth or credibility within a social group. By analyzing main visuals in the hotel home pages in terms of the image act and gaze, social distance and intimacy, horizontal and vertical perspectives for involvement and power respectively, the interactive meaning i.e., the social relationship between the hotel and consumers can be understood.

Compositional meaning, defined as the coherence of signs internally and with their context, is realized through information value, framing, and salience. Information value involves the placement of elements from left to right, top to bottom, and center to margins, with each position conveying different types of information. Salience pertains to elements that attract viewer attention, influenced by choices in color, size, sharpness, and placement. Framing refers to the presence or absence of framing devices, such as dividing lines or actual frame lines, which signify whether participants in the image belong together or not. Through compositional analysis, by investigating the information value, framing and salience, the hotel's choices of visual organization in the homepages can be understood.

The SFL analysis discussed in the previous section 2.4.1 and the multimodal analysis discussed in this section are used to analyze 'About Us' texts and hotel homepages respectively to understand the discursive strategies employed by the hotels in their websites, which play a significant role in constructing the communicated identity of the hotels. To understand the perceived identity of hotels, it is essential to look at how people outside the organization perceive the identity of the hotel. One possible way to achieve it is by investigating the hotel reviews.

Because hotel reviews of ten hotels form a large data of language, it is practically impossible to analyze that data manually. Therefore, corpus linguistics was thought to be the best approach to process, analyze and interpret thousands of reviews in order to understand the perceived identity of hotels.

2.4.3 Corpus Linguistics

Corpus linguistics is rooted in the study of authentic language data collected from diverse sources and contexts. McEnery and Hardie (2012) define a corpus as "a large and structured collection of (written) text or spoken language that is stored electronically" (p. 3). Corpus is not just large, it is a 'principled' collection of 'naturally occurring' texts. As Philip (2018) highlights, the importance of balance, breadth and coverage along with the principles, a corpus is not any text collection, it should be a representation of a social practice and the culture. The systematic analysis of corpora allows researchers to identify recurring patterns, linguistic features, and discourse strategies in large volumes of text. One of the key principles of corpus linguistics is its focus on natural language use rather than artificial constructs. As Biber et al. (1998) state, "corpus linguistics provides a window into language as it is used by speakers and writers, in real-life situations" (p. 12). This authentic language data is thought to enable this study to gain insights into the actual language practices of hospitality stakeholders, such as customers, hotel staff, and management.

Generally, corpus studies are quantitative, though there appears to be a recent trend of combining quantitative and qualitative techniques (Cheng, 2014) and are believed to garner evidence-based linguistic insights, extending and supplementing discourse analysis, especially while exploring professional discourse, corpus analysis is believed to be objective and reliable than observation and introspection (Breeze, 2011).

Within the realm of corpus linguistics, there are three different strands: corpus-driven, corpus-based and corpus-assisted. Corpus-driven research, following the tenet ‘trust the text’ (Sinclair, 2004), explores the richness of natural language to reveal the inherent regularities. In this exploratory approach, frequently occurring patterns of collocation, colligation, semantic preference and semantic prosody (Sinclair, 1996) determine the direction of research, which is generally found applicable in lexicography as dictionary writing entails common uses of language not based on just salience. On the other hand, corpus-based research uses corpus as a source of data to validate, refute or refine a theoretical concept or a hypothesis (McEnery and Hardie, 2012), taking into account only the central and most prominent features. Whereas corpus-assisted approach combines both of the approaches as it “uses corpora to verify researchers’ intuitions and thus lend validity to their interpretation, but very often it is to compare norms in the corpus with an ‘oddity’ in a text” (Philip, 2018). In other words, a researcher verifies his/her intuitive understanding of oddity in a text against the normality of a reference corpus. In the present study, the intuition was that the hotel reviews may reflect the perceived identity of the hotels, to verify that the reviews corpus is compared against the reference corpus BNC-CG Business Corpus using a corpus tool Wmatrix.

Wmatrix is a web-based online corpus tool with in-built grammatical and semantic annotation facilities which can be used to build specialized corpora and analyze texts in terms of key words and key semantic domains. It can perform semantic annotation of texts in the corpus using UCREL semantic analysis system (USAS) by assigning words to 21 semantic categories as per Tom McArthur's Longman Lexicon of Contemporary English (McArthur, 1981). The 21 categories are further divided into 232 sub-categories which cover multiple aspects under each semantic category. Wmatrix can compare specialized corpus with a parallel corpus as well as with a

reference corpus as it has access to BNC (British National Corpus) to identify key semantic categories in the corpus, the semantic categories significantly more frequent in the subject corpus in comparison with parallel or reference corpus. The semantic category analysis helps in understanding the central topics in the texts and thus are essential in understanding ‘keyness’ or ‘aboutness’ of the texts.

Keyness analysis deals with the analysis of the most prominent or salient words, parts-of-speech, and semantic domains in individual texts or disciplinary cultures. Stubbs (2010) identifies three different conceptualizations of keywords from cultural studies (Williams, 2014), lexicogrammar research (Francis, 1973) and comparative corpus analysis (Scott, 1997). Firstly, “cultural keywords” (Williams, 2014; Wierzbicka, 1997) like *capitalism*, *hegemony*, *media*, *tradition* etc. are explored by Williams to represent their social, cultural and political importance in western culture by extending Firth’s (1957) concept of ‘focal or pivotal words.’ Secondly, the stylometric conceptualization views keywords as statistically significant lexical items, as exemplified by Guiraud (1954) and popularized by Mike Scott (1997), employing statistical comparisons facilitated by WordSmith Tools’ KeyWords facility. Finally, John Sinclair’s corpus-driven approach emphasizes the scrutiny of keywords through their co-occurrence with other lexico-semantic units by analyzing collocation and semantic preference (Sinclair, 2004).

The present study analyzes the key words and key semantic domains in the specialized corpora of hotel reviews by comparing with the reference corpus - BNC Sampler CG Business to understand the perceived identity of hotels. The key words and key semantic domains highlight the most salient aspects in the reviews, thereby providing insights into keyness or aboutness of the reviews, which can be compared with the findings of communicated identity through systemic functional linguistic analysis of ‘About Us’ texts and multimodal analysis of hotel homepages to

identify whether there is convergence between the communicated and perceived identities of hotels.

Chapter 3

Methodology

3.1 Introduction

The present study examines the discursive construction of the organizational identity of hotels in India by analyzing the home pages of hotel websites and customer reviews. This chapter presents the details of the research design and methodological approach adopted for the present study. It recapitulates the objectives of the study, describes the research design, nature and characteristics of data and procedures for data collection and analysis. Finally, it also discusses the ethical considerations and provides justification for possible ethical issues.

3.2 Recapitulation of Research Questions

As mentioned earlier, this study aims to explore how the organizational identity of hotels is constructed discursively on digital platforms. To meet this aim, three research questions are formulated as follows:

1. How is the Organizational Identity of hotels communicated?
2. How is the Organizational Identity of hotels perceived?
3. What are the differences between the discursive strategies used by domestic hotels and international hotels?

3.3 Research Design and Methodological Approach

An exploratory research design was adopted for the present study as the main aim of the study is to explore the discursive construction of organizational identity. A mixed-methods approach (Cresswell, 1994) was thought to be suitable for this study as it provides scope to include multiple perspectives of investigation which help in gaining a comprehensive understanding of the phenomenon. However, the present study is predominantly qualitative in nature except for the corpus analysis of the reviews, which offers some quantitative evidence. The qualitative analysis includes a combination of SFL analysis of ‘About Us’ texts and SFMD analysis of home pages of hotel websites which is believed to be suitable to understand the discursive strategies employed by hotels while exploiting the textual and multimodal resources to construct their own identities. Whereas the hotel reviews were subjected to corpus analysis as this textual data from the reviews of 10 hotels was too huge to be analyzed manually. A corpus analysis mediated through a computer can not only process such data efficiently but also offer valuable insights into how the customers evaluated each hotel and thus was believed to help in understanding the perceived identity from the reviewers’ perspective.

3.4 Data

The data for the present study includes both textual and multimodal data obtained from digital platforms i.e. hotel websites and Tripadvisor.com.

3.4.1 Sample

Hotels located in Hyderabad were selected as the sample for the present study. The hospitality industry of Hyderabad has seen tremendous growth in recent years because of its rising popularity as a business hub and, consequently, a real estate hot spot and medical tourism. As per the statistics

shared by the Telangana Tourism Department, in the year 2017, there was a 76% increase in Foreign Tourist Arrivals (FTA) and a 16% increase in Domestic Tourist Arrivals (DTA). The maximum tourist arrivals were recorded between September to December. Based on these observations, it was decided to study the phenomenon of identity construction of hotels in Hyderabad by collecting and analyzing the digital data related to hotels during the time period of October to December 2019. For this purpose, ten hotels (n=10) located in Hyderabad were selected using a stratified random sampling technique. The most popular hotels in Hyderabad from Tripadvisor.com, based on the maximum number of reviews, were chosen. Tripadvisor.com was found to be a reliable source for deciding the popularity of the hotels as it was used in many previous studies in tourism and hospitality management research (Choudhary & Sharma, 2022; Chua & Banerjee, 2013, 2016; Law, 2008; Lee et al., 2011; O'Connor, 2010; Valdivia et al., 2017) and they were divided into domestic chain hotels and international chain hotels. Five domestic and five international hotels (See Table 3.1) were selected randomly from the list using Microsoft Excel.

S. No.	Domestic Hotels	S. No.	International Hotels
1	Avasa	1	Radisson
2	Green Park	2	Marriot
3	ITC Kakatiya	3	Novotel
4	Lemon Tree	4	Taj Deccan
5	The Park	5	Trident

Table 3.1 List of domestic and international hotels

3.4.2 Data Collection

3.4.2.1 Hotel Websites

Hotel websites were downloaded using HTTrack, an open-source web crawler and a corpus of hotel websites was built. This corpus consists of data in the form of HTML files which can be accessed offline using a web browser. In addition, as the homepages consist of both visual and textual data, they were separately stored. The screenshots of homepages were compiled into a corpus for systemic functional multimodal discourse analysis. Similarly, textual data from ‘About Us’ sections of each hotel homepage were extracted manually into separate text files for SFL Analysis.

3.4.2.2 Hotel reviews

Customer reviews of the ten hotels were scrapped from TripAdvisor.com using a web crawler built on Python. The reviews thus extracted were saved as Microsoft Excel sheets for each hotel separately. Each review consists of user id, review date, user location, review slug, rating and review text. The reviews were cleaned manually to avoid aberrations and then were converted into .txt files to run on corpus tools.

3.4.3 Data Analysis

The data from hotel homepages was analyzed using systemic functional multimodal discourse analysis (Kress & van Leeuwen, 2020) in order to identify and understand the different discursive strategies employed by domestic and international hotels in their websites. As the homepage of a website is considered to be the virtual face of an organization (Callahan, 2005), it is assumed to stand for the communicated identity of the hotels. The homepages, complex multimodal digital genres, were analyzed in terms of moves and exploitation of textual and other

semiotic resources. In addition, the obligatory and the most essential textual section of any homepage i.e. About/ about us/ about hotel was analyzed using systemic functional linguistic framework (Halliday, 2004) to understand the communicated identity of hotels.

The corpus analysis was carried out using Wmatrix5 to identify the keywords and semantic categories in hotel websites in general by comparing the subject corpus with BNC reference corpus. Similarly, the sub-corpora of each hotel website were compared with the respective sub-corpora of reviews to examine the congruence between the communicated identity and perceived identity through examining the ‘aboutness’ in the texts. Unlike other corpus tools such as AntConc or Wordsmith Tools, Wmatrix5 can access online a one-million-word reference corpus, which makes the comparison of the subject corpus with reference corpus easier. In addition, Wmatrix5 uses a Log Likelihood value of >6.33 to confer keyness on a word which means the larger the Log Likelihood value, the larger the salience of the word.

3.4.4 Description of the Corpus Tool

Wmatrix (Rayson, 2008) is developed by Paul Rayson at University Centre for Computer Corpus Research on Language in Lancaster University (UK) (UCREL). Wmatrix has a simple and user-friendly interface with which it is possible to access UCREL annotated corpora and retrieval tools such as parts of speech tagging through Constituent Likelihood Automatic Word-tagging System (CLAWS), semantic domains frequency lists through UCREL Semantic Annotation System (USAS) and concordance generator.

Wmatrix can be run on web browsers such as Google Chrome, Mozilla Firefox, internet explorer etc. Through the web browser, when raw text in .txt format is uploaded to the server the tool processes the text at several stages before generating the results of the analysis. It starts with

the first layer - the grammatical tagging (CLAWS) and assigns a parts of speech tag to each word with 96-97% accuracy, and then the second layer - semantic tagging (USAS) and assigns each word with a semantic tag with 92% accuracy (Rayson, 2008). The process is illustrated in the Figure 3.1 given below.

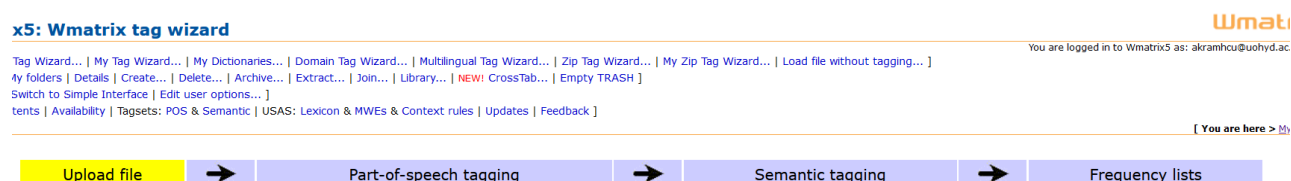


Figure 3.1: Wmatrix tag wizard

After grammatical and semantic annotation, the subject corpus can be compared with any parallel or reference corpus as shown in the Figure 3.2. The present study compared the reviews corpus with BNC Sampler CG Business – a sub-corpus of BNC that represents the Business discourse.

	Frequency list	Concordance	N- & C-grams	Collocation	Keyness analysis
Word	Word only (Sorted by: Frequency ; Word)	Word			Key words compared to: BNC Sampler CG Business Go
Part of speech	POS only (Sorted by: Frequency ; POS) Word and POS (Sorted by: Frequency ; Word ; POS)	POS			Key POS compared to: BNC Sampler CG Business Go
Semantic	USAS Tag only (Sorted by: Frequency ; USAS tag) Word and USAS tag (Sorted by: Frequency ; Word ; USAS tag)	USAS tag			Key concepts compared to: BNC Sampler CG Business Go

Figure 3.2: Comparing subject corpus with reference corpus

Semantic tagging is one of the unique features of Wmatrix through which words in the text are tagged to their respective semantic domains. Wmatrix can identify 21 semantic domains and over 200 subdivisions. The semantic domains are given in the Figure 3.3 as follows.

A general and abstract terms	B the body and the individual	C arts and crafts	E emotion
F food and farming	G government and public	H architecture, housing and the home	I money and commerce in industry
K entertainment, sports and games	L life and living things	M movement, location, travel and transport	N numbers and measurement
O substances, materials, objects and equipment	P education	Q language and communication	S social actions, states and processes
T time	W world and environment	X psychological actions, states and processes	Y science and technology
Z names and grammar			

Figure 3.3 Semantic domains

For example, the subdivisions under semantic domain F (Food and Farming) are as follows

F1 Food
 F1+ Abundance of food
 F1- Lack of food
 F2 Drinks and alcohol
 F2+ Excessive drinking
 F2- Not drinking
 F3 Smoking and non-medical drugs
 F3+ Smoking and drugs abuse
 F3- Non-smoking / no use of drugs
 F4 Farming & Horticulture
 F4- Uncultivated

Words which do not belong to any of the identified categories are assigned to a special tag Z99 (Unmatched). Antonymity is indicated by +/- signs on tags, for example, F1+ (Abundance of food) and F1- (Lack of food). Similarly, comparatives are indicated by double + signs, ex: N3.2+

(Size: Big), N3.2++ (bigger) and superlatives are indicated by triple + signs, ex: N.3.2+++ (biggest). According to USAS guide, Wmatrix classifies words in a text, both at single-word level and multi-word expressions level, into their respective semantic fields based on their similarity and generality within a “mental concept” (synonyms, antonyms, hypernyms and hyponyms).

Textual data can be uploaded to Wmatrix to build a corpus by automatically tagging for parts-of-speech and semantic domains and then frequency lists, key word lists, key semantic domains can be generated in addition to running concordances and identifying collocations. Using Wmatrix, studies such as Afida (2007) analyzed semantic domains in Business English and Hu (2015) explored discourse of economic growth and Archer et al. (2009) examined semantic domains in Shakespear’s plays.

3.5 Ethical Considerations

Since the present study is an unobtrusive online research, informed consent from the authors is not necessary (Eysenbach, G., & Till, 2001) as “it is acceptable to include online content in research without obtaining informed consent from the author if it is overtly public or focused at a general audience” (Burles & Bally, 2018). The data used in this study (hotel homepages and online reviews) can be framed as the data emerging from public spaces and is used for ‘unobtrusive observation of real-life behavior in open settings’ (Barker, 2008; O’Brien & Clark, 2012). In addition, it is practically impossible to obtain informed consent from thousands of contributors in online platforms who posted the content for general public. Furthermore, the findings are presented in an aggregate and anonymized manner where individual contributions cannot be identified.

Chapter 4

Data Analysis

4.1 Introduction

This chapter presents the data analysis carried out using the Corpus Assisted Systemic Functional Multimodal Discourse Analysis (CSFMDA) framework (See Chapter 2). Data from hotel homepages was analyzed at two levels, i.e., the homepage as a whole using the multimodal discourse analysis (Kress, 2006) and the About Us Texts using Systemic Functional Linguistics (Halliday & Matthiessen, 2014). Through Multimodal Analysis, each homepage was examined in terms of representational, interactive and compositional meanings. Similarly, Through SFL Analysis, each About Us Text was analyzed in terms of Ideational, Interpersonal and Textual meanings. This analysis helped in understanding the verbal and non-verbal strategies used by hotels while constructing their Organizational Identities. In addition to this, the hotel reviews obtained from TripAdvisor.com were analyzed using the Wmatrix5 Corpus tool (Rayson, 2021) to understand the Perceived Identity of hotels.

The Analysis is presented in two major sections: CSFMDA of Domestic Hotels and CSFMDA of International Hotels. Each Section has five sub-sections for each hotel's data analysis. Each sub-section further has three parts, i.e., Part 1: Multimodal Analysis of Hotel Homepage, Part 2: SFL Analysis of About Us Text and Part 3: Corpus Analysis of Hotel Reviews. Part 1: Multimodal Analysis contains an image of the hotel homepage followed by the multimodal analysis. Part 2: SFL Analysis contains the Metafunctional Analysis of each clause in tables followed by the analysis. Part 3: Corpus Analysis of Hotel reviews contains the concordance lists,

keyword clouds, Concordance lists of semantic domains and key semantic domain clouds. At the end of each sub-section an overall comment on the three analyses is presented. Finally, the chapter ends with a summary of the analysis.

4.2. Corpus-Assisted Systemic Functional Multimodal Discourse Analysis

Based on the theoretical framework (Chapter 2) adopted for this study, the data collected from the digital genres was analyzed from three perspectives. Firstly, the homepages of the hotels were analyzed in terms of representational, interactive and compositional meanings to understand the visual aspects present in the homepages. Secondly, the ‘About Us’ texts were analyzed in terms of ideational, interpersonal and textual meanings to understand the linguistic strategies employed by the hotels while communicating with public. Through these two analyses, communicated identity of the hotel is established. Finally, to see how the perceived identity is constructed through hotel reviews, they were subjected to corpus linguistic analysis. By analyzing the key words and key semantic domains in the reviews the perceived identity of hotels whether the communicated identity was established.

Before getting into the CSFMDA of each hotel, in order to establish the context of culture in which the hotel homepages are constructed, it is worth discussing the hotel homepage as a digital genre by analyzing the move structure of the homepages.

Homepage as digital genre

A corporate website's homepage, being a “top-level document of a website” (Askehave and Nielsen, 2005, p.123), plays a significant role in creating first impressions on the web users (Potts, 2007). Functioning as the primary interface of a website, the corporate homepage serves two overarching purposes. Firstly, it imparts to readers the "general content of the site by presenting

informative tables of contents and providing enticing text bits" (ibid: 124). Secondly, it functions as the "official gateway of the website," enabling navigation through links to the entire website (Askehave and Nielsen, 2005, p.124). Prospective clients usually scrutinize a corporate homepage to assess a company's online presence before engaging in business activities (Nielson and Tahir, 2002). Consequently, explaining the company's business operations should be given utmost importance on the homepage (Potts, 2007). This explanation may include text, visuals, graphics and a combination of these elements. Since web users can form an initial impression of a corporate homepage within fifty milliseconds (Lindgaard et al., 2006), the homepage has the potential to positively or negatively orient the users towards the company or organization. Therefore, a well-designed homepage plays a crucial role in not only drawing the user's attention but also in reflecting the image a company or an organization wishes to project to its potential customers. The present study examined ten homepages of the hotels and the analysis of moves and their functions is presented as follows.

Move	Obligatory/optional	Frequency
1. Identifying the hotel	Obligatory	10
2. Attracting attention	Obligatory	10
3. Indicating content structure	Obligatory	10
4. Establishing contact	Obligatory	10
5. Establishing credentials	Obligatory	10
6. Introducing the location and views of the hotel	Low optionality	8
7. Introducing accommodation	Obligatory	10
8. Introducing restaurants and bars	Low optionality	8
9. Introducing leisure facilities	Low optionality	7
10. Introducing meetings and events facilities	Medium optionality	5
11. Introducing guest service	High optionality	3
12. Introducing awards received	Medium optionality	5
13. Introducing activities and news of the hotel	High optionality	1
14. Introducing local attractions	High optionality	2

Table 4.1: Moves in hotel homepages

Table 4.1 presents the summary of the moves identified in ten homepages of hotel websites. Moves which are present on all the homepages were regarded as obligatory, moves which occurred 8 to 9 times were regarded as low optional, 5 to 7 times as medium optional and 1 to 4 times as highly optional. Six of the 14 moves were found to be obligatory; three moves were found to have low optionality; two moves were found to have medium optionality and three moves were found to have high optionality.

Contrasting with Suen's (2012) identification of 18 moves in the hotel homepages of Hong Kong hotels, the present study identified 14 moves in the Indian hotel homepages. One low optional move – clock showing local time – and three highly optional – describing the renovations, Offering career opportunities, and introducing the consultant group – were not found in the homepages analyzed in the present study. However, in line with the findings of Suen (2012) there are six obligatory moves (1. Identifying the hotel, 2. Attracting attention, 3. Indicating content structure, 4. Establishing contact, 5. Establishing credentials and 7. Introducing accommodation) are found at the top of the homepage. The three highly optional moves (11. Introducing guest service, 13. Introducing activities and news of the hotel and 14. Introducing local attractions) are found at the bottom of the homepage. The five moves with medium and low optionality (6. Introducing the location and views of the hotel, 8. Introducing restaurants and bars, 9. Introducing leisure facilities, 10. Introducing meetings and events facilities and 12. Introducing awards received) are found around the middle of the homepage.

Identifying the hotel is the first move found in all the hotel homepages. This move identifies the name and location of the hotel and it is realized by a logo that serves as a brand image creating strategy. Eight out of ten hotels placed their logo at the top left corner of the home page, except for Taj Deccan and Marriot, which placed their logo at the top centre of the homepage. While navigating the website, users can click on the logo from any of the subsidiary pages to return to the homepage.

Attracting attention is realized by a main visual or an image carousel in flash format. This move attracts the readers' attention immediately after entering the homepage since it is the largest visual on the homepage, hotels tend to use one of the most attractive photographs as the main visual. Out of the ten hotels, Lemon Tree and Novotel use a series of visuals in a flash format

which automatically shifts from one image to the other. The Park hotel also uses a carousel of images with a superimposed text that reads “A Modern Palace”, but the images do not change automatically. Though rest of the hotels use static images, interestingly, Trident and Avasa use a large image that spans the entire homepage offering an engaging experience to the web reader.

Indicating content structure is realized by a Main Menu which shows the structure of the content on the website, analogous to the table contents in traditional print genres. Except for Avasa, all the other nine hotels use a horizontal bar with hyperlinks to accommodation, facilities, services etc. Avasa places a vertical Menu on the left side of the homepage with verbs such as ‘stay’, ‘dine’, ‘meet’, ‘relax’ and ‘assist’ to indicate other pages. All the other hotels use nouns such as ‘accommodation’, ‘rooms’, ‘meetings and events’, ‘restaurants’ etc. to indicate the content.

Establishing content move gives the contact information of the hotel such as phone number, email id, postal address. This move is not consistent with regard to its position on the home page. While some hotels place it at the top of the homepage (Ex: Green Park, Lemon Tree), other hotels place it at the bottom of the home page (Ex: Taj Deccan) or under the Main visual (Ex: Novotel).

Establishing Credentials move serves in establishing a trustworthy image of the hotel by informing the reader of the unique features and the competitive advantage of the hotel. This is generally realized through the text segments that describe the uniqueness of the hotel in terms of facilities, services etc. found in ‘About Us’ section. In the present study, ‘About Us’ texts are analyzed separately (See Part 2 of the following sections).

Introducing location and view of the hotel move highlights the locational advantages of the hotel such as proximity to business hubs or places of cultural significance and the view the

hotel overlooks. This move is realized through parts of the ‘About Us’ texts and separate sections placed at the middle of the homepage (Ex: Radisson). The examples of other hotels’ strategies of introducing the location and view of the hotel are discussed in the SFL analysis of the ‘About Us’ texts.

Introducing the accommodation is an obligatory move found in all the hotel homepages which provides the readers with a description of number, types and views of rooms accompanied by the photographs of the rooms. This move is generally placed in the middle part of the homepage.

Out of the six obligatory moves identified in the hotel homepages five are found in the homepages of all organizations in comparison with the moves identified by Askehave & Nielsen (2005). They are Identifying the organization (hotel in the present study) realized by the logo, attracting attention realized by the photograph, indicating content structure realized by the Main Menu, establishing contact realized by the contact information and Establishing credentials realized by ‘About’ texts. Introducing accommodation which is an obligatory move on the hotel homepage is specific to the hospitality industry as it is the main service specific to hotels.

Having understood the uniqueness of the hotel homepages among the other corporate homepages, the study now dwells into the detailed analysis of homepages, ‘About Us’ texts and hotel reviews to explore the discursive construction of organizational identity through corpus-assisted systemic functional discourse analysis of each hotel separately in the following sections.

4.2.1 CSFMDA of Domestic Hotels

4.2.1.1 CSFMDA of Domestic Hotel 1

Part 1 Multimodal Analysis of Avasa's homepage

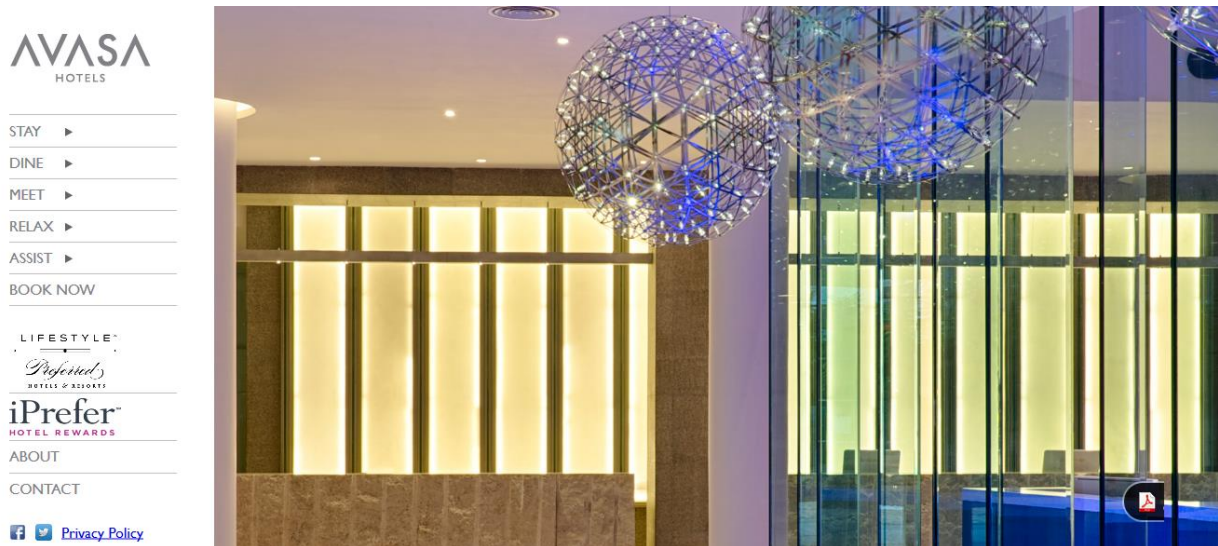


Figure 4.1: Avasa hotel's homepage

The homepage of Avasa has two parts: the verbal part on the left is the main menu of the webpage that has verbs (stay, dine, meet, relax, assist and book now) as the indicators to other pages, and the visual part on the right is probably a photograph of the lobby. The verbal panel on the left serves as given information, and the photograph on the right is made salient by positioning it in the slot for new information. The photograph used on the homepage of Avasa is a conceptual photograph and is a symbolic attributive process as the object 'chandelier' is made salient in representation. The photograph is a visual offer about the lobby of the hotel taken at a medium social distance and it appears to create a sense of slightly distant feeling to the audience. In terms of perspective, it is taken from a frontal angle to clearly show the lobby and a low angle is used to create unequal power between the viewer and the image. Such an authoritative position is also

found in the SFL analysis of the About Us text of the hotel. This image has a centre/margin layout in information value because the lobby, which represents salience, is placed at the centre, while the margin contains the backdrop reflected in the glass. Framing in the image is strong due to the connectedness of the different elements in the lobby. The image has a high modality because the represented participants are realized by such modality markers as colour saturation, colour differentiation, detail, depth, illumination and brightness.

Part 2 SFL Analysis of Avasa's About Text

Clause 1 Hypotactic	Avasa was born	when a bold new idea emerged in the minds of hospitality experts with nearly two decades's experience			
	A	X β			
	Avasa	was	Born	when a bold new idea emerged	in the minds of hospitality experts with nearly two decades's experience
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Adjunct	Adjunct
	MOOD		RESIDUE		
Experiential	Goal	Material Process		Circ: Time	Circ: Space

Clause 2 Hypotactic	By bringing together elements of contemporary style and time-tested service	Avasa provides luxury as you’ve never experienced before.				
	Xβ	α				
	By bringing together elements of contemporary style and time-tested service	Avasa	provides	luxury	as you’ve never experienced before.	
Textual	Marked Theme	Rheme				
Interpersonal	Adjunct	Subject	Finite	Predicator	Complement	Adjunct
	RESI-	MOOD		-DUE		
Experiential	Circ: Manner	Actor	Material Process		Goal	Circ Manner

As can be seen from the clause analysis carried out in the boxes, the organisation of the message in the two clauses constituting the text includes an unmarked theme followed by a marked one. While clause 1 conflates theme and given construing the typicality of its occurrence as an unmarked choice, clause 2 represents them separately by deploying a marked theme in the form of a non-finite clause, which orients the reader to what follows in the rheme of the clause, for highlighting the hotel's unique identity. Simultaneously, through the choice of declarative mood, the text is giving information to construct authoritative facts about the hotel, thus creating a certain kind of identity, which can be contested - typical of a proposition. Though Avasa is the subject in the two alpha clauses, its organisation has a variation configured in the form of non-finite clause as an adjunct in clause 2, which directs the reader to interpret the Mood and Residue in a certain way. The tenor resource deployed for configuring the finite element in the Mood structure - present tense - makes the propositions authoritative facts while in reality they can be contested, thus projecting a unique kind of identity of the hotel. Deployment of such resources makes the text seemingly a descriptive one despite it being a persuasive one, influencing the reader to accept the identity projected in it. Finally, through the use of field resources such as material processes, temporal location and manner circumstances, the text constructs the identity of the hotel as the one that not only found its niche in the industry but assumes agency for providing its services to its clientele with its superiorly distinct character configured through the deployment of temporal location and manner circumstances in the form of hypotactic enhancements and elaborations, the analysis of which is shown separately (see appendix for details).

Part 3 Corpus Analysis of Avasa’s Hotel Reviews

The corpus analysis of around 1200 reviews on Avasa Hotel using Wmatrix5 (Rayson, 2021) revealed that most of the reviews have positively evaluated the hotel. The details of the corpus analysis are as follows.

Notes on Corpus Analysis

“O1” = observed frequency in Hotel Reviews

“O2” = observed frequency in BNC Business-CG Corpus

“%1” and “%2” are relative frequencies in the texts.

“+” shows **overuse** in O1 compared to O2,

“- ” shows **underuse** in O1 compared to O2

Log-likelihood (LL) value indicates the significance of the overuse or undersuse.

	Item	O1	%1	O2	%2	LL	LogRatio
1	Concordance hotel	38	0.93	2	0.00 +	255.23	9.35
2	Concordance food	34	0.83	6	0.00 +	209.00	7.61
3	Concordance avasa	29	0.71	0	0.00 +	206.81	10.96
4	Concordance staff	42	1.02	55	0.04 +	169.96	4.71
5	Concordance was	92	2.24	583	0.41 +	152.00	2.44
6	Concordance great	34	0.83	42	0.03 +	140.37	4.80
7	Concordance very	65	1.58	316	0.22 +	133.56	2.82
8	Concordance restaurant	20	0.49	6	0.00 +	114.88	6.84
9	Concordance stay	19	0.46	5	0.00 +	111.22	7.03
10	Concordance Hyderabad	15	0.37	0	0.00 +	106.97	10.01

Table 4.1 (a): Concordance list of top 10 words in Avasa reviews corpus

As can be seen from the concordance generated in the corpus, the most frequent occurrence of these terms indicated positive judgement given to the hotel in the reviews. Positive values assigned to the observed frequency (O1) and Relative frequency in reviews (1%) indicate that

2 3 airport all_in_all always **amazing** ambience and ankur arrangements asian at at_all **avasa** Avasa_hotel **awesome** beautiful bed birthday
breakfast buffet clean co-operative comfortable courteous daughter day delicious desk dinner dishes drinks during ensured event
excellent experience family fan **food** for friendly front good **great** guests guys gym **helpful** home hospitality hosted
hotel hotel_Avasa hotels **Hyderabad** lounge loved memorable **my** neat nice ohm **place** polite pool raunak really reception
recommend **restaurant** rooftop room rooms Sai_Krishna service skybar spa spacious special specially spicy **staff stay**
stayed staying super swimming_pool taste team **Tenzin** thanks took variety **very** visit **was** were whenever Wonderful

Wmatrix

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		Item	O1	%1	O2	%2	LL	LogRatio		
1	List1	Concordance	F1	114	2.78	193	0.14 +	419.03	4.34	Food
2	List1	Concordance	O4.2+	75	1.83	93	0.07 +	309.23	4.79	Judgement of appearance: Positive
3	List1	Concordance	H4	51	1.24	39	0.03 +	242.78	5.49	Residence
4	List1	Concordance	A13.3	111	2.70	797	0.56 +	162.90	2.26	Degree: Boosters
5	List1	Concordance	H2	50	1.22	141	0.10 +	145.05	3.61	Parts of buildings
6	List1	Concordance	M8	37	0.90	57	0.04 +	141.11	4.48	Stationary
7	List1	Concordance	S1.2.4+	30	0.73	35	0.02 +	126.23	4.88	Polite
8	List1	Concordance	A5.1+	102	2.48	861	0.61 +	126.02	2.03	Evaluation: Good
9	List1	Concordance	S1.2.1+	19	0.46	13	0.01 +	93.02	5.65	Informal/Friendly
10	List1	Concordance	A5.1+++	29	0.71	77	0.05 +	86.83	3.69	Evaluation: Good

The concordance list of the semantic domains clearly reveals that food, the positive judgement of appearance and residence are the top 3 key semantic domains that repeatedly occurred in the corpus of Avasa's reviews. The + symbol assigned to the Observed frequencies indicates overuse in O1 relative to O2.

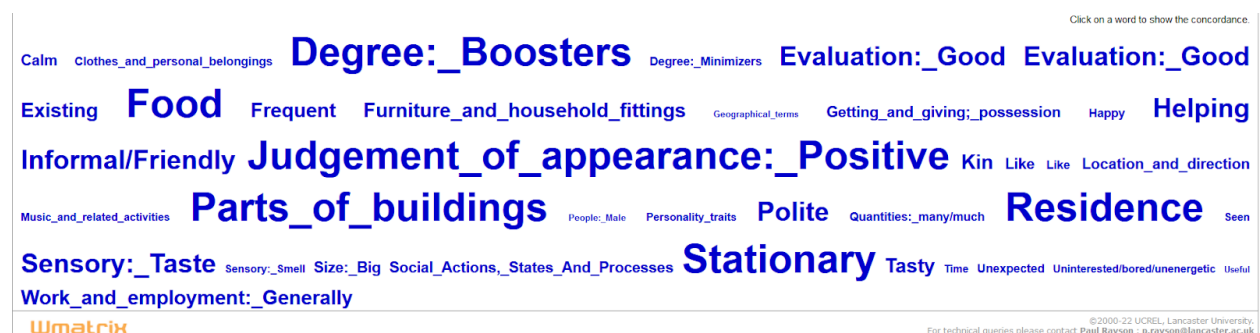


Figure 4.1 (c): Key semantic domain cloud of Avasa Reviews

The key semantic domain cloud given above clearly illustrates the same finding visually.

Further examination of the key semantic domains revealed the following most frequent words found under each semantic category as shown in the table given below.

Semantic Category	Words
Degree:_Boosters	very, a lot, really, so, tremendously, exceptionally, highly, strongly
Judgement_of_Appearance:_Positive	clean, amazing, lovely, beautiful, comfortable, pleasantly, awesome, looking nice, neat
Residence	Hotel, home, housekeeping
Food	food, restaurant, breakfast, lunch, buffet, dinner, icecream, meal, sushi
Helping	help, support, accommodating, services, co-operative, take care
Evaluation:_Good	greatest beds, excellent hotel, ideal for relaxing, perfect to sleep, best dishes, wonderful stay, great hospitality, well maintained
Calm	relaxing, rest, tranquil, patient
Parts_of_buildings	rooms, rooftop, reception, hall, 1st floor

A closer observation of the words in their respective contexts using KWIC (Key word in context) confirmed the positive judgement saliently present across the reviews.

Overall Comment

The SFMD analysis of Avasa's homepage and 'About Us' reveals that the hotel projects an atmosphere of elegance by giving salience to the chandelier in the homepage and by strategically organizing information in 'About Us' text making it persuasive to influence the reader's perception. Corpus analysis of reviews reveals that the hotel is positively evaluated for the experience of hospitality but a deeper observation of the reviews reveals that the elegance projected by the hotel does not reflect in the keywords and key semantic domains identified in the review corpus.

4.2.1.2 CSFMDA of Domestic Hotel 2

Part 1 Multimodal Analysis of Green Park hotel's homepage

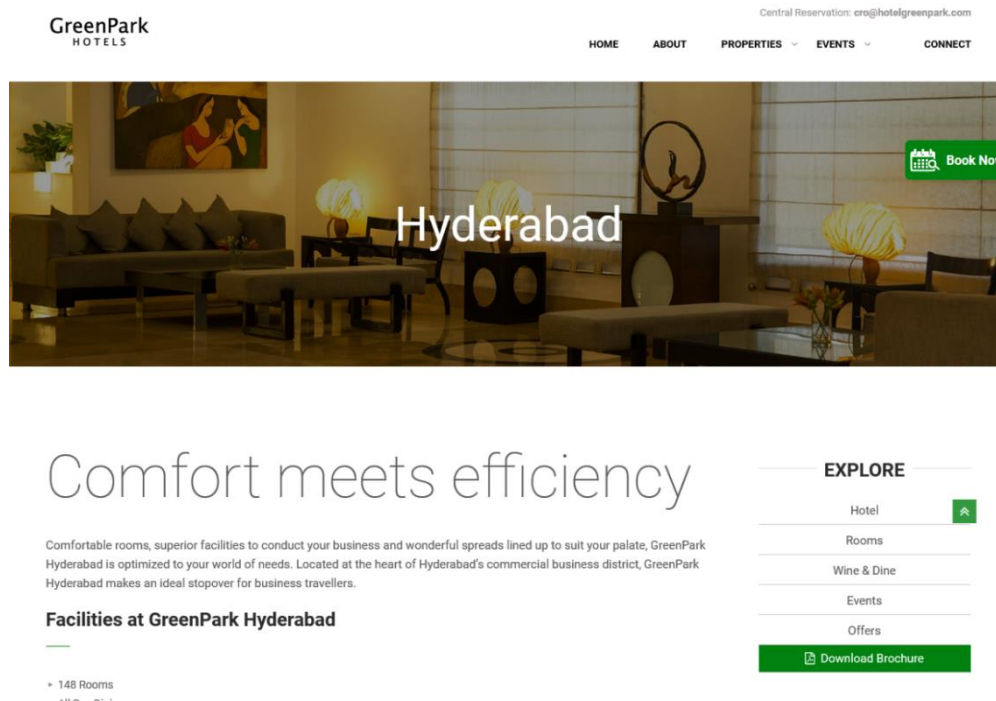


Figure 4.2: Green Park hotel's homepage

The homepage of Green Park has a typical structure of a hotel homepage with regard to the position of the hotel's logo on the left top corner and the main menu spread out horizontally next to it. The rest of the page can be classified into three panels: first the most salient photograph at the top, second the caption and 'about' text with three photos of the hotel in the middle; and third the location and contact details of the hotel at the bottom.

The image in the top panel of the homepage is a photograph of the lobby of the hotel. In terms of representational metafunction, it is a conceptual image as there are no vectors found and the participants are related in terms of "a part-whole structure" in an analytical process (Kress & Van Leeuwen, 2006: 57). The photograph is an analytical process because lounge acts as a whole

carrying its possessive attributes such as sofa, cushions, chairs, lights and decorations. In terms of interactive meaning, contact is realised as an “offer”. As the photograph is taken from a close social distance, it generates a slightly distant feeling in the audience. In terms of perspective, the photograph is taken from a frontal and medium angle same as the human eye level to establish equal power. From a compositional point of view, the image does not show any layout arrangements related to information value. The lounge as a whole is the most salient part. Modality is found to be high, represented by the same yellowish brown colour tone and the elements in the picture are strongly framed making the photo look authentic. However, the verbal element ‘Hyderabad’, the location of the hotel, is made prominent by positioning it over the image and the toggle option ‘book now’ on the right side of the image invites the potential guest to book the service needed.

Three small photographs of the wall, lounge and restaurant present in the second panel share similar features in terms of representational, interactive and compositional meaning except for the second photograph taken from an angular viewpoint to capture the maximum span of the lounge.

Part 2 SFL Analysis of Green Park hotel’s About Text

Clause 1	Comfort	Meets		Efficiency
Textual	Theme	Rheme		
Interpersonal	Subject	Finite	Predicator	Complement
		MOOD	RESIDUE	
Ideational	Carrier	Relational Process		Attribute

Clause 2	Comfortable rooms, superior facilities to conduct your business and wonderful spreads lined up to suit your palate, (sic!)	GreenPark Hyderabad	is optimized		to your world of needs.	
Textual	Marked Theme	Rheme				
		Given	New			
Interpersonal	Adjunct	Subject	Finite	Predicator	Adjunct	
	RESI-	MOOD		-DUE		
Ideational	Circ: Manner	Goal	Material Process		Circ: Cause	

Clause 3 Hypotactic	Located at the heart of Hyderabad's commercial business district	GreenPark Hyderabad makes an ideal stopover for business travellers.			
	X β	α			
	Located at the heart of Hyderabad's commercial business district	GreenPark Hyderabad	Makes	an ideal stopover	for business travellers.
Textual	Marked Theme	Rheme			
Interpersonal	Adjunct	Subject	Finite	Predicator	Complement
	RESi-	MOOD		-DUE	
Ideational	Circ: Place	Carrier	Relational Process	Attribute	Circ: Behalf

Clause 4	For over 25 years	brand GreenPark	has	stayed	True	to fundamental belief	its superior service backed by a pragmatic approach to hospitality
Textual	Marked Theme	Rheme					
Interpersonal	Adjunct	Subject	Finite	Predicator	Complement	Adjunct	Adjunct
	RESI-	MOOD		-DUE			
Ideational	Circ: Time	Carrier	Relational Process		Attribute	Circ: Angle	Circ: Guise

Clause 5	With this focus on service quality	We	have gained	an enviable expertise	in blending business with comfort	across all our properties	
Textual	Marked Theme	Rheme					
Interpersonal	Adjunct	Subject	Finite	Predicator	Complement	Adjunct	Adjunct
	RESI-	MOOD		-DUE			
Ideational	Circ: Manner: Means	Actor	Material Process	Scope	Circ: Manner-quality	Circ: Location	

Clause 6 Hypotactic	[This is the] Reason (Elliptical)			why our guests keep coming back for the GreenPark experience	
	α			$X\beta$	
	[This	Is	the] Reason	why our guests keep coming back	for the GreenPark experience
Textual	Theme (Ellipsis)		Rheme		
Interpersonal	Subject	Finite	Complement	Adjunct	Adjunct
	MOOD		RESIDUE		
Ideational	Identified - (Ellipsis)	Relational - (Ellipsis)	Identifier	Circ: Reason	Circ: Purpose

Clause 7	Explore	our properties
Textual	Theme	Rheme
Interpersonal	Predicator	Complement
	RESIDUE	
Ideational	Mental Process	Phenomenon

Clause 8 Hypotactic	We are certain			you will agree with our brand of hospitality.			
	α			$X\beta$			
	We are certain			You	will agree		with our brand of hospitality.
Textual	Theme	Rheme		Topical Theme	Rheme		
	Interpersonal Theme						
Interpersonal	Subject	Finite	Complement	Subject	Finite	Predicator	Adjunct
	Mood Adjunct: Modality: Probability						
				MOOD		RESIDUE	
Ideational	Carrier	Relational Intensive	Attribute	Senser	Mental Process		Phenomenon

A close examination of the data analysed in the boxes above in terms of clause and clause complex analyses reveals that the message of the hotel's 'aboutness' in the text has been organised in eight clauses in all. Interestingly, the organisation of the message in clauses 1, 6, 7 and 8 comprises unmarked Themes while the organisation of the rest of the clauses in the text consists of marked Themes. Though the thematic structure in clauses 1, 6, 7 and 8 is instantiated by the choice of the unmarked Theme, there is certain variation in the way clauses 6 and 8 are realised, which seems to communicate the brand value of the hotel. To make such a construal, not surprisingly, the Theme in clause 6 is made elliptical while that in clause 8 is sequenced in terms of the interpersonal Theme followed by the topical one, making use of exclusive pronominals 'we' and 'you', perhaps, to impel the customer to align with the viewpoint of the hotel, which is a discursive feature of hortatory exposition commonly found in advertisements. To develop the contrasting point made in sentence 2 above, with respect to clauses 2, 3, 4 and 5, by sequencing the information in these clauses with marked Themes, which orient the reader to interpret the Rheme in the light of the marked Theme, the hotel is, apparently, positioning itself as a leader in the hospitality industry, thus communicating its unique identity.

As can be evidenced from the text, the identity of the Green Park Hotel is discursively constructed largely by deploying the declarative mood, positive polarity, finite element in simple present tense and circumstantial adjuncts both for backgrounding and foregrounding the message - choices typically associated with authoritative descriptive accounts about the natural world. Through such choices, the hotel is creating an authoritative descriptive profile - the veracity of which can be disputed - with a view to communicating a distinctive identity of its own in the hospitality market. While all the clauses are propositions that ostensibly give factual information about the hotel, the only exception is clause 7, which is a proposal that demands an action to be

performed by the customer in terms of exploring the properties of the hotel. This clause is realised in congruent form of the imperative mood with the positive polarity. Through these choices, the hotel seems to exude confidence in its services and thus persuading the customer to take further interest in knowing more about the hotel. Yet another clause that deserves critical attention is clause 8, which, though declarative in the mood choice, is the only one deploying the choice of incongruent form of mood adjunct, *we are certain*, realised as interpersonal grammatical metaphor for construing probability, which explicitly states the hotel's source of conviction as a subjective judgement. Another interesting aspect of this clause is the choice of the finite element in the MOOD system, which is realised as a modulation of readiness/inclination. Through these choices in the clause, the hotel is, arguably, persuading the reader to act in a certain way that benefits the hotel. One more clause that stands out in the text is clause 6, which elides the MOOD system and includes only the RESIDUE in the form of Complement and Circumstantial Adjuncts functioning as enhancement at the group level. Through these choices, the hotel seems to showcase its popularity among the customers.

The field resources deployed in all clauses of the text construe a quantum of change in the flow of events configured in the form of relational processes (4), material processes (2) and mental processes (2), their attendant participants and circumstances. By configuring the Green Park as participants interpersonally conflated as Subjects and textually as Themes in most of the clauses (clauses 2, 3, 4, 5 and 8) in terms of Identified, Carrier, or Actor/Goal, the 'about' text of the hotel is depicting a distinct kind of identity in the minds of the customers. To further influence the customer to stay on the website of the hotel, the text is flaunting its credentials - perhaps, unjustifiable - through an elliptical relational process in clause 6, *Reason why our guests keep coming back for the Green Park experience*, and is inviting the customer to know more about the

hotel by engaging, perhaps, in travel, discussions, spending more time on the website. Another interesting aspect of the text is that in order to create a special identity of its own that highlights its unique features and its commitment to customer service, the text of the hotel deploys hypotactic enhancements, paratactic elaboration, hyotactically projected idea in the form of interpersonal grammatical metaphor and mental process.

Part 3 Corpus Analysis of Green Park Hotel's Reviews

The corpus analysis of 1,186 reviews given to the Green Park Hotel on TripAdvisor using Wmatrix5 (Rayson, 2021) revealed that the hotel is positively evaluated by the reviewers. The details of corpus analysis are as follows.

	Item	O1	%1	O2	%2	LL	LogRatio
1	Concordance hotel	1429	1.68	2	0.00 +	2763.61	10.21
2	Concordance food	734	0.86	6	0.00 +	1370.04	7.66
3	Concordance good	1032	1.21	165	0.12 +	1212.15	3.37
4	Concordance stay	594	0.70	5	0.00 +	1107.48	7.62
5	Concordance staff	739	0.87	55	0.04 +	1096.06	4.48
6	Concordance very	1137	1.33	316	0.22 +	998.15	2.58
7	Concordance was	1475	1.73	583	0.41 +	979.41	2.07
8	Concordance service	611	0.72	56	0.04 +	862.06	4.18
9	Concordance green	466	0.55	10	0.01 +	822.88	6.27
10	Concordance park	456	0.54	9	0.01 +	810.61	6.39

Table 4.2 (a): Concordance list of top 10 words in Green Park reviews corpus

As can be seen from the concordance generated in the corpus, the most frequent occurrence of these terms indicated positive judgement given to the hotel in the reviews. Positive values assigned to the observed frequency (O1) and Relative frequency in reviews (1%) indicate that these words are more positively used in the reviews. The same result is visually presented in the keyword cloud given below.

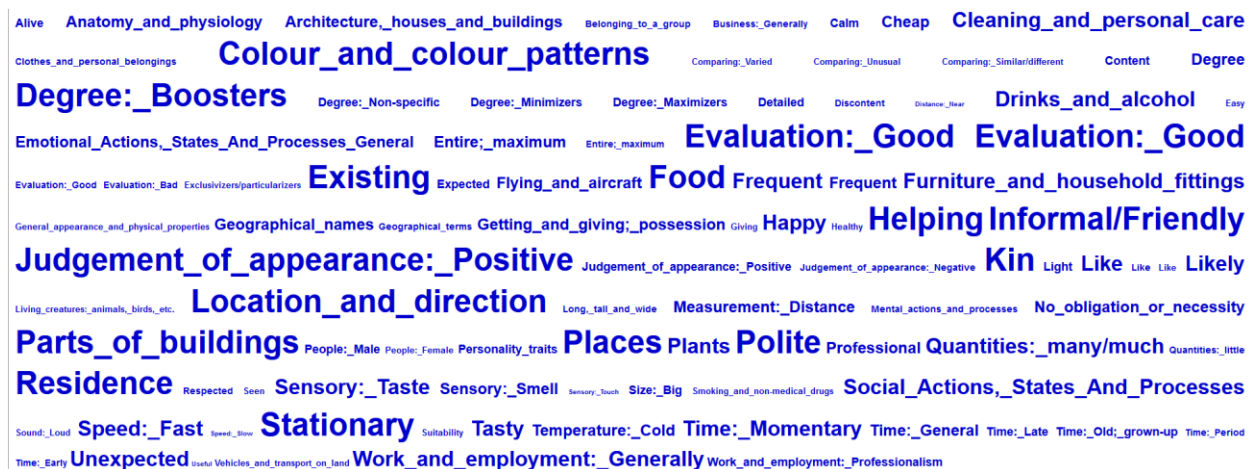


Figure 4.2 (b): Key semantic domain cloud of Green Park Reviews

Overall Comment

The SFMD analysis of GreenPark’s homepage and ‘About Us’ text reveals that the hotel projects itself as a leader by using positive polarity to create an authoritative atmosphere and attempts to achieve reader engagement aligning with its viewpoint. However, the corpus analysis of reviews, though there is positive evaluation in general, reveals that the keywords and key semantic domains apparently do not ascribe such an authoritative position or leadership to the hotel.

4.2.1.3 CSFMDA of Domestic Hotel 3

Part 1 Multimodal Analysis of ITC Kakatiya's homepage

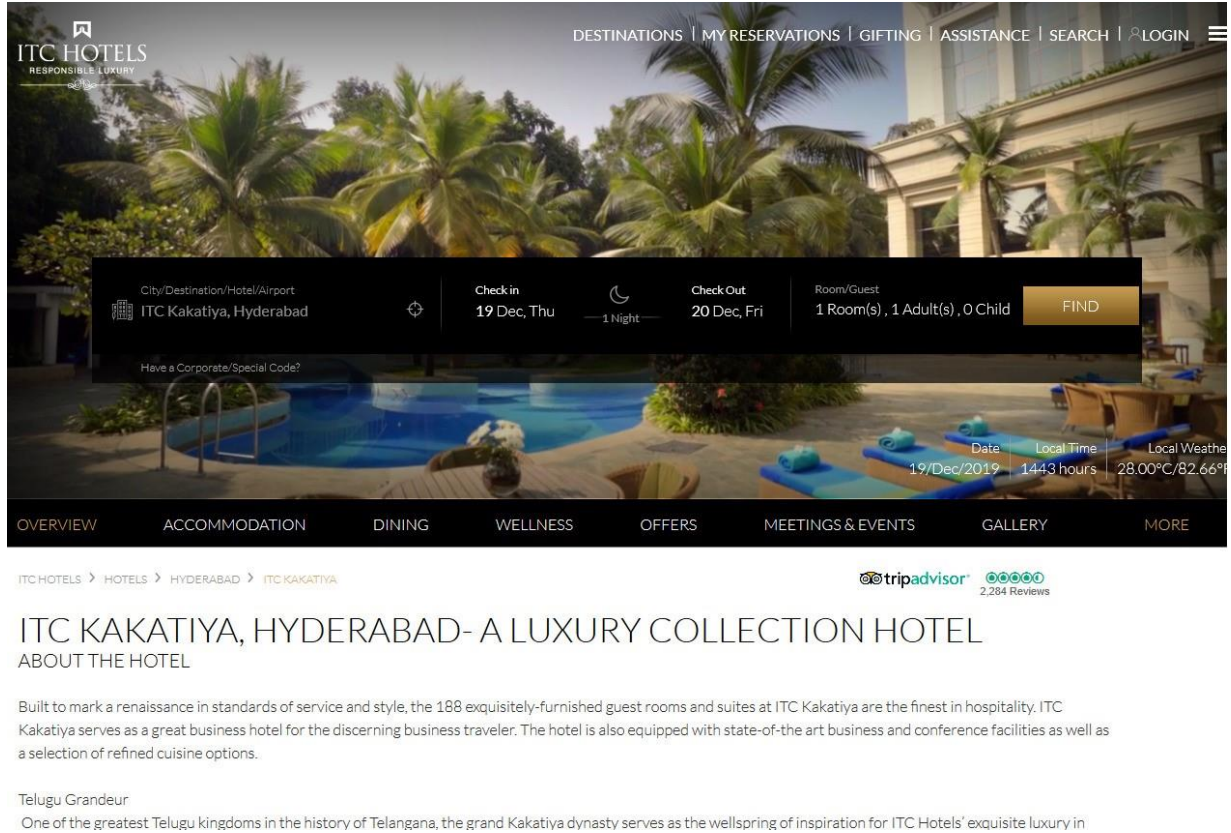


Figure 4.3: ITC Kakatiya hotel's homepage

ITC KAKATIYA Hotel's home page spans across three vertical screens. The first screen has the main image in the background with the logo of 'ITC HOTELS' in the top left corner, main menu options and the booking vignette hovering on the image. 'About the hotel' text is placed right below the main visual. The main visual is an outdoor photograph of the hotel depicting the swimming pool on the premises of the hotel. In terms of representational meaning, the image is a conceptual process as there is no action going on in the image. Furthermore, it is a symbolic suggestive process as there is only one participant (the carrier) and the details of the representation

are de-emphasized to create a mood or an atmosphere (*ibid.*: 106). Regarding the interactive meaning, contact is realized as an offer. The photograph is taken from a long shot. According to Kress and VanLeeuwen (1996), a long shot and a very long shot suggest a distant relationship between the viewer and the viewed. However, it seems that the purpose of the long shot used in this photograph is to capture the spacious environment of the hotel's swimming pool but not to suggest a social distance between the viewer and the hotel. In addition to that, the frontal angle used to take the photograph suggests that the viewers are involved with the represented participants and the high angle implies that the viewer has power over the represented participants. Compositional meaning analysis shows that the photograph is not analyzable in terms of information value. Framing in the image is strong because of the connectedness of the different elements in the vicinity of the hotel. The composition of the overall homepage follows the traditional structure of depicting the most ideal information (hotel and logo) at the top and the most real information (contact details and the directions) at the bottom of the page. The image has high modality because the represented participants are depicted in a realistic manner with natural colour saturation, detail, depth and brightness.

Other images on the homepage contain interiors of the hotel rooms and other facilities without any narrative processes and human participants. One exceptional choice made on the homepage is to use the photograph of Golconda fort in the background of the section 'Unlock Hyderabad with us' which indicates that the guests can explore Hyderabad in terms of 'history and culture', 'city attractions', 'festivals' etc.

Part 2 SFL Analysis of ITC Kakatiya's About Us Text

Clause 1 Hypotactic	Built to mark a renaissance in standards of service and style,	the 188 exquisitely-furnished guest rooms and suites at ITC Kakatiya are the finest in hospitality			
	X β	α			
	Built to mark a renaissance in standards of service and style,	the 188 exquisitely-furnished guest rooms and suites at ITC Kakatiya	are	the finest	in hospitality
Textual	Marked Theme	Rheme			
Interpersonal	Adjunct	Subject	Finite	Complement	Adjunct
	RESI-	MOOD		-DUE	
Ideational	Circ: Cause – Purpose	Identified	Relational Process	Identifier	Circ: Location

Clause 2	ITC Kakatiya	serves (is useful)		as a great business hotel	for the discerning business traveller	
Textual	Theme	Rheme				
Interpersonal	Subject	Finite	Predicator		Adjunct	Adjunct
	MOOD		RESIDUE			
Ideational	Carrier	Relational attribute	Process subsuming	Role: (elaboration)	Guise	Circ: Cause - behalf

Clause 3	The hotel	is also equipped			with state-of-the art business and conference facilities as well as a selection of refined cuisine options
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Conjunctive Adjunct	Predicator	Adjunct
	MOOD	RESIDUE			
Ideational	Goal	Material Process			Accompaniment: Comitative (extension)

Clause 4	One of the greatest Telugu kingdoms in the history of Telangana, the grand Kakatiya dynasty			serves (is useful)	as the wellspring of inspiration	for ITC Hotels' exquisite luxury in Hyderabad
Textual	Theme			Rheme		
Interpersonal	Subject			Finite	Predicator	Adjunct
	MOOD			RESIDUE		
Ideational	Carrier			Relational Process (subsuming attribute)	Role: Guise	Circ: Cause – behalf

Clause 5	A remarkable period defined by cultural exuberance, the grandeur of this kingdom	is echoed (evokes memories)	as much in the rich décor of the hotel as in its fine facilities and services		
Textual	Theme		Rheme		
Interpersonal	Subject		Finite	Predicator	Adjunct
	MOOD			RESIDUE	
Ideational	Goal		Material Process		Circ: Location-Place

Clause 6 Hypotactic	While its key inspiration is driven by the irrepressibly enterprising Kakatiyas	the hotel also draws from the robust legacy of Hyderabad's own antecedents,					to present a delightful confluence of the finest aspects of this region's rich history and culture in an ambience that is truly regal.	
	xβ	α					xy	
	While its key inspiration is driven by the irrepressibly enterprising Kakatiyas	the hotel	Also	Draws	from the robust legacy of Hyderabad's own antecedents,	to present a delightful confluence of the finest aspects of this region's rich history and culture	in an ambience that is truly regal.	
Textual	Marked Theme	Rheme						
Interpersonal	Adjunct	Subject	Adjunct	Finite	Predicator	Adjunct	Adjunct	Adjunct
	RESI-	MOOD			-DUE			
Ideational	Circ: Manner: Comparison	Actor		Material Process	Circ: Manner - means	Circ: Purpose	Circ: Location	

Clause 7 Hypotactic	Situating in the most picturesque part of the city, at the commercial centre of Hyderabad,		ITC Kakatiya overlooks the scenic Hussain Sagar Lake,				affording magnificent views for its 188 exquisite rooms and suites.	
	xβ		α				xy	
	Situating in the most picturesque part of the city,	at the commercial centre of Hyderabad,	ITC Kakatiya	Overlooks	the scenic Hussain Sagar Lake,	affording magnificent views	for its 188 exquisite rooms and suites.	
Textual	Marked Theme		Rheme					
Interpersonal	Adjunct	Adjunct	Subject	Finite	Predicator	Complement	Adjunct	Adjunct
	RESI-		MOOD		-DUE			
Ideational	Circ: Location	Circ: Location	Identified	Relational Process	Identifier	Circ: Purpose		Circ: Behalf

Clause 8	More than just a 5-star business hotel,	ITC Kakatiya	Offers	warm, efficient and personalised services	along with state-of-the-art luxury facilities	in an inspired ambience	for an expression of luxurious hospitality that befits a 5-star leisure resort.	
Textual	Theme	Rheme						
Interpersonal	Adjunct	Subject	Finite	Predicator	Complement	Adjunct	Adjunct	Adjunct
	RESI-	MOOD		-DUE				
Ideational	Circ: Comparison	Actor	Material Process	Scope	Circ: Accompaniment	Circ: Location	Circ: Purpose	

Clause 9 Hypotactic	Presenting the most lavish accommodation in Hyderabad,	ITC Kakatiya features a range of options to meet your needs – from luxury suites and 5-star corporate lodging to fine executive rooms all of which come with a complement of superlative services.				
	xβ	α				
	Presenting the most lavish accommodation in Hyderabad,	ITC Kakatiya	features	a range of options to meet your needs –	from luxury suites and 5-star corporate lodging to fine executive rooms all of which come with a complement of superlative services.	
Textual	Marked Theme	Rheme				
Interpersonal	Adjunct	Subject	Finite	Predicator	Complement	Adjunct
	RESI-	MOOD		-DUE		
Ideational	Circ: Means	Carrier	Relational Process		Attribute	Circ: Location

Clause 10 Hypotactic	Built to inspire and indulge the discerning global business traveller,	ITC Kakatiya offers a stellar line up of state-of-the art business and conference facilities and a fine selection of Indian and international cuisines ranging from the most indulgent kebabs and curried dishes from across India, to the delectable flavours of ‘Dakshin’ from Kerala, Tamil Nadu, Karnataka and Andhra Pradesh and Telangana on to a wide range of international favourites			
	xβ	α			
	Built to inspire and indulge the discerning global business traveller,	ITC Kakatiya	offers	a stellar line up of state-of-the art business and conference facilities and a fine selection of Indian and international cuisines ranging from the most indulgent kebabs and curried dishes from across India, to the delectable flavours of ‘Dakshin’ from Kerala, Tamil Nadu, Karnataka and Andhra Pradesh and Telangana on to a wide range of international favourites.	
Textual	Marked Theme	Rheme			
Interpersonal	Adjunct	Subject	Finite	Predicator	Complement
	RESI-	MOOD		-DUE	
Ideational	Circ: Manner	Actor	Material Process		Scope

Clause 11	The inviting outdoor pool built around a natural rock	promises		a delightful experience of bliss.	
Textual	Theme		Rheme		
Interpersonal	Subject		Finite	Predicator	Complement
	MOOD			RESIDUE	
Ideational	Actor		Material Process		Goal

Clause 12	Kaya Kalp – The Spa, ITC Hotels’ award winning chain of luxury spas, in Hyderabad, which overlooks the pool at ITC Kakatiya	offers	a lavish regime of rejuvenating mind and body therapies.	
Textual	Theme	Rheme		
Interpersonal	Subject	Finite	Predicator	Complement
	MOOD		RESIDUE	
Ideational	Actor	Material Process	Scope	

Clause 13	At the ITC Kakatiya,	Experience	luxuriously hospitable	warm	in the ambience of Hyderabad’s finest 5 star business hotel.
Textual	Marked Theme	Rheme			
Interpersonal	Adjunct	Finite	Predicator	Complement	Adjunct
	RESI-	MOOD	-DUE		
Ideational	Circ: Location	Mental Process	Phenomenon		Circ: Location

As can be seen from the clause analysis carried out in the boxed diagrams, the ‘about’ text of the hotel organises its information under three headings in 13 major clauses by deploying seven marked Topical Themes and six unmarked Topical Themes in three major process types - Material (7), Relational (5) and Mental (1) - through a selection of 12 declarative and one imperative mood types. Through these choices, the hotel discursively constructs its organisational identity in a way that marks its distinctness rooted in the local history and culture of the site at which the hotel is located.

Although Topical Theme choices are varied, marked Themes, most of them are dependent clauses (5) whose effect is to foreground the hotel and its claims about what it offers, have a major function in constructing the hotel’s grand identity rooted in local history and culture. Through the choice of noun group complexes that expand in terms of apposition and embedding, most of the unmarked Themes (4), at the same time, construct the identity of the hotel either by highlighting the hotel as a whole (holonym) or the facilities and services it boasts of (meronym).

Through the use of tenor resources realised largely by the declarative mood type and minimally by the imperative mood type, the text constructs the hotel’s identity as one of a proposition in an authoritative manner expressed through the choice of Finite element in the MOOD system that ‘brings the proposition down to earth’ (Halliday & Matthiessen 2014, p. 144) in terms of locating its primary tense in the present. The use of present tense form of the verb in all clauses except one tends to associate the ‘about’ text of the hotel in focus with description as if the text is about the natural world. In the guise of description, what the hotel is actually trying to do is to persuade the customer to stay in their hotel and experience their hospitality. Interestingly, without using the modality system as a choice for expressing the quality of the hotel’s services, this line of understanding (persuasive nature) gets accentuated in the form of evaluative language

resources deployed in the nominal groups functioning as both subjects and complements, circumstantial adjuncts placed in the background and the foreground of the clauses in the text. Through the use of the imperative mood occurring once in the text at the end, the hotel is inviting the customer to experience the grand hospitality it boasts of, which has been built up in the text till there.

Through the use of field resources largely realised by the process types - material (7), relational (5) and mental (1) and their attendant circumstances of purpose, spatial and temporal location, manner, role, accompaniment and a few others which augment the meanings created through the process types, the hotel is constructing its identity as one of its kind and thus communicates to its customers, perhaps, why this hotel should become their natural choice for their stay in the city. As can be evidenced from the data in the boxed diagrams, the text constructs the hotel's identity through two identifying relational processes whose meanings are augmented through non-finite dependent clauses as circumstances of purpose and location in the background and prepositional phrases and non-finite clauses in the foreground. The hotel's brand value is further characterised by three more relational processes of classification kind whose meanings are expanded through elaboration and enhancement realised by the circumstances of role, cause, purpose, location in the form of prepositional phrases. The grandeur of the hotel is further depicted through seven materials processes of 'doing' used in the text. Two of these processes of doing are patterned as passive constructions to showcase the hotel's state-of-the-art facilities and how those facilities and services evoke the memories of the royal grandeur of the Kakatiyas after whom the hotel is named. Through the use of processes of 'doing' realised by the verbs, 'offer' (3 times) and 'promise' (1), the hotel flaunts its various amenities and services with a view to appealing to the

prospective customer. The only mental process with which the text closes invites the customer to stay in the hotel and experience the grand hospitality it purports to offer.

Part 3 Corpus Analysis of the ITC Kakatiya's Reviews

The corpus analysis of ITC Kakatiya Hotel's reviews using Wmatrix5 (Rayson, 2021) revealed that most of the reviews positively evaluated the hotel. The details of the corpus analysis are as follows.

	Item	O1	%1	O2	%2	LL	LogRatio
1	Concordance hotel	1235	1.11	2	0.00 +	2001.51	9.62
2	Concordance was	2078	1.88	583	0.41 +	1291.41	2.18
3	Concordance staff	959	0.87	55	0.04 +	1211.68	4.47
4	Concordance food	715	0.65	6	0.00 +	1112.16	7.25
5	Concordance stay	690	0.62	5	0.00 +	1080.04	7.46
6	Concordance my	1001	0.90	138	0.10 +	963.31	3.21
7	Concordance very	1244	1.12	316	0.22 +	837.63	2.33
8	Concordance itc	477	0.43	0	0.00 +	783.63	10.25
9	Concordance great	587	0.53	42	0.03 +	704.54	4.15
10	Concordance good	811	0.73	165	0.12 +	636.60	2.65

Table 4.3 (a): Concordance list of top 10 words in ITC Kakatiya reviews corpus

As can be seen from the concordance generated in the corpus, the most frequent occurrence of these terms indicated positive judgement given to the hotel in the reviews. Positive values assigned to the observed frequency (O1) and Relative frequency in reviews (1%) indicate that these words are more positively used in the reviews. The same result is visually presented in the keyword cloud given below.

always amazing ambience amenities **and** archana **at** awesome bar beautiful **best breakfast** buffet care check_in chef city clean **comfortable**
 concierge courteous **Dakshin deccan** definitely **delicious** desk dinner enjoyed **excellent experience** family fantastic **food** for friendly friends front
good great guest guests gym had helpful her home hospitality **hotel** hotels **Hyderabad** indian **itc**
ITC_Kakatiya Kakatiya lobby located location loved lovely luxury made **me** memorable **ms** **my** nice pavilion **place** pleasant polite pool **property** really reception
 recommend restaurant restaurants **room** rooms **service** smile Soujanya spa spacious special **staff stay** stayed
 staying team thanks the **very** visit visited warm **was** were with wonderful

Figure 4.3 (a): Keyword cloud of ITC Kakatiya Reviews

		Item	O1	%1	O2	%2	LL	LogRatio		
1	List1	Concordance	F1	2730	2.46	193	0.14 +	3286.62	4.17	Food
2	List1	Concordance	H4	1808	1.63	39	0.03 +	2637.36	5.88	Residence
3	List1	Concordance	O4.2+	1711	1.54	93	0.07 +	2186.02	4.55	Judgement of appearance: Positive
4	List1	Concordance	M8	1112	1.00	57	0.04 +	1437.34	4.64	Stationary
5	List1	Concordance	H2	1273	1.15	141	0.10 +	1337.16	3.52	Parts of buildings
6	List1	Concordance	A13.3	2325	2.10	797	0.56 +	1196.26	1.89	Degree: Boosters
7	List1	Concordance	A5.1+++	935	0.84	77	0.05 +	1080.61	3.95	Evaluation: Good
8	List1	Concordance	A5.1+	2199	1.98	861	0.61 +	973.66	1.70	Evaluation: Good
9	List1	Concordance	S1.2.1+	570	0.51	13	0.01 +	826.89	5.80	Informal/Friendly
10	List1	Concordance	S8+	1686	1.52	612	0.43 +	815.42	1.81	Helping

Table 4.3 (b): Concordance list of top 10 semantic domains in ITC Kakatiya Reviews

The concordance list of key semantic domains shows that Food, Residence, Positive judgement of appearance are the top 3 most frequent positively judged aspects in the ITC Kakatiya Hotel reviews. The + symbols assigned indicate overuse in O1 compared to O2. That means these aspects are more positively judged in the reviews compared with the texts in BNC Business CG Corpus. The same finding is presented visually in the following key semantic domain cloud image. The bigger the semantic domains, the more frequently occurred in the reviews.



Overall Comment

The SFMD analysis of ITC Kakatiya's homepage and 'About Us' text reveals that the hotel projects a sense of luxury and cultural richness by emphasizing on the grandeur and tradition. The corpus linguistic analysis reveals that the hotel is positively judges for the service and experience but the key words and key semantic domains do not reflect the cultural richness or grandeur as projected by the hotel.

4.2.1.4 CSFMDA of Domestic Hotel 4

Part 1 Multimodal Analysis of Lemon Tree Hotel's homepage

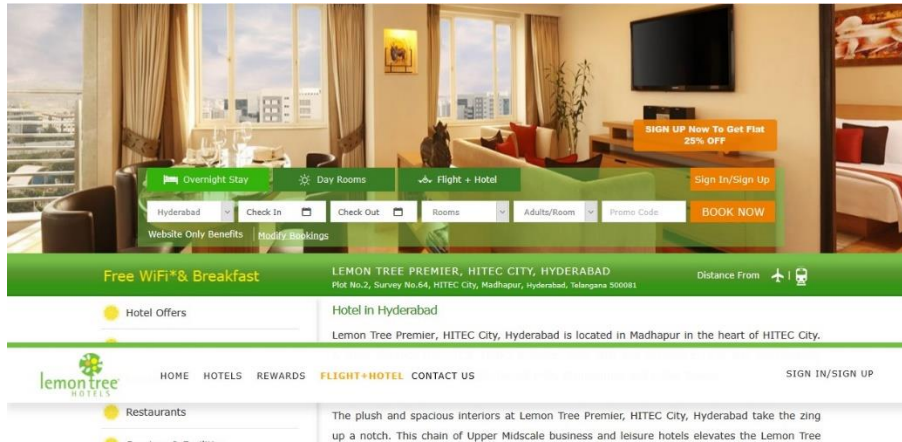


Figure 4.4 (a): Lemon Tree hotel's homepage

Lemon Tree Hotel's home page has the main visual as an image carousel which showcases a series of images depicting the rooms of the hotel and other offers. Following the main visual is the main menu and the about us text. The bottom of the homepage has the contact details and social media plug-ins. This structure is typical of all the hotel homepages.

Representational meaning analysis reveals that the photograph used in the main visual is a conceptual process because there are no vectors present in the image. It is an analytical process presenting a part/whole structure. The whole, as a carrier (the suite) possesses the parts as attributes (television, bed and other furniture). In terms of interactive meaning, the image is a visual offer about the suite facility of the hotel. As the photograph is taken from a close social distance, it creates moderate intimacy. From the horizontal perspective, the photo is taken from a frontal angle to show the suite clearly. From the vertical perspective, the photo is taken at eye level indicating equal power between the viewer and the image. For the compositional meaning, the system of

information value does not apply as the elements cannot be analyzed in terms of right to left, center to margin, top to bottom layouts. Regarding salience, there is no single object made salient by positioning or highlighting. The suite is captured as it is, which creates a reliable image in the mind of the viewer. Framing is found to be high as all the elements in the photograph connected and the modality is high because of the natural lighting, color and brightness.

One interesting thing about Lemon Tree Hotel's website is the creative use of images to introduce their offers. For instance, the image used to introduce 'winter packages' has two coffee mugs (one big and one smaller) with a muffler wrapped around them in the backdrop of a misty glass. This image is symbolic suggestive process that indicates a couple in winter season. Similarly other images in that series use graphic lines to depict travel, work and other facilities such a Wi-Fi.



Figure 4.4 (b): Lemon Tree hotel's homepage offer

Part 2 SFL Analysis of Lemon Tree Hotel's About Us Text

Clause 1	Lemon Tree Premier, HITEC City, Hyderabad	is located		in Madhapur in the heart of HITEC City	
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Adjunct	
	MOOD		RESIDUE		
Ideational	Carrier	Relational (Locational)	Process:	Attributive	Attribute

Clause 2	A short distance from TCS, HSBC, Deloitte, Dell, IBM and Accenture	it	Is	also conveniently close	to CSC, GENPACT Google, Inorbit mall, Shilparaman and Cyber Towers.
Textual	Theme	Rheme			
Interpersonal	Adjunct	Subject	Finite	Complement	
	RESIDUE	MOOD		RESIDUE	
Ideational	Circ: Extent – distance	Carrier	Relational Process	Attribute	Circ: Location

Clause 3	The plush and spacious interiors at Lemon Tree Premier, HITEC City, Hyderabad	take (increase excitement)	the zing	up a notch
Textual	Theme	Rheme		
Interpersonal	Subject	Finite	Predicator	Complement Adjunct
	MOOD	RESIDUE		
Ideational	Actor	Material Process	Goal	Circ: Manner

Clause 4 Hypotactic	This chain of Upper Midscale business and leisure hotels elevates the Lemon Tree experience		while retaining the same freshness, quirkiness and energy that Lemon Tree is well known for.	
	α		$x\beta$	
	This chain of Upper Midscale business and leisure hotels	Elevates	the Lemon Tree experience	while retaining the same freshness, quirkiness and energy that Lemon Tree is well known for.
Textual	Theme	Rheme		
Interpersonal	Subject	Finite	Predicator	Complement Adjunct
	MOOD	RESIDUE		
Ideational	Actor	Material Process	Goal	Circ: Manner

Clause 5	Lemon Tree Premier	pampers	the style conscious and upbeat traveller	with its personalized services, premium in-room amenities, award winning restaurants and fun experiences.	
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Complement	Adjunct
	MOOD		RESIDUE		
Ideational	Actor	Material Process	Beneficiary- client	Circ; Manner	

Clause 6	The hotel with its 267 smartly furnished rooms and suites		Offers		you	a wide array of accommodation options
Textual	Theme		Rheme			
Interpersonal	Subject		Finite	Predicator	Complement	Complement
	MOOD			RESIDUE		
Ideational	Actor		Material Process		Beneficiary-client	Range

Clause 7	Room categories	Include		Superior Room; Deluxe Room; Premier Room; Junior Suite; Executive Suite and Presidential Suite	
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Complement	
	MOOD		RESIDUE		
Ideational	Carrier: Possessor	Relational Process		Attribute: Possessed	

Clause 8 Hypotactic	The centrally air conditioned hotel offers an eclectic pan-Asian restaurant – Republic of Noodles, a specialty Indian restaurant – Kebab Theater, a hip recreation bar – Slounge, a 24x7 multi-cuisine Coffee Shop – Citrus Café, a Tea Lounge, a business center, a 6245 sq. ft. of conference area, the rejuvenating Spa – Fresco, a Life Fitness Gym and rooftop swimming pool				to keep you feeling fresh-as-a-lemon	
	α				$x\beta$	
	The centrally air conditioned hotel	Offers	an eclectic pan-Asian restaurant – Republic of Noodles, a specialty Indian restaurant – Kebab Theater, a hip recreation bar – Slounge, a 24x7 multi-cuisine Coffee Shop – Citrus Café, a Tea Lounge, a business center, a 6245 sq. ft. of conference area, the rejuvenating Spa – Fresco, a Life Fitness Gym and rooftop swimming pool			to keep you feeling fresh-as-a-lemon
Textual	Theme	Rheme				
Interpersonal	Subject	Finite	Predicator	Complement		Adjunct
	MOOD		RESIDUE			
Ideational	Actor	Material Process	Scope			Circ: Purpose

As can be seen from the clause analysis carried out in the boxed diagrams, the ‘about’ text of the Lemon Tree Hotel organises its information in nine clauses with unmarked topical Themes unfolding their meanings mainly through the choice of relational and material process types and the declarative mood type. Through these choices, the hotel creates a niche in the market by branding itself as an upper midscale business hotel targeting cost-conscious clientele, thus constructing a unique brand value.

Through the use of mode resources realised by unmarked themes in the form of noun group complexes with embedding, the hotel, in the Rheme part, constructs its unique identity by highlighting its strategic geographical location, its proximity to other business organizations, its trademark amenities and services.

The mood selection of the text, which is declarative, indicates that the information about the hotel is provided as a series of propositions with positive polarity choices, which provide arguable nature to the text. Though the addressee is viewed as equal in power status, the text reflects the cultural context of the Indian society in the way the guest is treated as God and the respect accorded so by the hotel. Therefore, the social distance between the interactants is maximal, which is indicated in terms of formality and objectivity realised through the choice of the finite element being in the present tense. However, the formal and objective nature of the text gets overridden through the choice of evaluative language deployed in the Subjects, Complements and Adjuncts of the clauses, thus, making the text sound subjective. This feature of the text, like other texts of the hotels analyzed earlier, qualifies it to be more persuasive than descriptive so that the potential customer is likely to get enticed to experience the stay and hospitality the hotel is projecting.

Through the choice of attributive relational and doing material process types and their attendant circumstances of location, manner and purpose, the text is painting an identity that attracts a certain kind of customers who wish to experience the top-notch quality services and amenities staying in the prime location proximal to other big business organisations, yet spend less money. The hotel creates its brand value through these choices and other discursive practices implied through embedding and circumstantial augmentation in the clauses of the text.

Part 3 Corpus Analysis of Lemon Tree Hotel's Reviews

Corpus Analysis of Lemon Tree hotel reviews using Wmatrix (Rayson, 2021) revealed that the hotel is positively evaluated in the reviews given on TripAdvisor.com. The details of the corpus analysis are presented below.

	Item	O1	%1	O2	%2	LL	LogRatio
1	Concordance hotel	1424	1.26	2	0.00 +	2282.70	9.80
2	Concordance staff	1070	0.95	55	0.04 +	1361.57	4.60
3	Concordance stay	870	0.77	5	0.00 +	1355.95	7.77
4	Concordance was	1969	1.75	583	0.41 +	1137.10	2.08
5	Concordance good	1191	1.06	165	0.12 +	1122.27	3.17
6	Concordance food	697	0.62	6	0.00 +	1068.91	7.18
7	Concordance lemon_tree	642	0.57	0	0.00 +	1041.73	10.65
8	Concordance my	1017	0.90	138	0.10 +	967.16	3.20
9	Concordance very	1350	1.20	316	0.22 +	943.31	2.42
10	Concordance service	753	0.67	56	0.04 +	880.52	4.07

Table 4.4 (a): Concordance list of top 10 words in Lemon Tree reviews corpus

As can be seen from the concordance generated in the corpus, the most frequent occurrence of these terms indicated positive judgement given to the hotel in the reviews. Positive values assigned to the observed frequency (O1) and Relative frequency in reviews (1%) indicate that these words are more positively used in the reviews. The same result is visually presented in the keyword cloud given below.

2 always **amazing** ambience ambience amenities **and** as_well **at awesome best breakfast** buffet business business_trip **cafe** care **chef citrus city**
clean comfortable courteous days delicious **desk dinner enjoyed especially excellent experience** family **food** **for friendly front**
good great guests guys gym had **helpful** here hitec_city hitech_city **hospitality hotel** hotels housekeeping **Hyderabad** indian
is keeping lemon_tree lemontree located location me **my nice** overall perfect **place** pleasant polite pool **premier property really reception recommend**
restaurant restaurants room rooms service services smile spa **spacious special specially staff** staffs **stay**
stayed staying swimming_pool team thanks trip **very visit** visited **was** were WiFi With wonderful

Figure 4.4 (c): Keyword cloud of Lemon Tree Reviews

		Item	O1	%1	O2	%2	LL	LogRatio	
1	List1	Concordance F1	2788	2.47	193	0.14 +	3320.83	4.18	Food
2	List1	Concordance H4	2004	1.78	39	0.03 +	2911.56	6.01	Residence
3	List1	Concordance O4.2+	1674	1.48	93	0.07 +	2096.87	4.49	Judgement of appearance: Positive
4	List1	Concordance M8	1386	1.23	57	0.04 +	1835.84	4.93	Stationary
5	List1	Concordance H2	1411	1.25	141	0.10 +	1510.03	3.65	Parts of buildings
6	List1	Concordance A5.1+	2547	2.26	861	0.61 +	1291.96	1.89	Evaluation: Good
7	List1	Concordance A13.3	2279	2.02	797	0.56 +	1114.76	1.84	Degree: Boosters
8	List1	Concordance L3	699	0.62	24	0.02 +	951.77	5.19	Plants
9	List1	Concordance A5.1+++	855	0.76	77	0.05 +	946.36	3.80	Evaluation: Good
10	List1	Concordance S8+	1818	1.61	612	0.43 +	926.23	1.89	Helping

Table 4.4 (b): Concordance list of top 10 semantic domains in Lemon Tree Reviews

The concordance list of key semantic domains shows that Food, Residence, Positive judgement of appearance are the top 3 most frequent positively judged aspects in the Lemon Tree Hotel reviews. The + symbols assigned indicate overuse in O1 compared to O2. That means these aspects are more positively judged in the reviews compared with the texts in BNC Business CG Corpus. The same finding is presented visually in the following key semantic domain cloud image. The bigger the semantic domains, the more frequently occurred in the reviews.



Figure 4.4 (d): Key semantic domain cloud of Lemon Tree Reviews

Overall Comment

The SFMD Analysis of Lemon Tree hotel’s homepage and ‘About Us’ text reveals that the hotel attempts to project a unique and engaging experience targeting the cost-conscious clientele by creatively exploiting verbal and visual elements. The corpus analysis of the reviews reveals that the reviewers perceive the hotel positively in terms of the service and experience as the keywords and key semantic domains related to service and helping are found to be prominent.

4.2.1.5 CSFMDA of Domestic Hotel 5

Part 1 Multimodal Analysis of The Park hotel's homepage

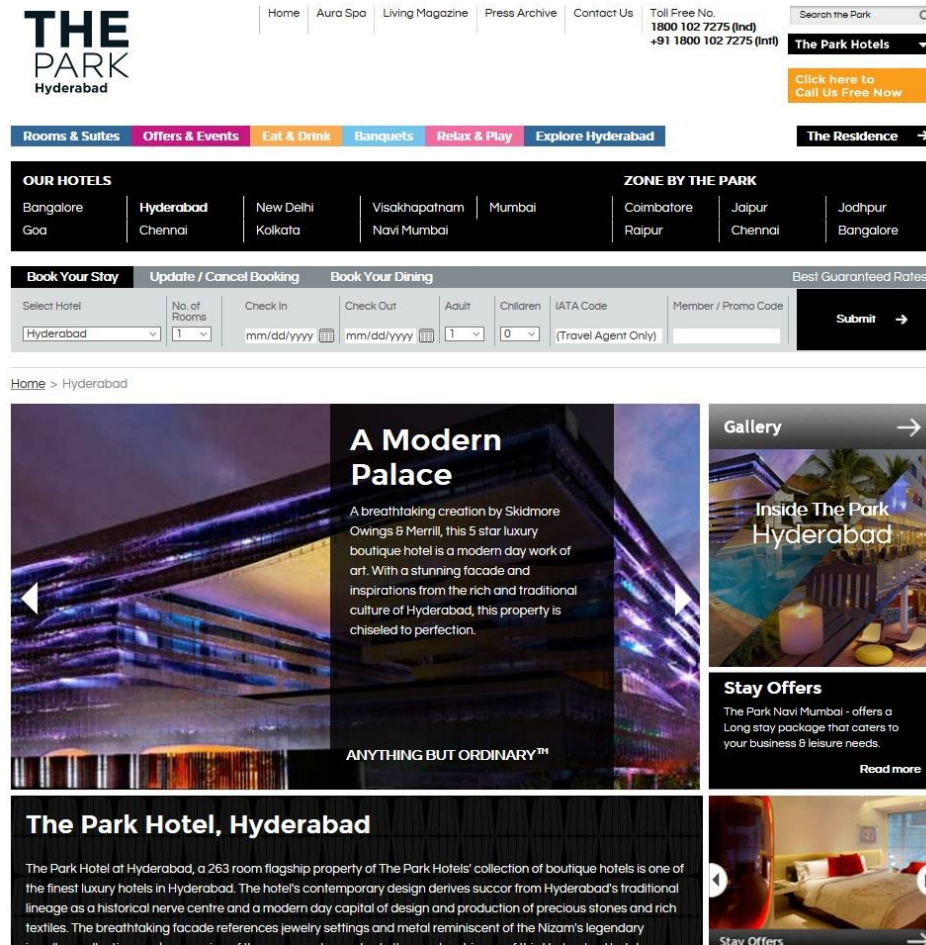


Figure 4.5: The Park hotel's homepage

The Park hotel's homepage has all the moves typically present in a hotel homepage genre. The logo of the hotel in the top left corner, a salient main visual depicting the grandeur of the hotel, about us text following the visual and contact details at the bottom of the homepage.

The main visual is an image carousel with a series of images showing the exterior and interiors of the hotel. The screenshot selected for analysis depicts an exterior view of the hotel in

colorful bright lights. In terms of representational meaning, it is a conceptual image because of absence of vectors. This is a symbolic attributive process where the “objects are made salient in the representation” (*ibid*: 105). That is the hotel’s building with bright colored lighting is made salient in the photograph. In terms of interactive meaning, the image is a visual offer of the hotel building. As for social distance and intimacy, the photograph is taken from a lower angle creating a far social distance and to project the hotel as a ‘modern palace’ as indicated in the text given over the photograph. This creates a higher power to the hotel compared to the viewer. In terms of compositional meaning, the image is considered to have centre/margin layout in information value because the hotel building, which represents salience, is placed at the centre with the sky as background. Framing is strong as there is connectedness of the building and background. The image has high modality because the represented participant is presented with modality markers such as color saturation, color differentiation, detail, depth and illumination.

One distinctive feature found in the photographs of The Park hotel’s gallery is the use of bright colored lights in most of the images. This is in line with the description of the hotel given in the about us text.

Part 2 SFL Analysis of The Park Hotel’s About Us Text

Clause 1	The Park Hotel at Hyderabad, a 263 room flagship property of The Park Hotels' collection of boutique hotels	is	one of the finest luxury hotels in Hyderabad
Textual	Theme	Rheme	
Interpersonal	Subject	Finite	Complement
	MOOD	RESIDUE	
Ideational	Identified	Relational Process	Identifier

Clause 2	The hotel's contemporary design	Derives	succor	from Hyderabad's traditional lineage	as a historical nerve centre and a modern day capital of design and production of precious stones and rich textiles	
Textual	Theme	Rheme				
Interpersonal	Subject	Finite	Predicator	Complement	Adjunct	Adjunct
	MOOD		RESIDUE			
Ideational	Beneficiary-Recipient	Material Process	Scope		Circ: Place Location:	Circ: Role

Clause 3 Paratactic	The breathtaking facade references jewellery settings and metal reminiscent of the Nizam's legendary jewellery collection	evokes passion of the era gone-by	and sets the royal ambience of this Hyderabad hotel.
	1 (initiating clause of paratactic nexus)	+2(continuing clause)	+3 (continuing clause)

Clause 3i (Initiating clause of paratactic nexus)	The breathtaking facade	References	jewellery settings and metal reminiscent of the Nizam's legendary jewellery collection,		
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Complement	
	MOOD	RESIDUE			
Ideational	Identified	Relational Process	Identifier		

Clause 3ii (Continuing clause)	[The breathtaking facade] (Elliptical)	evokes		passion of the era gone-by	
Textual	Topical Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Complement	
	MOOD			RESIDUE	
Ideational	Senser	Mental Process		Phenomenon	

Clause 3iii (Continuing clause)	and	[the breathtaking facade] (Elliptical)	sets		the royal ambience of this Hyderabad hotel	
Textual	Textual Theme				Topical Theme	
Interpersonal		Subject	Finite	Predicator	Complement	
		MOOD			RESIDUE	
Ideational		Actor			Material Process	Range

Clause 4 Hypotactic	The unique perforated metal exterior <u>has been inspired</u> by the 'Jalis' of old Indian palaces,		while the naturally illuminated, indulgently luxurious interiors <u>reflect</u> traditions of patterning, craftsmanship and style			to carve a niche of exclusivity at this hotel in Hyderabad
	α		+ β			xy
	The unique perforated metal exterior	has been inspired	by the 'Jalis' of old Indian palaces,	while the naturally illuminated, indulgently luxurious interiors <u>reflect</u> traditions of patterning, craftsmanship and style		to carve a niche of exclusivity at this hotel in Hyderabad
Textual	Theme	Rheme				
Interpersonal	Subject	Finite	Predicator	Complement	Adjunct	Adjunct
	MOOD		RESIDUE			
Ideational	Senser	Mental Process	Phenomenon		Circ: Addition	Circ: purpose

Clause 5	With a jewel tuned palette and custom installations, lighting and furniture in the rooms and suites, all inspired by the legendary jewels of the Nizams,	every guest	would feel	like royalty	
Textual	Marked Theme	Rheme			
Interpersonal	Adjunct	Subject	Finite	Predicator	Complement
	RESI-	MOOD		-DUE	
Ideational	Circ: Accompaniment – comitative	Senser	Mental Process	Phenomenon	

Clause 6	This Hyderabad hotel	Brings	to you	exceptional spaces;	from the varied range of rooms and suites to choose from to the choicest of lounges, hippest of restaurants and other areas of absolute entertainment
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Complement	Adjunct
	MOOD	RESIDUE			
Ideational	Actor	Material Process	Beneficiary- client	Scope	Circ: Location: Place

Clause 7 Hypotactic	The array of facilities, services and recreational options added to the fantastic location of being right in the heart of the leading business and pulsating city,	guests at The Park	are guaranteed to have		a truly inspired stay
Textual	Marked Theme	Rheme			
Interpersonal	Adjunct	Subject	Finite	Predicator	Complement
			Verbal group (complex)		
			$\alpha \rightarrow x\beta$		
	RESI-	MOOD		-DUE	
Ideational	Circ: Accompaniment: Comitative	carrier	Relational Process		attribute

As can be seen from the clause analysis carried out in the boxed diagrams, the ‘about’ text of the Park Hotel organises its information in five clause simplexes and two clause complexes (one paratactic and one hypotactic) with mainly unmarked topical Themes unfolding their meanings through the choice of relational (3), material (3) and mental process types (3) and the declarative mood type, positive polarity and modulation of readiness as inclination and obligation as promise. Through these choices, the hotel constructs a very distinct brand value by positioning itself as a boutique hotel in the city reflecting the cultural heritage of Nizams in its architecture and combining sophistication and luxury in its personalised services and expansive amenities.

Through the choice of mainly unmarked Themes (5) which conflate interpersonal Subject and the Experiential Participants involved in the Process Types selected in the text, the hotel is constructing its singular identity by highlighting its architecture rooted in the local culture. At the same time, through the choice of marked Themes in clauses 5 and 7, the hotel is building a unique identity specially known for its customised services and wide-ranging amenities which reflect the local history and royal culture of the city in which the hotel is located. The selection of a paratactic clause complex with three independent clauses in clause 3 and a hypotactic clause complex with one independent and one dependent clause in clause 4 also helps the hotel to construct its unique identity reflected in the design of the hotel drawn from the royal palaces of the past.

Through the use of tenor resources realised by the selection of declarative mood type largely with positive polarity, the clauses in the text construct the hotel’s identity as a series of propositions that claim to provide factual information. The choice of modulation of readiness as inclination in clause 3 and obligation as promise realised by the expansion of the Predicator as verbal complex in clause 7 constructs the hotel’s identity as proposals that persuade the potential customer to experience the personalised services and the expansive amenities it purports to

possess. By referring to the potential customer through the choice of second person pronoun, ‘you’ in clause 6 and the third person lexical noun ‘guest’ in clauses 5 and 7, the hotel seems to reflect its philosophy of connecting to the customer in a personalised manner. Though the solidarity between the hotel and the customer seems to be maximal, the evaluative language deployed in the Subjects, Complements and Adjuncts of the clauses gives the text subjective nature.

Through the use of field resources realised by relational (3), material (3) and mental (3) process types, circumstances of accompaniment, purpose, role, place and addition, which expand the meanings made through the process types, the hotel is discursively constructing an identity that not only reflects the architectural design of the Nizams but also showcases the unique kind of hospitality extended to the customer through personalised services and expansive amenities. Through the choice of nominal groups used for realising the participants present in relational clauses (1 and 3), the hotel identifies itself as a boutique hotel, the design of which is reflecting the Nizam's legendary jewellery collection. With the choice of mental process in the passive construction in the alpha and the relational process in the beta of verbal complex, the hotel is promising the customer a cherishable stay in the hotel. The hotel's unique brand value is further enhanced by doing and sensing process types, which highlight its personalised service and expansive amenities, what it does to the customer, how it treats the customer, what the customer can experience with the superior quality of services offered to them.

Part 3 Corpus Analysis of The Park Hotel's Reviews

Corpus Analysis of The Park hotel's reviews carried out using Wmatrix5 (Rayson,2021) revealed that the hotel is evaluated positively in the reviews posted in TripAdvisor.com. The details of the corpus Analysis are presented below.

	Item	O1	%1	O2	%2	LL	LogRatio
1	Concordance hotel	2874	1.27	2	0.00 +	2758.45	9.81
2	Concordance was	4256	1.88	583	0.41 +	1682.97	2.19
3	Concordance room	1801	0.80	23	0.02 +	1544.03	5.61
4	Concordance stay	1451	0.64	5	0.00 +	1350.27	7.50
5	Concordance good	2045	0.90	165	0.12 +	1125.54	2.95
6	Concordance staff	1509	0.67	55	0.04 +	1092.60	4.10
7	Concordance food	1126	0.50	6	0.00 +	1028.82	6.87
8	Concordance rooms	1129	0.50	7	0.00 +	1023.28	6.65
9	Concordance very	2306	1.02	316	0.22 +	911.60	2.19
10	Concordance park	1023	0.45	9	0.01 +	906.22	6.15

Table 4.5 (a): Concordance list of top 10 words in The Park reviews corpus

As can be seen from the concordance generated in the corpus, the most frequent occurrence of these terms indicated positive judgement given to the hotel in the reviews. Positive values assigned to the observed frequency (O1) and Relative frequency in reviews (1%) indicate that these words are more positively used in the reviews. The same result is visually presented in the keyword cloud given below.



Figure 4.5 (a): Keyword cloud of The Park Reviews

The SFMD Analysis of The Park Hotel's homepage and 'About Us' text reveals that the hotel attempts to project a lively identity mixed with modernity and elegance by using bright colored lights in the homepage visuals and referring to Hyderabad's cultural heritage in 'About Us' text. The corpus analysis reveals that the hotel is positively evaluated in the reviews but a closer examination of key words and key semantic categories reveals that the aspects highlighted by the hotel are not found in the keywords and key semantic categories identified in the reviews.

4.2.2 CSFMDA of International Hotels

4.2.2.1 CSFMDA of International Hotel 1

Part 1 Multimodal Analysis of Radisson hotel's homepage

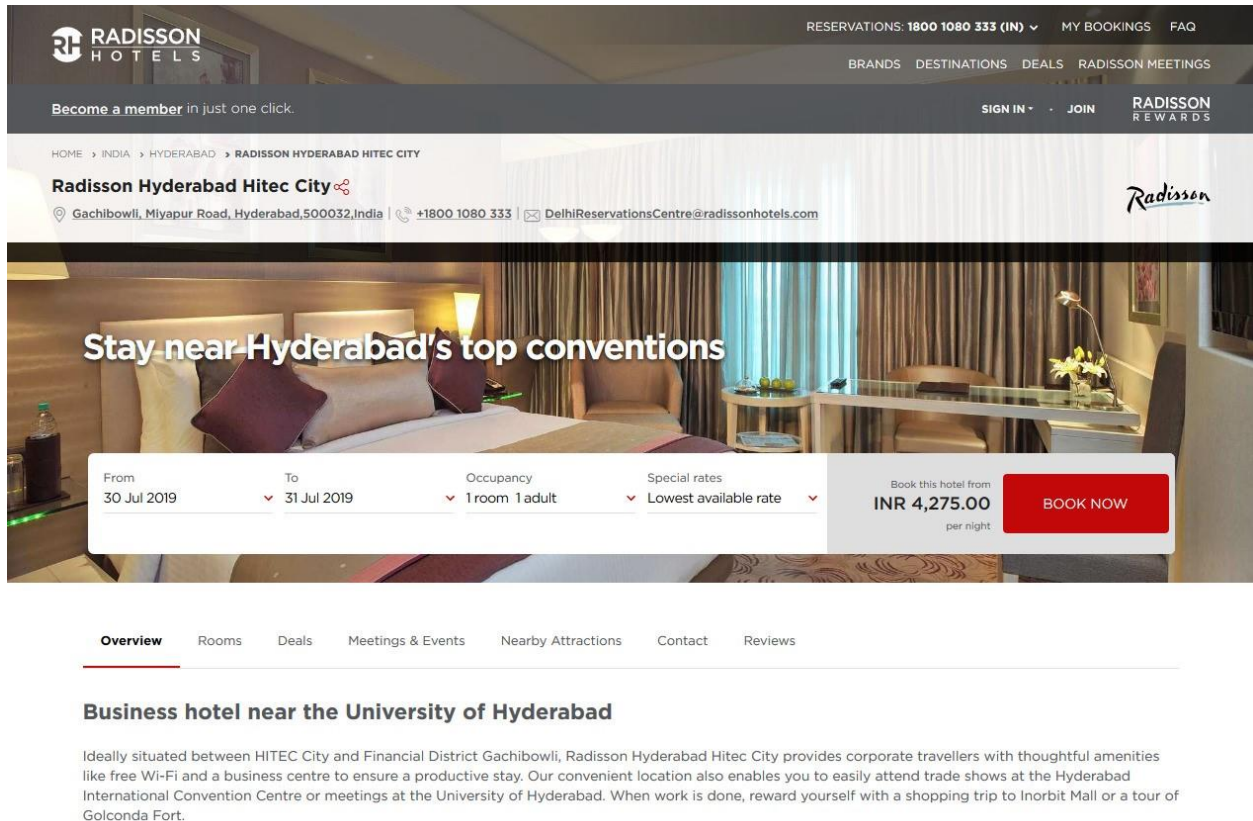


Figure 4.6: Radisson hotel's homepage

Radisson Hotel's homepage has a typical structure of a hotel homepage with the logo and main visual at the top, about us text and some other visuals at the centre and factual information such as contact details at the bottom.

For the representational meaning, the main visual, the photograph of a room's interior view, a conceptual process as there are no vectors. Further, it is an analytical process, presenting a

part/whole structure. The whole, the carrier (room) possesses the parts as attributes (bed, pillows, window curtains and other furniture). Regarding the interactive meaning, the photograph is a visual offer about the interior of the hotel room. Due to the close social distance at which the photograph is taken, a moderate intimacy is created between the room and the viewer. From the horizontal perspective, the photograph is taken at from a frontal angle to clearly show the room. From the vertical perspective, equal power is indicated by the eye level angle. Compositional meaning analysis in terms of right to left, centre to margins, top to bottom is not applicable to this image. The most salient part is the bed because it catches the attention of the audience. Framing is strong because different elements in the photograph are well connected and modality is high because of the fully conceived color, showing that the room is real.

Other images on the homepage are the images of the interiors of various types of rooms and facilities. Additionally, there is a special section on ‘Things to do in Hyderabad’ that describes various attractions in Hyderabad city.

Part 2 SFL Analysis of Radisson Hotel’s About Us Text

Clause 1 Hypotactic	Ideally situated between HITEC City and Financial District Gachibowli	Radisson Hyderabad Hitec City provides corporate travellers with thoughtful amenities like free Wi-Fi and a business centre				to ensure a productive stay.	
	$x\beta$	α				$X\gamma$	
	Ideally situated between HITEC City and Financial District Gachibowli	Radisson Hyderabad Hitec City	provides		corporate travellers	with thoughtful amenities like free Wi-Fi and a business centre	to ensure a productive stay
Textual	Marked Theme	Rheme					
Interpersonal	Adjunct	Subject	Finite	Predicator	Complement	Adjunct	Adjunct
	RESI-	MOOD		-DUE			
Ideational	Circ: Location	Actor		Material Process	Beneficiary-Recipient	Accompaniment: comitative	Circ: Purpose

Clause 2 Hypotactic	Our convenient location also enables you				to easily attend trade shows at the Hyderabad International Convention Centre or meetings at the University of Hyderabad		
	α				$x\beta$		
	Our convenient location	Also	Enables		You	to easily attend trade shows	at the Hyderabad International Convention Centre or meetings at the University of Hyderabad
Textual	Theme	Rheme					
Interpersonal	Subject	Adjunct-conjunction	Finite	Predicator	Complement	Adjunct	Adjunct
	MOOD			RESIDUE			
Ideational	Actor	Circ: Accompaniment-additive		Material Process	Goal	Circ: Purpose	Circ: Place

Clause 3 Hypotactic	When work is done,	reward yourself with a shopping trip to Inorbit Mall or a tour of Golconda Fort.			
	$x\beta$	α			
	When work is done	Reward	yourself	with a shopping trip to Inorbit Mall or a tour of Golconda Fort	
Textual	Marked Theme	Rheme			
Interpersonal	Adjunct	Predicator	Compliment	Adjunct	
	RESIDUE	MOOD	RESIDUE		
Ideational	Circ: Time	Material Process	Beneficiary-recipient	Accompaniment: comitative	

As can be evidenced from the clause analysis carried out in the boxed diagrams, the ‘about’ text of Radisson Hotel organises its information in three hypotactic clause complexes of enhancing kind with mainly marked topical Themes unfolding their meanings through the choice of material process types and declarative (2) and Imperative (1) mood type. Through these choices, the hotel attempts to construct its unique identity by showcasing its amenities and proximity to other places. Through the choice of mainly marked Themes (2) which separate the interpersonal Subject and the Experiential Participants involved in the Process Types selected in the text, the hotel is constructing its unique identity by foregrounding its location of place for productive stay and location of time for exploring the city from its locational advantage. At the same time, through the choice of unmarked Theme in clause 2, the hotel is further highlighting its geographic proximity to other important places and thus persuades the potential customer to choose this hotel. Through the use of tenor resources realised by the selection of declarative mood type, the clauses 1 and 2 in the text construct the hotel’s identity as one of an organisation in the form of propositions that provide factual information in order to inform the customer about its unique identity as an international hotel. The choice of imperative mood type in clause 3 constructs the hotel’s identity as one of caring home in the form of a proposal and thus encourages the customer to relax by exploring the places around the hotel. Through this choice of mood type, the hotel seems to establish a minimal social distance with the customer. Through the use of field resources realised by material process type, circumstances of place, accompaniment, purpose and addition, which expand the meanings made through the process types, the hotel is discursively constructing an identity that claims to be caring and customer-centric.

Part 3 Corpus Analysis of Radisson Hotel’s Reviews

Corpus Analysis of Radisson Hotel's Reviews using Wmatrix5 (Rayson, 2021) revealed that the hotel is positively evaluated by the reviewers in TripAdvisor.com. The details of the corpus analysis are as follows.

	Item	O1	%1	O2	%2	LL	LogRatio
1	Concordance hotel	1690	1.37	2	0.00 +	2548.09	9.92
2	Concordance was	2678	2.17	583	0.41 +	1753.29	2.39
3	Concordance good	1611	1.30	165	0.12 +	1565.18	3.48
4	Concordance stay	980	0.79	5	0.00 +	1437.56	7.81
5	Concordance staff	1117	0.90	55	0.04 +	1328.20	4.54
6	Concordance food	817	0.66	6	0.00 +	1182.11	7.28
7	Concordance very	1566	1.27	316	0.22 +	1081.28	2.50
8	Concordance room	816	0.66	23	0.02 +	1062.15	5.34
9	Concordance rooms	632	0.51	7	0.00 +	895.21	6.69
10	Concordance breakfast	555	0.45	1	0.00 +	832.76	9.31

Table 4.6 (a): Concordance list of top 10 words in Radisson reviews corpus

As can be seen from the concordance generated in the corpus, the most frequent occurrence of these terms indicated positive judgement given to the hotel in the reviews. Positive values assigned to the observed frequency (O1) and Relative frequency in reviews (1%) indicate that these words are more positively used in the reviews. The same result is visually presented in the keyword cloud given below.



Figure 4.6 (a): Keyword cloud of Radisson Reviews

The SFMD Analysis of Radisson hotel's homepage and 'About Us' text reveals that the hotel projects itself as a hotel that offers comfort by emphasizing on the locational advantages such as proximity to other facilities. However the corpus analysis reveals that the hotel is positively evaluated for the hospitality experience in terms of service and rooms but no prominence is found for the aspects highlighted by the hotel in its projected identity.

4.2.2.2 CSFMDA of International Hotel 2

Part 1 Multimodal Analysis of Marriot Hotel's Homepage

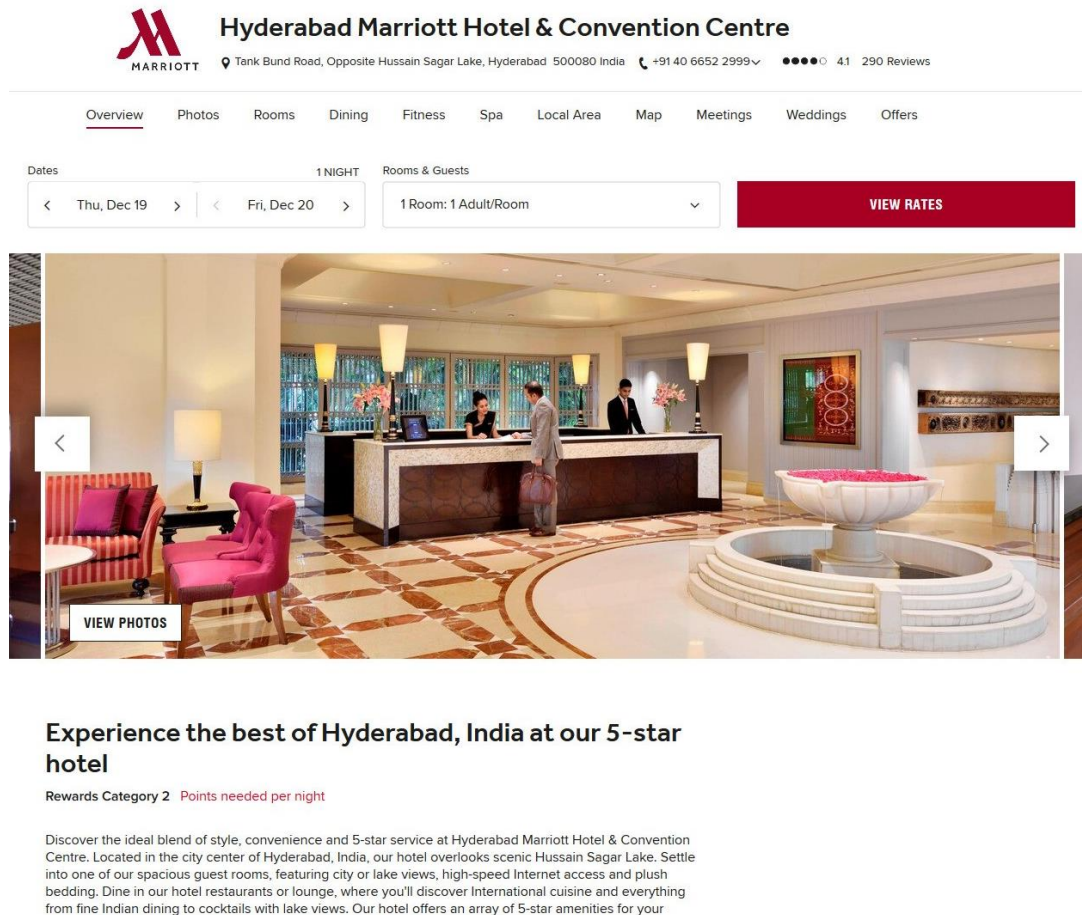


Figure 4.7: Marriot hotel's Homepage

Marriot Hotel's homepage spans three panels: The First panel contains the logo and name of the hotel at the top followed by the main visual and the about us text. It also features Guest reviews. The second panel has information about types of guest rooms, highlights and promotional offers. The third panel features additional information and a facility to check the availability of rooms.

The representational analysis reveals that the main visual is a narrative process depicting the interaction between hotel staff and the guest. The represented participants are the hotel staff and the guest. In terms of interactive meaning, the image is a visual offer of one of the basic human interactions in the hotel. The photograph is taken from a close social distance, which creates an insider viewing feeling for the viewer. The frontal angle and eye level shot help in depicting the interaction and creating an equal power relationship between the represented participants and the viewer. In terms of compositional meaning, the represented participants are made salient by positioning them at the center of the frame. Hence the center/margin layout is applicable for the information value. Framing is strong as the participants and other objects in the images are closely related to form the scene of a reception interaction. The modality is high because of the colors and natural lighting.

Other images present on the rest of the homepage are representative images of rooms and other facilities which are also conceptual processes. Interestingly, some of these images also feature human participants, which makes them narrative processes.

Part 2 SFL Analysis of Marriot Hotel's About Us Text

Clause 1	Experience	the best of Hyderabad, India	at our 5-star hotel
Textual	Theme	Rheme	
Interpersonal	Predicator	Complement	Adjunct
	RESIDUE		
Ideational	Mental Process	Phenomenon	Circ: Location

Clause 2	Discover	the ideal blend of style, convenience and 5-star service	at Hyderabad Marriott Hotel & Convention Centre.
Textual	Theme	Rheme	
Interpersonal	Predicator	Complement	Adjunct
	RESIDUE		
Ideational	Mental Process	Phenomenon	Circ: Location

Clause 3 Hypotactic	Located in the city center of Hyderabad, India,	our hotel overlooks scenic Hussain Sagar Lake.			
	xβ	α			
	Located in the city center of Hyderabad, India,	our hotel	overlooks	scenic Hussain Sagar Lake.	
Textual	Marked Theme	Rheme			
Interpersonal	Adjunct	Subject	Finite	Predicator	Complement
	RESI-	MOOD		-DUE	
Ideational	Circ: Location	Identified	Relational Process		Identifier

Clause 4 Hypotactic	Settle into one of our spacious guest rooms,	featuring city or lake views, high-speed Internet access and plush bedding.	
	A	=β	
	Settle into	one of our spacious guest rooms,	featuring city or lake views, high-speed Internet access and plush bedding.
Textual	Theme	Rheme	
Interpersonal	Predicator	Complement	Adjunct
	RESIDUE		
Ideational	Mental Process	Phenomenon	Circ: Role: Guise

Clause 5 Hypotactic	Dine in our hotel restaurants or lounge,		where you'll discover International cuisine and everything from fine Indian dining to cocktails with lake views.
	α		$x\beta$
	Dine	in our hotel restaurants or lounge,	where you'll discover International cuisine and everything from fine Indian dining to cocktails with lake views.
Textual	Theme	Rheme	
Interpersonal	Predicator	Complement	Adjunct
	RESIDUE		
Ideational	Material Process	Circ: Location	Circ: Location

Clause 6	Our hotel	offers	an array of 5-star amenities	for your enjoyment, including a full-service spa, a 24-hour fitness center, a sparkling outdoor pool and family-oriented special events.
Textual	Theme	Rheme		
Interpersonal	Subject	Finite	Predicator	Complement
	MOOD		RESIDUE	
Ideational	Actor	Material Process	Scope	Circ: Purpose

Clause 7 Hypotactic	Those who are planning a business or social event will appreciate our modern indoor and outdoor venues,				enhanced by expert planning services and custom catering.
	α				$x\beta$
	Those who are planning a business or social event	will appreciate	our modern indoor and outdoor venues,		enhanced by expert planning services and custom catering.
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Complement	Adjunct
	MOOD		RESIDUE		
Ideational	Senser	Mental Process	Phenomenon	Circ: Manner	

Clause 8 Hypotactic	When it's time to venture out,	Explore	Hussain Sagar Lake, HITEC City and Lumbini Park nearby.
	$x\beta$	α	
	When it's time to venture out,	Explore	Hussain Sagar Lake, HITEC City and Lumbini Park nearby.
Textual	Marked Theme	Rheme	
Interpersonal	Adjunct	Predicator	Complement
	RESIDUE		
Ideational	Circ: Time	Mental Process	Phenomenon

Clause 9	We	look forward to	welcoming you	here to our 5-star hotel in Hyderabad, India.	
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Complement	Adjunct
	MOOD		RESIDUE		
Ideational	Sensor	Mental Process	Phenomenon	Circ: Location	

As can be seen from the clause analysis carried out in the boxed diagrams, the ‘about’ text of Hyderabad Marriott Hotel & Convention Centre organises its information in nine major clauses by deploying seven unmarked Topical Themes and two marked Topical Themes in three major process types - Mental (6), Material (2) and relational (1) - through a selection of five imperative and four declarative mood types. Through these choices, the hotel discursively constructs its organisational identity by extending an impassioned invitation to the potential customer to experience a wide variety of services and amenities it boasts of.

Through the choice of mainly unmarked Themes (7) which conflate interpersonal Subject and the Experiential Participants involved in the Process Types selected in the text, the hotel is constructing its grand identity by highlighting its wide variety of services and amenities. At the same time, through the choice of marked Themes in clauses 3 and 8, the hotel is portraying a unique identity that comes with the hotel being centrally located in the city and the affordances that accrue with that, and the lake view, the parks and other places of importance to experience the city and perhaps its culture. The selection of hypotactic clause complexes with one independent and one dependent clause in clauses 5, 7 and 8 also helps the hotel to construct its unique identity reflected in the quality services and amenities of international quality design of the hotel drawn from the royal palaces of the past.

Although Topical Theme choices are varied, marked Themes, most of them are dependent clauses (5) whose effect is to foreground the hotel and its claims about what it offers, have a major function in constructing the hotel’s grand identity rooted in local history and culture. Through the choice of noun group complexes that expand in terms of apposition and embedding, most of the unmarked Themes (4), at the same time, construct the identity of the hotel either by highlighting the hotel as a whole (holonym) or the facilities and services it boasts of (meronym).

Through the use of tenor resources realised largely by the declarative mood type and minimally by the imperative mood type, the text constructs the hotel's identity as one of a proposition in an authoritative manner expressed through the choice of Finite element in the MOOD system that 'brings the proposition down to earth' (Halliday & Matthiessen 2014, p. 144) in terms of locating its primary tense in the present. The use of present tense form of the verb in all clauses except one tends to associate the 'about' text of the hotel in focus with description as if the text is about the natural world. In the guise of description, what the hotel is actually trying to do is to persuade the customer to stay in their hotel and experience their hospitality. Interestingly, without using the modality system as a choice for expressing the quality of the hotel's services, this line of understanding (persuasive nature) gets accentuated in the form of evaluative language resources deployed in the nominal groups functioning as both subjects and complements, circumstantial adjuncts placed in the background and the foreground of the clauses in the text. Through the use of the imperative mood occurring once in the text at the end, the hotel is inviting the customer to experience the grand hospitality it boasts of, which has been built up in the text till there.

Through the use of field resources largely realised by the process types - material (7), relational (5) and mental (1) and their attendant circumstances of purpose, spatial and temporal location, manner, role, accompaniment and a few others which augment the meanings created through the process types, the hotel is constructing its identity as one of its kind and thus communicates to its customers, perhaps, why this hotel should become their natural choice for their stay in the city. As can be evidenced from the data in the boxed diagrams, the text constructs the hotel's identity through two identifying relational processes whose meanings are augmented through non-finite dependent clauses as circumstances of purpose and location in the background

and prepositional phrases and non-finite clauses in the foreground. The hotel's brand value is further characterised by three more relational processes of classification kind whose meanings are expanded through elaboration and enhancement realised by the circumstances of role, cause, purpose, location in the form of prepositional phrases. The grandeur of the hotel is further depicted through seven materials processes of 'doing' used in the text. Two of these processes of doing are patterned as passive constructions to showcase the hotel's state-of-the-art facilities and how those facilities and services evoke the memories of the royal grandeur of the Kakatiyas after whom the hotel is named. Through the use of processes of 'doing' realised by the verbs, 'offer' (3 times) and 'promise' (1), the hotel flaunts its various amenities and services with a view to appealing to the prospective customer. The only mental process with which the text closes invites the customer to stay in the hotel and experience the grand hospitality it purports to offer.

Part 3 Corpus Analysis of the Marriot Hotel's Reviews

Corpus Analysis of Marriot Hotel's reviews using Wmatrix5 (Rayson, 2021) revealed that the hotel is positively evaluated in most of the reviews posted in TripAdvisor.com. The details of the corpus Analysis are presented below.

	Item	O1	%1	O2	%2	LL	LogRatio
1	Concordance hotel	1959	1.31	2	0.00 +	2571.61	9.85
2	Concordance was	3315	2.21	583	0.41 +	1954.22	2.42
3	Concordance food	1112	0.74	6	0.00 +	1409.99	7.45
4	Concordance good	1599	1.07	165	0.12 +	1265.22	3.19
5	Concordance service	1225	0.82	56	0.04 +	1246.95	4.36
6	Concordance staff	1173	0.78	55	0.04 +	1187.42	4.33
7	Concordance very	1764	1.18	316	0.22 +	1026.41	2.39
8	Concordance marriott	770	0.51	0	0.00 +	1022.05	10.50
9	Concordance stay	697	0.47	5	0.00 +	872.98	7.04
10	Concordance room	723	0.48	23	0.02 +	787.62	4.89

Table 4.7 (a): Concordance list of top 10 words in Marriot reviews corpus

As can be seen from the concordance generated in the corpus, the most frequent occurrence of these terms indicated positive judgement given to the hotel in the reviews. Positive values assigned to the observed frequency (O1) and Relative frequency in reviews (1%) indicate that these words are more positively used in the reviews. The same result is visually presented in the keyword cloud given below.



Figure 4.7 (a): Keyword cloud of Marriot reviews

		Item	O1	%1	O2	%2	LL	LogRatio		
1	List1	Concordance	F1	3701	2.47	193	0.14 +	3655.76	4.17	Food
2	List1	Concordance	H4	2460	1.64	39	0.03 +	2919.82	5.89	Residence
3	List1	Concordance	O4.2+	2004	1.34	93	0.07 +	2033.24	4.34	Judgement of appearance: Positive
4	List1	Concordance	H2	2161	1.44	141	0.10 +	2011.67	3.85	Parts of buildings
5	List1	Concordance	A5.1+	3418	2.28	861	0.61 +	1485.93	1.90	Evaluation: Good
6	List1	Concordance	M8	1243	0.83	57	0.04 +	1264.42	4.36	Stationary
7	List1	Concordance	A13.3	2982	1.99	797	0.56 +	1217.92	1.82	Degree: Boosters
8	List1	Concordance	S8+	2355	1.57	612	0.43 +	991.24	1.86	Helping
9	List1	Concordance	A5.1+++	1090	0.73	77	0.05 +	990.79	3.74	Evaluation: Good
10	List1	Concordance	S1.2.4+	703	0.47	35	0.02 +	702.05	4.24	Polite

Table 4.7 (b): Concordance list of top 10 semantic domains in Marriot Reviews

The concordance list of key semantic domains shows that Food, Residence, Positive judgement of appearance are the top 3 most frequent positively judged aspects in the Marriot Hotel reviews. The + symbols assigned indicate overuse in O1 compared to O2. That means these aspects are more positively judged in the reviews compared with the texts in BNC Business CG Corpus.

The same finding is presented visually in the following key semantic domain cloud image. The bigger the semantic domains, the more frequently occurred in the reviews.



Figure 4.7 (b): Key semantic domain cloud of Marriot Reviews

Overall Comment

The SFMD Analysis of Marriot hotel’s homepage and ‘About Us’ text reveals that the hotel tries to project a grand identity emphasizing on wide variety of services and amenities. The corpus analysis reveals that the hotel is positively evaluated in the reviews and the keywords and semantic domains reflect the positive judgement about the services and amenities.

4.2.2.3 CSFMDA of International Hotel 3

Part 1 Multimodal Analysis of Novotel Hotel's Homepage

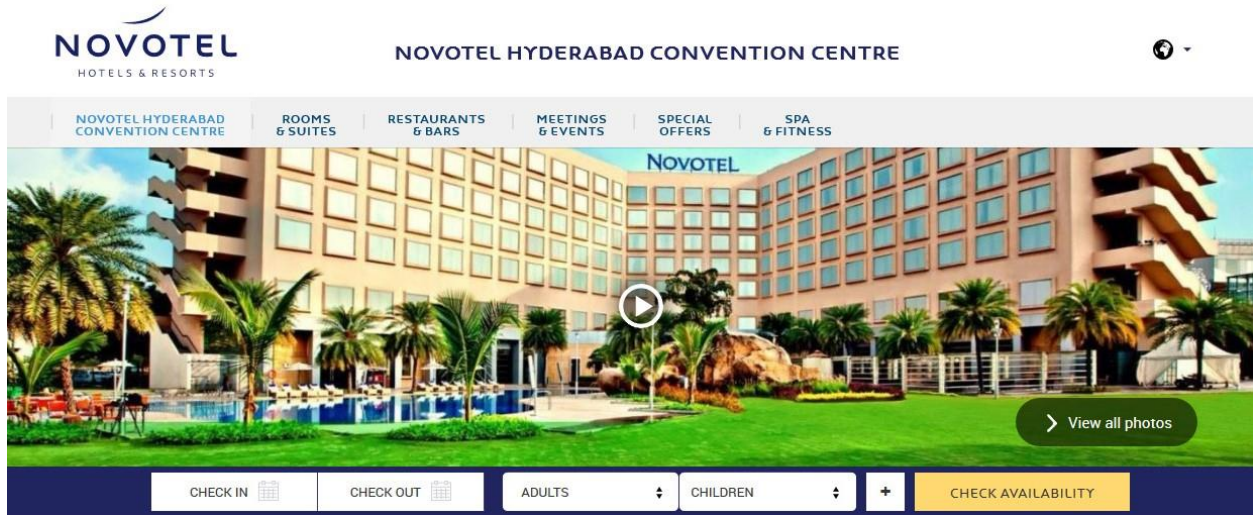


Figure 4.8: Novotel hotel's homepage

Novotel Hotel's homepage is one of the most advanced in terms of multimodality, as it features images with video-like movements. The homepage spans two panels dominated by visuals. The first panel contains the logo and name of the hotel, followed by main menu, main visual and about the hotel text. The second panel has some images of rooms and facilities, guest reviews from TripAdvisor and the Location of the hotel.

Representational analysis of the main visual reveals that the image is a conceptual process because there are no vectors in the photograph. It is a symbolic attributive process that highlights the hotel building in the photo. In terms of interactive meaning, the photo is a visual offer depicting the breadth and span of the hotel building. As the photo is taken from a long distance, it creates far social distance between the hotel and the viewer. From the horizontal perspective, frontal angle is used to capture the whole building of the hotel. From vertical perspective, the photo is taken from

a low angle to show the hotel's grandeur highlighting the building with the name of the hotel at the top of the photograph. The analysis of compositional meaning shows that the positioning of the hotel at the center creates the centre/margin layout of information value. The same choice results in the salient central image of the hotel building. The framing and modality are high as the photograph is taken in daylight depicting the real appearance of the hotel building.

Similarly, the other photographs on the homepage are of very high quality showing various types of rooms and other facilities. Most of the visuals are conceptual processes with a few exceptional narrative processes that offer images of the human participants engaged in different activities at the hotel.

Part 2 SFL Analysis of Novotel Hotel's About Us Text

Clause 1	Welcome	to Novotel Hyderabad Convention Centre, a tranquil oasis next to HITEC City, the IT hub of Hyderabad.
Textual	Theme	Rheme
Interpersonal	Predicator	Complement
	RESIDUE	
Ideational	Material Process	Circ: Location

Clause 2 Paratactic nesting a hypotactic clause	With 15 acres of sprawling landscaped gardens around a 288-room property, guests can leave the city behind for a while	and enjoy a revitalizing break	surrounded by lush greenery in a serene setting.
	1 (initiating clause of paratactic nexus)	+2 (continuing clause) α	$x\beta$
		Hypotactic nexus	

Clause 2i	With 15 acres of sprawling landscaped gardens around a 288-room property,	guests	can leave	the city	Behind	for a while.	
Textual	Marked Theme	Rheme					
Interpersonal	Adjunct	Subject	Finite	Predicator	complement	Adjunct	Adjunct
	RESIDUE	MOOD		RESIDUE			
Ideational	Circ: Reason	Actor	Material Process		Scope	Circ: Location	Circ: Time

Clause 2ii Hypotactic	and enjoy a revitalizing break					surrounded by lush greenery in a serene setting.
	α					$x\beta$
	(Elliptical)	And	enjoy	a revitalizing break	surrounded by lush greenery in a serene setting.	
Textual	Topical	Rheme				
Interpersonal	Subject	Adjunct	Finite	Predicator	Complement	Complement
	MO-		-OD	RESIDUE		
Ideational	Senser	Circ: Accompaniment Additive	Mental Process	Phenomenon	Circ: Location	

Clause 3	The offices of IT and Pharma giants like Google, Amazon, Deloitte, Apple, Facebook, Cognizant, Genpact, Tech Mahindra, Indian School of Business, Tata Consultancy Services, Novartis and Universal Health Group, among many others,	are	all	located	within a 6-kilometer radius.
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Adjunct	Predicator	Adjunct
	MOOD	RESIDUE			
Ideational	Carrier	Relational	Circ: Additive	Process	Attribute: Circumstantial: Location

Clause 4	Experience	the luxury of staying	just a few steps away from your next meeting or conference.
Textual	Theme	Rheme	
Interpersonal	Predicator	Complement	Adjunct
	RESIDUE		
Ideational	Mental Process	Phenomenon	Circ: Location

Clause 5 Hypotactic	As its name suggests,	our stylish 5-star hotel sits adjacent to India's most trusted MICE venue, the Hyderabad International Convention Centre				making it a natural choice for business travellers and MICE delegates.
	$x\beta$	α				xy
	As its name suggests,	our stylish 5-star hotel	Sits	adjacent to India's most trusted MICE venue, the Hyderabad International Convention Centre		making it a natural choice for business travellers and MICE delegates.
Textual	Marked Theme	Rheme				
Interpersonal	Adjunct	Subject	Finite	Predicator	Complement	Adjunct
	RESI-	MOOD		-DUE		
Ideational	Circ: Manner: comparison	Carrier	Relational Process	Attribute		Circ: Role: product

Clause 6 Hypotactic	The hotel is also the ideal home base				from which to explore Hyderabad – the City of Pearls.
	α				$x\beta$
	The hotel	Is	also	the ideal home base	from which to explore Hyderabad – the City of Pearls.
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Adjunct	Complement	Adjunct
	MOOD		RESIDUE		
Ideational	Identified	Relational Process	Circ: Additive	Identifier	Circ: Location

Clause 7 Paratactic	Families and visitors can revel in the hustle and bustle of this major metropolis,	and then retreat to the hotel for some peaceful relaxation and hearty sustenance.
	1 (initiating clause of paratactic nexus)	+2 (continuing clause)

Clause 7i	Families and visitors	can revel	in the hustle and bustle of this major metropolis,	
Textual	Theme	Rheme		
Interpersonal	Subject	Finite	Predicator	Adjunct
	MOOD	RESIDUE		
Ideational	Actor	Material Process	Circ: Location	

Clause 7ii	(Elliptical)	and	then	retreat	to the hotel	for some peaceful relaxation and hearty sustenance.	
Textual	Theme	Rheme					
Interpersonal	Subject	Adjunct	Adjunct	Finite	Predicator	Adjunct	Adjunct
	MO-	RESI-		-OD	-DUE		
Ideational		Circ: Accompaniment: additive	Circ: Accompaniment: additive		Material Process	Circ: Location	Circ: Purpose

Clause 8 Hypotactic	It is a great destination for business travellers			seeking a relaxing stay in a resort-like ambience, replete with the sights and sounds of exotic birds, peaceful surroundings and a private driveway for a memorable arrival experience	
	α			$x\beta$	
	It	is	a great destination	for business travellers.	seeking a relaxing stay in a resort-like ambience, replete with the sights and sounds of exotic birds, peaceful surroundings and a private driveway for a memorable arrival experience
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Complement	Adjunct	Adjunct
	MOOD		RESIDUE		
Ideational	Carrier	Relational Process	Attribute	Circ: Purpose	Circ: Purpose

Clause 9 Paratactic	Pamper yourself at the fully equipped spa,		or enjoy a drink at the bar.
	1 (initiating clause of paratactic nexus)		+2 (continuing clause)

Clause 9i	Pamper	yourself	at the fully equipped spa
Textual	Theme	Rheme	
Interpersonal	Predicator	Complement	Adjunct
	RESIDUE		
Ideational	Material Process	Goal	Circ: Location

Clause 9ii	or	enjoy	a drink	at the bar
Textual	Rheme			
Interpersonal	Adjunct	Predicator	Complement	Adjunct
	RESIDUE			
Ideational	Circ: Alternative	Material Process	Goal	Circ: Location

Clause 10	Feast	on a decadent slice of cake	from our deli	or	a delicious meal	at one of our restaurants.
Textual	Theme	Rheme				
Interpersonal	Predicator	Complement	Adjunct	Adjunct	Complement	Complement
	RESIDUE					
Ideational	Material Process	Goal	Circ: Location	Circ: Alternative	Goal	Circ: Location

Clause 11 Hypotactic	Whatever you do, enjoy.	
	$x\beta$	α
	Whatever you do, enjoy.	
Textual	Theme	Rheme
Interpersonal	Adjunct	Predicator
	RESIDUE	
Ideational	Circ: Manner	Mental Process

Clause 12	Your comfort	is	our priority	at Novotel.
Textual	Theme	Rheme		
Interpersonal	Subject	Finite	Complement	Adjunct
	MOOD		RESIDUE	
Ideational	Identified	Relational Process	Identifier	Circ: Location

As can be seen from the clause analysis carried out in the boxed diagrams, the ‘about’ text of the Novotel Hyderabad Convention Centre organizes its information in 12 major clauses by deploying nine unmarked Topical Themes and three marked Topical Themes in three major process types - Material (7), Relational (5) and Mental (3) - through a selection of five imperative and seven declarative mood types realized as a combination of seven clause simplexes and five clause complexes. Through these choices, the hotel constructs its organizational identity by welcoming the potential customer to enjoy their richly deserving break amidst sprawling landscaped gardens in tranquil atmosphere the hotel boasts of.

Through the choice of mainly unmarked Themes (9) which conflate interpersonal Subject and the Experiential Participants involved in the Process Types selected in the text, the hotel is constructing its identity by highlighting its proximity to organisations and companies that surround the hotel and how this would be the ideal choice for the business travellers to relax and revitalize their energies by enjoying the a wide variety of services and amenities provided by the hotel. At the same time, through the choice of marked Themes in clauses 2, 5 and 11, the hotel is portraying a unique identity that comes with the hotel having spacious landscaped gardens and its proximity to the other most happening places for MICE (Meetings, Incentives, Conferences and Exhibitions) in the city. The selection of paratactic and hypotactic clause complexes in clauses 2, 5, 6, 7, 8 and 9 also helps the hotel to construct its unique identity specially suited for business travellers and MICE delegates seeking relaxation and at the same time getting their business done.

Through the use of tenor resources realized by the declarative mood type and by the imperative mood type, the text constructs the hotel’s identity as one of a proposition in an authoritative manner expressed through the choice of Finite element in the MOOD system that ‘brings the proposition down to earth’ (Halliday & Matthiessen 2014, p. 144) in terms of locating

its primary tense in the present. The use of the present tense form of the verb in all clauses except one tends to associate the ‘about’ text of the hotel in focus with description as if the text is about the natural world. In the guise of description, what the hotel is actually trying to do is to persuade the customer to stay in their hotel and experience their hospitality. Interestingly, without using the modality system as a choice for expressing the quality of the hotel’s services, this line of understanding (persuasive nature) gets accentuated in the form of evaluative language resources deployed in the nominal groups functioning as both subjects and complements, circumstantial adjuncts placed in the background and the foreground of the clauses in the text. Through the use of the imperative mood, the hotel is persuading the business travellers and their families to enjoy the stay in the hotel by not missing any of their business opportunities.

Through the use of field resources largely realized by the process types - material (7), relational (5) and mental (3) and their attendant circumstances of location, purpose, manner, role and a few others which augment the meanings created through the process types, the hotel is constructing its identity as one of its kind and thus communicates to its customers, perhaps, why this hotel should become their natural choice for their stay in the city. Through the use of processes of ‘doing’, the hotel flaunts its landscaped gardenes and various amenities and services with a view to appealing to the prospective customer.

Part 3 Corpus Analysis of Novotel Hotel’s Reviews

Corpus Analysis of Novotel Hotel Reviews using Wmatrix5 (Rayson, 2021) revealed that the hotel is positively evaluated in the reviews posted in TripAdvisor.com. The details of the corpus analysis are as follows.

	Item	O1	%1	O2	%2	LL	LogRatio
1	Concordance hotel	1884	1.22	2	0.00 +	2423.49	9.75
2	Concordance was	3119	2.03	583	0.41 +	1694.86	2.29
3	Concordance stay	956	0.62	5	0.00 +	1189.00	7.45
4	Concordance food	956	0.62	6	0.00 +	1180.15	7.19
5	Concordance good	1475	0.96	165	0.12 +	1092.34	3.04
6	Concordance staff	1076	0.70	55	0.04 +	1041.61	4.16
7	Concordance very	1644	1.07	316	0.22 +	874.21	2.25
8	Concordance my	1164	0.76	138	0.10 +	838.14	2.95
9	Concordance room	766	0.50	23	0.02 +	822.89	4.93
10	Concordance Novotel	629	0.41	0	0.00 +	818.61	10.17

Table 4.8 (a): Concordance list of top 10 words in Novotel reviews corpus

As can be seen from the concordance generated in the corpus, the most frequent occurrence of these terms indicated positive judgement given to the hotel in the reviews. Positive values assigned to the observed frequency (O1) and Relative frequency in reviews (1%) indicate that these words are more positively used in the reviews. The same result is visually presented in the keyword cloud given below.

2 a_bit airport also always amazing ambience amenities and at attending away_from awesome bar beautiful best breakfast buffet business center city clean comfortable conference convention convention_centre courteous days delicious desk dinner during enjoyed especially event excellent experience facilities family food for friendly from front good great guest guests gym had helpful Hicc hospitality hotel hotels huge Hyderabad Indian is Koyeli located location lounge me mexican my nice night Novotel Novotel_Hyderabad overall place pleasant pool property reception recommend restaurant restaurants room rooms service spa spacious special spread square staffstay stayed staying swimming_pool team the very visit was were with wonderful

Figure 4.8 (a): Keyword cloud of Novotel reviews

		Item	O1	%1	O2	%2	LL	LogRatio		
1	List1	Concordance	F1	3353	2.18	193	0.14 +	3149.52	3.99	Food
2	List1	Concordance	H4	2440	1.59	39	0.03 +	2831.81	5.84	Residence
3	List1	Concordance	O4.2+	1999	1.30	93	0.07 +	1977.89	4.30	Judgement of appearance: Positive
4	List1	Concordance	H2	1994	1.30	141	0.10 +	1764.25	3.70	Parts of buildings
5	List1	Concordance	M8	1585	1.03	57	0.04 +	1651.76	4.67	Stationary
6	List1	Concordance	A5.1+	3268	2.12	861	0.61 +	1294.96	1.80	Evaluation: Good
7	List1	Concordance	A13.3	2844	1.85	797	0.56 +	1050.07	1.71	Degree: Boosters
8	List1	Concordance	A5.1+++	1032	0.67	77	0.05 +	897.36	3.62	Evaluation: Good
9	List1	Concordance	M6	3176	2.06	1156	0.82 +	812.38	1.33	Location and direction
10	List1	Concordance	S8+	1964	1.28	612	0.43 +	633.99	1.56	Helping

Table 4.8 (b): Concordance list of top 10 semantic domains in Novotel Reviews

The concordance list of key semantic domains shows that Food, Residence, Positive judgement of appearance are the top 3 most frequent positively judged aspects in the Novotel Hotel reviews. The + symbols assigned indicate overuse in O1 compared to O2. That means these aspects are more positively judged in the reviews compared with the texts in BNC Business CG Corpus. The same finding is presented visually in the following key semantic domain cloud image. The bigger the semantic domains, the more frequently occurred in the reviews.



Figure 4.8 (b): Key semantic domain cloud of Novotel Reviews

Overall Comment

The SFMD Analysis of Novotel hotel's homepage and 'About Us' text reveals that the hotel attempts to project a modern and sophisticated identity by through cutting-edge use of multimodality highlighting the facilities and services of the hotel. The corpus analysis reveals that hotel is positively evaluated across the reviews and there are references to such positive evaluation about the infrastructure of the hotel in the keywords and semantic domains identified as prominent.

4.2.2.4 CSFMDA of International Hotel 4

Part 1 Multimodal Analysis of Taj Deccan Hotel's Homepage

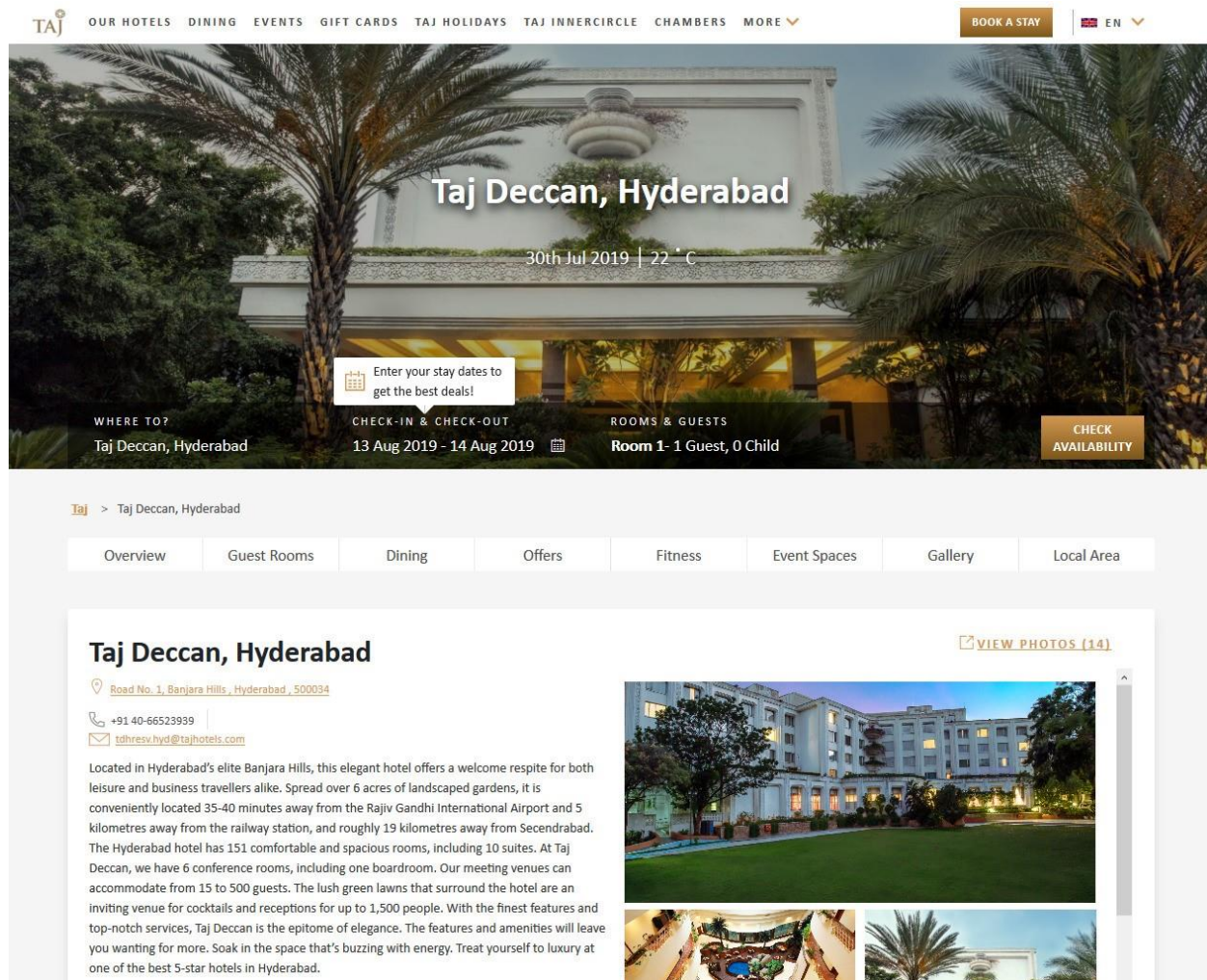


Figure 4.9: Taj Deccan hotel's homepage

Taj Deccan hotel's homepage spans two panels: the first panel has the logo and main menu and main visual at the top, followed by the about the hotel text and highlights. The second panel features different types of hotel rooms, awards, location of the hotel, and guest reviews. The

bottom-most part of the homepage has factual information such as contact details and various social media plugins.

In terms of representational meaning, the main visual is a conceptual process as there are no vectors. The photograph depicts the portico of the hotel. It is a symbolic suggestive process that has only one participant (the carrier) and the details of the representation are deemphasized to create a mood or atmosphere. In terms of interactive meaning, it is a visual offer of the front portion of the hotel. The photo is taken at a close social distance creating an inside viewer's experience. From the horizontal perspective, the photo is taken from a frontal angle. From the vertical perspective, the image is taken from a lower angle to show the architectural design of the portico. Analysis of the compositional meaning of the photo does not show any layout arrangement related to information value. The portico as a whole is the most salient part. The elements in the photograph are strongly framed and the modality is found to be high as the photo is taken in daylight, depicting the authentic atmosphere of the hotel. However, the choice of this photo as the main visual on the homepage seems not to be very effective as the photo does not reflect any of the values described in the About Us text. The other photographs present in the same panel next to the About Us text have some better views of the hotel which could have been made a better choice as the main visual.

Part 2 SFL Analysis of Taj Deccan's About Us Text

Clause 1 Hypotactic	Located in Hyderabad's elite Banjara Hills	this elegant hotel offers a welcome respite for both leisure and business travellers alike.				
	X β	α				
	Located in Hyderabad's elite Banjara Hills	this elegant hotel	Offers	a welcome respite	for both leisure and business travellers alike.	
Textual	Marked Theme	Rheme				
Interpersonal	Adjunct	Subject	Finite	predicator	Compliment	Adjunct
	RESI-	MOOD		-DUE		
Ideational	Circ: Location	Actor	Material Process		Scope	Beneficiary- Client

Clause 2 Hypotactic	Spread over 6 acres of landscaped gardens	It is conveniently located 35-40 minutes away from the Rajiv Gandhi International Airport and 5 kilometres away from the railway station and roughly 19 kilometres away from Secendrabad						
	xβ	α						
	Spread over 6 acres of landscaped gardens	It	is conveniently located		35-40 minutes away from the Rajiv Gandhi International Airport		and 5 kilometres away from the railway station	and roughly 19 kilometres away from Secendrabad
Textual	Marked Theme	Rheme						
Interpersonal	Adjunct	Subject	Finite	Adjunct	predicator	Adjunct	Adjunct	Adjunct
	RESI-	MOOD		-DUE				
Ideational	Circ: Manner	Carrier	Relational Process		Circumstantial Attribute: Extent – duration		Circ: Extent – distance	Circ: Extent – distance

Clause 3	The Hyderabad hotel	Has	151 comfortable and spacious rooms, including 10 suites
Textual	Theme	Rheme	
Interpersonal	MOOD		RESIDUE
	Subject	Finite	Complement
Ideational	Possessor	Relational Process	Circ: Possessed

Clause 4	At Taj Deccan	we	have	6 conference rooms, including one boardroom
Textual	Theme	Rheme		
Interpersonal	Adjunct	Subject	Finite	Complement
	RESIDUE	MOOD		RESIDUE
Ideational	Circ: Location	Possessor	Relational Process	Circ: Possessed

Clause 5	Our meeting venues	can accommodate	from 15 to 500 guests
Textual	Theme	Rheme	
Interpersonal	Subject	Finite	Predicator
	MOOD		RESIDUE
Ideational	Actor	Material Process	Circ: Manner – degree

Clause 6	The lush green lawns that surround the hotel	Are	an inviting venue	for cocktails and receptions for up to 1,500 people
Textual	Theme	Rheme		
Interpersonal	Subject	Finite	Complement	Adjunct
	MOOD		RESIDUE	
Ideational	Carrier	Relational Process	Attribute	Circ: Purpose

Clause 7	With the finest features and top-notch services	Taj Deccan	is	the epitome of elegance
Textual	Marked Theme	Rheme		
Interpersonal	Adjunct	Subject	Finite	Complement
	RESIDUE	MOOD		RESIDUE
Ideational	Circ: Accompaniment- comitative	Identified	Relational Process	Identifier

Clause 8 Hypotactic	The features and amenities will leave you				wanting for more
	α				$x\beta$
	The features and amenities	will leave	You		wanting for more
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Complement	Adjunct
	MOOD		RESIDUE		
Ideational	Phenomenon	Mental Process	Senser	Circ: Condition	

Clause 9	Soak	in the space that's buzzing with energy
Textual	Theme	Rheme
Interpersonal	Predicator	Complement
	RESIDUE	
Ideational	Mental Process	Circ: Location

Clause 10	Treat	yourself	to luxury	at one of the best 5-star hotels in Hyderabad	
Textual	Theme	Rheme			
Interpersonal	Predicator	Complement	Complement	Complement	
	RESIDUE				
Ideational	Material Process	Beneficiary- Recipient	Range	Circ: Location	

As can be seen from the clause analysis carried out in the boxed diagrams, the ‘about’ text of Taj Deccan organizes its information in 10 major clauses by deploying six unmarked Topical Themes and four marked Topical Themes in three major process types - Relational (5), Material (3), and Mental (2) - through a selection of eight declarative and two imperative mood types realized in a combination of eight clause simplexes and two clause complexes. Through these choices, the hotel constructs its organizational identity by telling who its target customers are, what it offers to them and where it is located and its significance expressed through a marked theme.

Through the choice of mainly unmarked Themes (6) which conflate interpersonal Subject and the Experiential Participants involved in the Process Types selected in the text, the hotel is constructing its identity by highlighting its landscaped gardens and describing its distance to other places in the city and its infrastructure and amenities it has. At the same time, through the choice of marked Themes in clauses 1, 2, 4 and 7, the hotel is portraying a unique identity that comes with its prime location in Banjara Hills and its spacious landscaped gardens and the amenities that it boasts of.

Through the use of tenor resources realized by the declarative mood type and by the imperative mood type, the text constructs the hotel’s identity as one of a proposition in an authoritative manner expressed through the choice of Finite element in the MOOD system that ‘brings the proposition down to earth’ (Halliday & Matthiessen 2014, p. 144) in terms of locating its primary tense in the present. The use of the present tense form of the verb in all clauses except one tends to associate the ‘about’ text of the hotel in focus with description as if the text is about the natural world. In the guise of description, what the hotel is actually trying to do is to persuade the customer to stay in their hotel and experience their hospitality. Interestingly, without using the modality system as a choice for expressing the quality of the hotel’s services, this line of

understanding (persuasive nature) gets accentuated in the form of evaluative language resources deployed in the nominal groups functioning as both subjects and complements, circumstantial adjuncts placed in the background and the foreground of the clauses in the text. Through the use of the imperative mood, the hotel is persuading its prospective customers to indulge themselves in the comfort the hotel offers.

Through the use of field resources largely realized by the process types - relational (5), material (3) and mental (2) and their attendant circumstances of location, purpose, manner, role and a few others which augment the meanings created through the process types, the hotel is constructing its identity as one of its kind and thus communicates to its customers, perhaps, why this hotel should become their natural choice for their stay in the city.

Part 3 Corpus Analysis of Taj Deccan Hotel's Reviews

Corpus Analysis of Taj Deccan Hotel's reviews using Wmatrix5 (Rayson, 2021) reveals that the hotel is positively evaluated by the reviewers in TripAdvisor.com. The details of the corpus analysis are presented below.

	Item	O1	%1	O2	%2	LL	LogRatio
1	Concordance hotel	1180	1.29	2	0.00 +	2172.25	9.83
2	Concordance taj	824	0.90	0	0.00 +	1536.11	11.31
3	Concordance was	1881	2.05	583	0.41 +	1393.78	2.31
4	Concordance stay	640	0.70	5	0.00 +	1139.54	7.62
5	Concordance staff	769	0.84	55	0.04 +	1084.63	4.43
6	Concordance food	575	0.63	6	0.00 +	1011.11	7.21
7	Concordance deccan	465	0.51	0	0.00 +	866.86	10.48
8	Concordance good	818	0.89	165	0.12 +	800.52	2.93
9	Concordance room	516	0.56	23	0.02 +	794.85	5.11
10	Concordance very	993	1.08	316	0.22 +	720.47	2.27

Table 4.9 (a): Concordance list of top 10 words in Taj Deccan reviews corpus

As can be seen from the concordance generated in the corpus, the most frequent occurrence of these terms indicated positive judgement given to the hotel in the reviews. Positive values assigned to the observed frequency (O1) and Relative frequency in reviews (1%) indicate that these words are more positively used in the reviews. The same result is visually presented in the keyword cloud given below.



Figure 4.9 (a): Keyword cloud of Taj Deccan reviews

		Item	O1	%1	O2	%2	LL	LogRatio		
1	List1	Concordance	F1	2325	2.54	193	0.14 +	3165.19	4.21	Food
2	List1	Concordance	H4	1590	1.73	39	0.03 +	2634.96	5.97	Residence
3	List1	Concordance	O4.2+	1318	1.44	93	0.07 +	1864.56	4.45	Judgement of appearance: Positive
4	List1	Concordance	H2	1432	1.56	141	0.10 +	1861.53	3.97	Parts of buildings
5	List1	Concordance	M8	962	1.05	57	0.04 +	1410.95	4.70	Stationary
6	List1	Concordance	A5.1+	1922	2.10	861	0.61 +	1001.60	1.78	Evaluation: Good
7	List1	Concordance	Z2	1475	1.61	596	0.42 +	860.37	1.93	Geographical names
8	List1	Concordance	A13.3	1639	1.79	797	0.56 +	773.23	1.66	Degree: Boosters
9	List1	Concordance	A5.1+++	613	0.67	77	0.05 +	737.05	3.62	Evaluation: Good
10	List1	Concordance	S1.2.1+	359	0.39	13	0.01 +	569.52	5.41	Informal/Friendly

Table 4.9 (b): Concordance list of top 10 semantic domains in Taj Deccan Reviews

The concordance list of key semantic domains shows that Food, Residence, Positive judgement of appearance are the top 3 most frequently positively judged aspects in the Taj Deccan Hotel reviews. The + symbols assigned indicate overuse in O1 compared to O2. That means these aspects are more positively judged in the reviews compared with the texts in BNC Business CG

4.2.2.5 CSFMDA of International Hotel 5

Part 1 Multimodal Analysis of Trident Hotel's Homepage

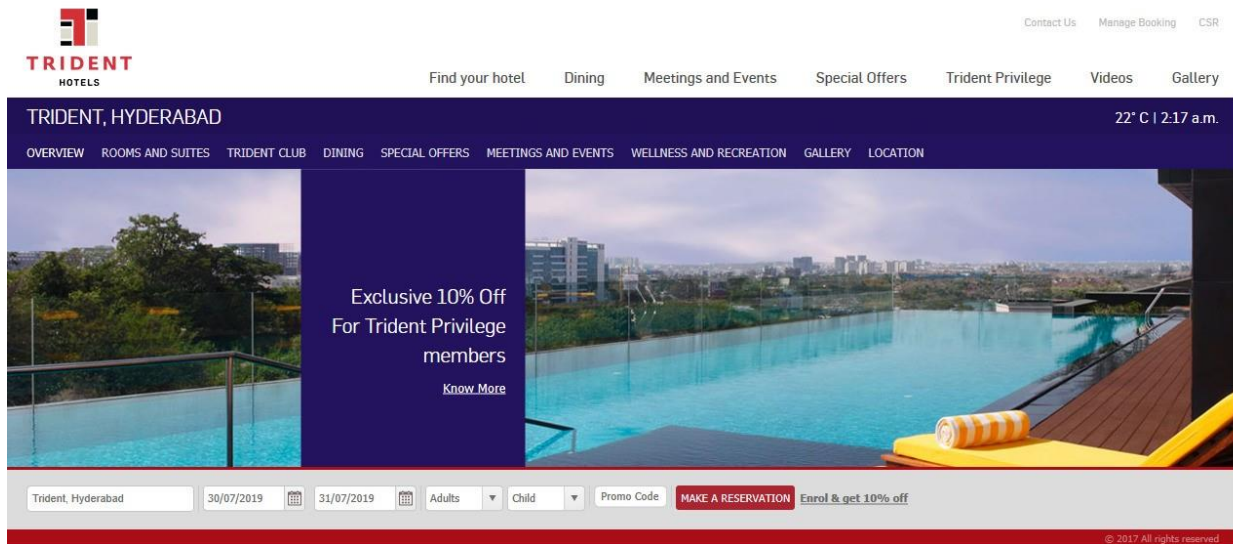


Figure 4.10: Trident hotel's homepage

Trident Hotel's homepage is visually rich with high-quality images spanning the whole screen. The homepage is filled with a large visual carousel of various images of the interiors and exteriors of the hotel. The logo and name of the hotel are at the top, followed by the main menu that hovers over the main visual. Just below the large visual is the booking feature with options to make a reservation.

In terms of representational meaning, the main visual is a conceptual process as there are neither human participants nor there is any action with vectors. The photograph is a visual offer of the infinity pool on the top floor of the hotel overseeing the city's landscape. Interactive meaning analysis shows that the image is taken from a close social distance creating moderate intimacy. From the horizontal perspective, the photograph is captured from a frontal angle to capture the

entirety of the infinity pool. From the vertical perspective, the photograph is at eye level creating equal power between the pool and the viewer so that the pool seems accessible to the audience. Analysis of the compositional meaning does not show any layout arrangement related to the information value. The swimming pool is the most salient part of the photograph. The framing is strong as the elements in the photograph are closely connected creating the real-time view of the infinity pool overseeing the rest of the city. The modality is high because the photo is taken in broad daylight, capturing the colours and depth and making the visual authentic.

Other photographs in the carousel are also mostly conceptual processes depicting the interiors and other facilities of the hotel. There is one photograph where two human participants (guests) are shown (visual offer) engaged in a happy mood making it a narrative process. The choice of making the homepage visually rich with very minimal text appears to be to create a virtual tour-like experience for the viewer.

Part 2 SFL Analysis of Trident Hotel's About Us Text

Clause 1	The City of Nizams, Hyderabad	blends		the best of the old and the new, the traditional and the modern.	
Textual	Theme		Rheme		
Interpersonal	Subject		Finite	Predicator	Complement
	MOOD			RESIDUE	
Ideational	Actor		Material Process		Goal

Clause 2	It	is	a city where sleek skyscrapers and luxury hotels share space with heritage monuments and an eclectic mix of communities ensures a vibrant culture.
Textual	Theme	Rheme	
Interpersonal	Subject	Finite	Complement
	MOOD		RESIDUE
Ideational	Carrier	Relational Process	Attribute

Clause 3	Once a centre of diamond and pearl trade,	it	is still referred to		as the 'City of Pearls'
Textual	Marked Theme		Rheme		
Interpersonal	Adjunct		Subject	Finite	Predicator
	RESIDUE		MOOD		RESIDUE
Ideational	Circ: Manner		Identified	Relational Process	Identifier

Clause 4	It	is	now	a growing ITES and commercial hub
Textual	Theme	Rheme		
Interpersonal	Subject	Finite	Adjunct	Complement
	MOOD		RESIDUE	
Ideational	Carrier	Relational Process	Circ: Time	Attribute

Clause 5	Paying	tribute	to this pulsating new metropolis	is	the stylish and contemporary Trident, Hyderabad.
Textual	Marked Theme	Rheme			
Interpersonal	Predicator	Complement	Adjunct	Finite	Subject
	RESIDUE			MOOD	
Ideational	Verbal Process	Verbiage	Receiver	Verbal Process	Sayer

Clause 6 Hypotactic	Located in the centre of the HITEC City and close to the Special Economic Zone,	Trident, Hyderabad is also well connected to the famous sightseeing destinations, shopping and entertainment hubs of the city.				
	$x\beta$	α				
	Located in the centre of the HITEC City and close to the Special Economic Zone,	Trident, Hyderabad	is	also	Well connected	to the famous sightseeing destinations, shopping and entertainment hubs of the city.
Textual	Marked Theme	Rheme				
Interpersonal	Adjunct	Subject	Finite	Adjunct	Complement	Adjunct
	RESIDUE	MOOD		RESIDUE		
Ideational	Circ: Location	Carrier	Relational Process		Attribute	Circ: Location

Clause 7	The hotel	blends	the natural elements of height, light and space into its design.		
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Complement	
	MOOD		RESIDUE		
Ideational	Actor	Material Process		Goal	

Clause 8	The 323 guest rooms and suites, starting at a spacious 440 square feet,	Are	amongst the largest accommodations in Hyderabad
Textual	Theme	Rheme	
Interpersonal	Subject	Finite	Complement
	MOOD	RESIDUE	
Ideational	Identified	Relational Process	Identifier

Clause 9	The rooms	Combine	modern comfort with five star luxury and timeless good taste	
Textual	Theme	Rheme		
Interpersonal	Subject	Finite	Predicator	Complement
	MOOD		RESIDUE	
Ideational	Possessor	Relational Process		Possessed

Clause 10	The décor	Features	all the modern day amenities,	like complimentary high speed Internet access for up to four devices, LCD televisions and well-appointed working desks, essential for the contemporary traveller.	
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Complement	Adjunct
	MOOD		RESIDUE		
Ideational	Possessor	Relational Process	Possessed	Circ: Manner- comparison	

Clause 11	Trident, Hyderabad	is located	near Hyderabad airport and 18 kilometres from the railway station	
Textual	Theme	Rheme		
Interpersonal	Subject	Finite	Predicator	Complement
	MOOD		RESIDUE	
Ideational	Carrier	Relational Process	Circ: Attribute	

Clause 12	The hotel	Is	also	situated	not far from the Charminar, Nizam's Museum and Chowmahalla Palace, amongst other sights	
Textual	Theme	Rheme				
Interpersonal	Subject	Finite	Adjunct	Complement	Adjunct	
	MOOD			RESIDUE		
Ideational	Carrier	Relational Process	Additive	Attributive	Circ: Extent- distance	

Clause 13	Our concierge	would be delighted to help	you	arrange	a sightseeing tour and shopping trip	during your stay
Textual	Theme	Rheme				
Interpersonal	Subject	Finite	Predicator	complement	predicator	Complement
	MOOD		RESIDUE			
Ideational	Actor	Material Process			Material Process	Range
						Circ: Time

Clause 14	After a full day of sightseeing,	what better way	to relax	than with a massage, swim or work out?
Textual	Marked Theme	Rheme		
Interpersonal		Subject	Predicator	Complement
		MOOD	RESIDUE	
Ideational	Circ: Time	Phenomenon	Mental Process	Circ: Manner

Clause 15	Trident, Hyderabad	offers	a range of wellness and luxury recreation facilities		at the Trident Spa and fitness centre
Textual	Theme	Rheme			
Interpersonal	Subject	Finite	Predicator	Complement	Adjunct
	MOOD		RESIDUE		
Ideational	Actor	Material Process	Scope		Circ: Location

Clause 16 Hypotactic	Having worked up an appetite,	You can take your pick of our fine dining restaurants, which serve a wide selection of the best local fare as well as international cuisine.			
	xβ	α			
	Having worked up an appetite,	you	can take		your pick of our fine dining restaurants, which serve a wide selection of the best local fare as well as international cuisine
Textual	Marked Theme	Rheme			
Interpersonal	Adjunct	Subject	Finite	predicator	Complement
	RESI-	MOOD	RESIDUE		
Ideational	Circ: Manner	Actor	Material Process		Scope

Clause 17 Hypotactic	Our late night bar is a wonderful setting			to end a busy day
	α			$x\beta$
	Our late night bar	Is	a wonderful setting	to end a busy day
Textual	Theme	Rheme		
Interpersonal	Subject	Finite	Complement	Adjunct
	MOOD		RESIDUE	
Ideational	Carrier	Relational Process	Attribute	Circ: Purpose

As can be seen from the clause analysis carried out in the boxed diagrams, the ‘about’ text of Trident, Hyderabad organizes its information in 18 major clauses by deploying 12 unmarked Topical Themes and six marked Topical Themes in two major process types - Relational (9) and Material (6) and two minor process types of mental and verbal with one each - through a selection of indicative mood type . Through these choices, the hotel discursively constructs its organizational identity by providing historical and cultural background to the city and then how the hotel positions itself in the city as an iconic symbol showing respect to it.

Through the choice of unmarked Themes (12) which conflate interpersonal Subject and the Experiential Participants involved in the Process Types selected in the text, the hotel is constructing its grand identity by highlighting its wide variety of services and amenities. At the same time, through the choice of marked Themes, the hotel is portraying a unique identity that comes with the hotel being located in the HITEC city and the affordances that accrue with its location. The selection of hypotactic clause complexes with one independent and one dependent clause in clauses 6, 16, 17 and 18 also helps the hotel to construct its unique identity reflected in the location, quality services and setting and curated offer of international quality design of the hotel.

Through the use of tenor resources realized largely by the declarative mood type and minimally by the imperative mood type, the text constructs the hotel’s identity as one of a proposition in an authoritative manner expressed through the choice of Finite element in the MOOD system that ‘brings the proposition down to earth’ (Halliday & Matthiessen 2014, p. 144) in terms of locating its primary tense in the present. The use of the present tense form of the verb in all clauses except one tends to associate the ‘about’ text of the hotel in focus with description as if the text is about the natural world. In the guise of description, what the hotel is actually trying to do is to persuade the customer to stay in their hotel and experience their hospitality. Interestingly,

without using the modality system as a choice for expressing the quality of the hotel's services, this line of understanding (persuasive nature) gets accentuated in the form of evaluative language resources deployed in the nominal groups functioning as both subjects and complements, circumstantial adjuncts placed in the background and the foreground of the clauses in the text.

Through the use of field resources largely realized by the process types - relational (9) material (6), verbal (1) and mental (1) and their attendant circumstances of purpose, spatial and temporal location, manner, role, accompaniment and a few others which augment the meanings created through the process types, the hotel is constructing its identity as one of its kind and thus communicates to its customers, perhaps, why this hotel should become their natural choice for their stay in the city. As can be evidenced from the data in the boxed diagrams, the text constructs the hotel's identity through nine relational processes whose meanings are augmented through circumstances of purpose, location and through elaboration and enhancement realized by the circumstances of role, cause, purpose, location in the form of prepositional phrases.

Part 3 Corpus Analysis of Trident Hotel's Reviews

Corpus Analysis of Trident Hotel's reviews using Wmatrix5 (Rayson, 2021) revealed that the hotel is positively evaluated by the reviewers in the reviews posted on TripAdvisor.com. The details of the corpus analysis are given below.

	Item	O1	%1	O2	%2	LL	LogRatio
1	Concordance hotel	1171	1.29	2	0.00 +	2174.46	9.84
2	Concordance staff	838	0.93	55	0.04 +	1217.13	4.57
3	Concordance stay	630	0.70	5	0.00 +	1131.22	7.62
4	Concordance was	1597	1.77	583	0.41 +	1048.63	2.10
5	Concordance my	890	0.98	138	0.10 +	999.42	3.33
6	Concordance Trident	537	0.59	4	0.00 +	966.52	7.71
7	Concordance food	541	0.60	6	0.00 +	957.16	7.14
8	Concordance service	619	0.68	56	0.04 +	833.41	4.11
9	Concordance great	522	0.58	42	0.03 +	724.20	4.28
10	Concordance Hyderabad	375	0.41	0	0.00 +	705.16	10.19

Table 4.10 (a): Concordance list of top 10 words in Trident reviews corpus

As can be seen from the concordance generated in the corpus, the most frequent occurrence of these terms indicated positive judgement given to the hotel in the reviews. Positive values assigned to the observed frequency (O1) and Relative frequency in reviews (1%) indicate that these words are more positively used in the reviews. The same result is visually presented in the keyword cloud given below.

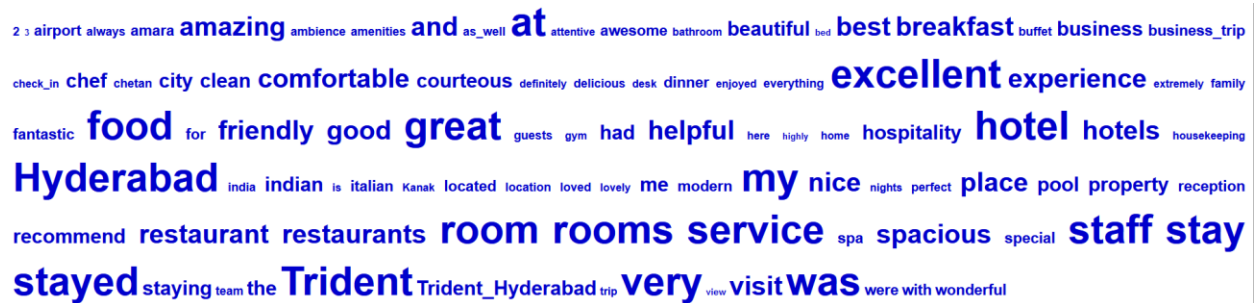


Figure 4.10 (a): Keyword cloud of Trident reviews

The SFMD Analysis of Trident hotel's homepage and 'About Us' text reveals that the hotel projects a distinctive identity by emphasizing on a serene and immersive experience to guests and also highlighting that it reflects the eclectic blend of cultural and technological exuberance of Hyderabad. The corpus analysis of reviews reveals that the hotel is positively judged by the reviewers and the key words and key semantic categories indicate that the infrastructure and services are appreciated by the guests but they do not reflect the cultural aspects projected in the communicated identity of the hotel.

4.3 Summary

This chapter presented the data analysis carried out using three strands of the theoretical framework (See Chapter 2): The multimodal analysis of the homepages, SFL analysis of the 'About Us' texts and Corpus Analysis of the reviews. The analysis explores the discursive strategies employed by the hotels while communicating their identities in their homepages. It also accounts for the perceived identity of the hotels by examining the hotel reviews using corpus linguistics. The findings of the data analysis are discussed in the next chapter.

Chapter 5

Discussion and Conclusion

5.1 Introduction

This chapter discusses the findings of the analysis presented in the previous chapter. The discussion is presented research question-wise: How is the organizational identity of hotels communicated? How is the organizational identity of hotels Perceived? What are the differences between the discursive strategies used by domestic Hotels and international Hotels? Next, the implications of the present study, and then the limitations and suggestions for future research are discussed.

5.2.1 How is the organizational identity of hotels communicated?

The findings obtained from Multimodal and SFL analyses of hotel homepages and ‘About Us’ texts reveal that the organizational identity of hotels is communicated through discursive strategies realized as visual choices such as using more conceptual processes, more visual offer images, positioning the most salient information at the top or centre, and verbal choices such as relational and material processes, declarative mood and marked themes.

The findings of the multimodal analysis reveal that all the hotels used more conceptual processes than narrative processes to represent their identities in terms of their infrastructural facilities. Such a choice seems to have been made because, while capturing the infrastructure of the hotel, conceptual processes can depict the symbolic, analytical and classificatory relationships between things and places. While showcasing their amenities, most of the hotels used close social distance combined with a frontal angle to create a sense of insider view for the audience.

However, some hotels also used far social distance with a low angle (Ex: Novotel) and far social distance with a high angle (Ex: ITC Kakatiya) to fully capture the hotel building. Though Kress and Van Leeuwen (2006) interpret the use of very-low or very-high angles as creating a sense of unequal power relations between the represented participants and the interactive participants, in the context of the hospitality industry, this choice might have been made to portray the grand magnitude of the hotel building but not to create unequal power between the hotel and the guests. Though the compositional analysis of the homepage reveals that all the homepages follow a typical Top/Bottom information layout, giving salience to the logo and name of the hotel, the main visuals on the homepages sometimes follow the centre/margin layout, sometimes the information value layout cannot be applicable to some photographs.

The findings of the SFL analysis of the ‘About Us’ texts reveal that almost all the hotels used more relational and material processes to project the central qualities and unique services, while some hotels used a few mental processes to invite the reader to engage in their hospitality experience. Most of the clauses in the ‘About Us’ texts employed a declarative mood with a positive polarity to achieve an authoritative tone and a few instances of the imperative mood to persuade the reader by inviting them to experience an array of facilities on offer. The predominant use of marked themes in the texts suggests the tendency of the hotel to foreground the circumstantial elements to orient or direct the online visitors’s attention to the kind of unique identity captured either in the form of local history, culture, geographical location or infrastructural grandeur.

5.2.2 How is the organizational identity of hotels Perceived?

The findings of the corpus analysis of the hotel reviews obtained from TripAdvisor.com using Wmatrix5 (Rayson, 2001) reveal that most of the reviews positively evaluated the respective

hotels. Analysis of the keywords reveals that the top five most commonly overused words in the reviews are 'hotel', 'food', 'staff', 'service', and 'Hyderabad', indicating the aboutness in the reviews in line with the organizational identity projected by the hotels. Similarly, through the key semantic domain analysis, it was found that 'Residence', 'Food', 'Judgement of appearance: positive', 'parts of the building', and 'Evaluation: good' are the top five most commonly occurring key semantic categories in the hotel reviews. The observed frequencies of these keywords and key semantic domains are found to be high and significant, indicating a positive evaluation of the hotels. Further examination of the words in their immediate contexts using KWIC (Key Word In Context) confirmed the positive judgement saliently present across the reviews. Therefore, it can be concluded that the hotels are perceived positively in general.

The comparison of findings across the hotels revealed that the infrastructure, location and services are commonly evaluated positively for all the hotels without any special reference to the distinctive qualities observed in the findings of communicated identity. For example, there are no prominent references to local history and culture, as seen in the communicated identity of some hotels. This could be due to the reviewer's primary concern being evaluating the experience of staying in the hotel but not alluding to the historical or cultural significance projected by the hotel. In other words, the social purpose of hotel reviews is to evaluate the experience, whereas the social purpose of the homepage and 'About Us' texts is to inform and persuade. Hence, it can be said that the perceived identity of the hotels in general is positive, but it may not reflect the distinctiveness of the communicated identity.

5.2.3 What are the differences between the discursive strategies used by domestic and international hotels?

Though initially it was assumed that there would be significant differences between the discursive strategies of domestic and international hotels due to the influence of Indian hospitality values, the findings of this study reveal that there are more similarities than differences between the discursive strategies used by domestic and international hotels. The multimodal and SFL analyses of the hotel homepages and ‘About Us’ texts reveal the most commonly used strategies by hotels while communicating their organizational identity.

The multimodal analysis of hotel homepages reveals that most of the hotel homepages follow a typical top/bottom layout of information, giving prominence to the logo and name of the hotel by positioning them at the top, rooms and facilities in the middle and contact information at the bottom. The findings of multimodal analysis indicate that only two hotels (Avasa and Trident) used a horizontal layout in which a large visual spans the entire screen with minimal text for the Main Menu. This appears to be a new trend brought about by the dynamic digital practices oriented towards the web reader to create a more engaging web reading experience. All the homepages typically feature a main visual or a carousel of images in flash format capturing the infrastructure of the hotel. While some of these images vary in terms of information layout (given/new, top/bottom and centre/margin) depending on the object being captured and the purpose, some of them do not follow any information layout. Among these images, almost all the images are visual offers as there are hardly any human participants in the images to demand the reader’s gaze. Similarly, most of the images are conceptual processes that capture the facilities and infrastructure of the hotel. The findings also reveal that generally, the information about the hotel - ‘About Us’ is placed below the main visual.

SFL analysis of the ‘About Us’ texts reveals that though the texts vary in terms of quantity, some hotels (Ex: Avasa 2 clauses, Radisson 3 clauses) use very minimal text while some (Trident 18 clauses) use more text, the discursive strategies are found to be similar with regard to using marked themes, declarative mood and more relational and material clauses. These similarities can be attributed to the discursive culture of the hospitality industry, especially with regard to star hotels which aim to serve and attract guests from across the globe and the mode of communication being digital on the World Wide Web.

The hotels verbalise and visualise their organizational identity in ‘About Us’ texts and homepages (field), targeting the international audience (tenor) on digital platforms (mode) following the disciplinary culture of the international hospitality industry.

5.3 Implications

The current study contributes to the academic and professional domains with regard to the discursive construction of identity and multimodal discourse in digital contexts.

1. The study contributes to the understanding of how hotels employ linguistic and visual resources to convey their organizational identity. By analysing the role of verbal and visual elements, the identification of nuanced discursive choices made by hotels contributes to the study of multimodal communication strategies.
2. The findings of the multimodal analysis of homepages offer insights into understanding the composition of digital genres with respect to the discursive culture of the hospitality industry. The identification of discursive choices specific to the hospitality industry, especially the finding that domestic and international hotels follow similar strategies,

enhances our understanding of digital genre composition and the influences of globalization.

3. The findings of the SFL analysis contribute to the theoretical understanding of linguistic choices employed in constructing identities and conveying persuasive narratives.
4. The study contributes to the hospitality industry in terms of understanding how hotels can refine their communication strategies, and the understanding of strategies used by their competitors allows the hotels to differentiate their brands by crafting their own distinctive strategies.
5. The findings of the SFL analysis can be beneficial for marketing teams, copywriters and content creators, offering a framework for crafting effective communication.
6. The study has implications for staff training in the hospitality sector to leverage effective linguistic choices in their interactions with guests, contributing to improved customer relations.

5.4 Limitations and Suggestions for Future Research

The limitations of the present study are that it could not include the insider's perspectives on the choices of discursive strategies as the professionals involved in the design of the websites could not be accessed and the hotel review writers' or hotel guests' perspectives were also not included for various practical and ethical reasons.

The hotels were selected for this study based on the maximum number of reviews on TripAdvisor.com. Therefore, all 10 hotels, although randomly selected from the hotels with a maximum number of reviews, belong to the five-star category. Studies of other star categories could be carried out to better understand how different levels of hotels appeal to their target population. In addition, further research could try to study hotels from different geographical

regions for intercultural comparisons to examine how the hotels use the local cultural aspects to position themselves. Future research could also consider examining the difference between the web pages of non-commercial and commercial organizations to understand the variations in discursive choices and persuasive aspects. Finally, future studies could also try to examine all possible genres of a hotel that contribute to its identity construction and the discursive strategies deployed.

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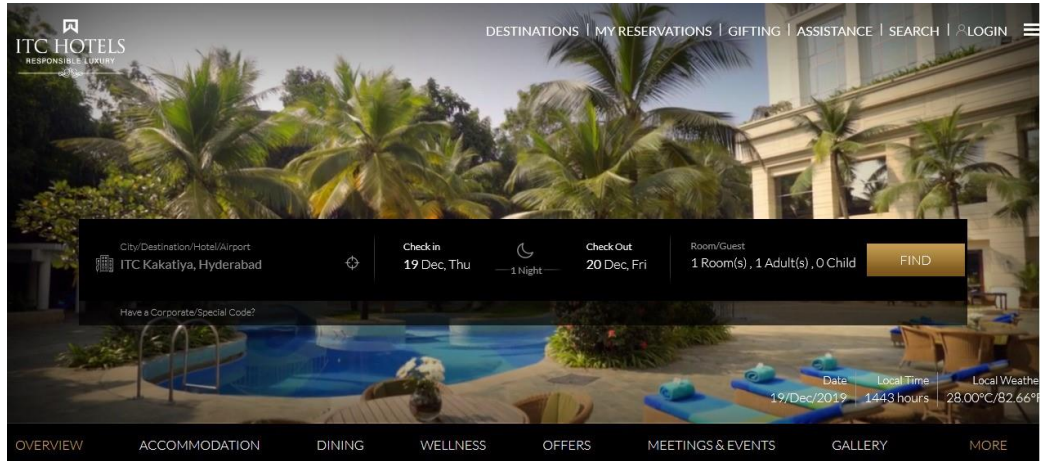
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3 ITC Kakatiya



ITC HOTELS > HOTELS > HYDERABAD > ITC KAKATIYA

tripadvisor 2,284 Reviews

ITC KAKATIYA, HYDERABAD- A LUXURY COLLECTION HOTEL

ABOUT THE HOTEL

Built to mark a renaissance in standards of service and style, the 188 exquisitely-furnished guest rooms and suites at ITC Kakatiya are the finest in hospitality. ITC Kakatiya serves as a great business hotel for the discerning business traveler. The hotel is also equipped with state-of-the-art business and conference facilities as well as a selection of refined cuisine options.

Telugu Grandeur

One of the greatest Telugu Kingdoms in the history of Telangana, the grand Kakatiya dynasty serves as the wellspring of inspiration for ITC Hotels' exquisite luxury in Hyderabad.

A remarkable period defined by cultural exuberance, the grandeur of this kingdom is echoed as much in the rich décor of the hotel as in its fine facilities and services.

While its key inspiration is driven by the irrepressibly enterprising Kakatiyas, the hotel also draws from the robust legacy of Hyderabad's own antecedents, to present a delightful confluence of the finest aspects of this region's rich history and culture in an ambience that is truly regal.

Lavish Accommodation

Situated in the most picturesque part of the city, at the commercial centre of Hyderabad, ITC Kakatiya overlooks the scenic Hussain Sagar Lake, affording magnificent views for its 188 exquisite rooms and suites.

More than just a 5 star business hotel, ITC Kakatiya offers warm, efficient and personalised services along with state-of-the-art luxury facilities in an inspired ambience for an expression of luxurious hospitality that befits a 5 star leisure resort.

Presenting the most lavish accommodation in Hyderabad, ITC Kakatiya features a range of options to meet your needs – from luxury suites and 5 star corporate lodging to fine executive rooms all of which come with a complement of superlative services.

Indulgent Hospitality

Built to inspire and indulge the discerning global business traveller, ITC Kakatiya offers a stellar line up of state-of-the-art business and conference facilities and a fine selection of Indian and international cuisines ranging from the most indulgent kebabs and curried dishes from across India, to the delectable flavours of 'Dakshini' from Kerala, Tamil Nadu, Karnataka and Andhra Pradesh and Telangana on to a wide range of international favourites.

The inviting outdoor pool, built around a natural rock and, promises a delightful experience of bliss.

Kaya Kalp – The Spa, ITC Hotels' award winning chain of luxury spas, in Hyderabad, which overlooks the pool at ITC Kakatiya offers a lavish regime of rejuvenating mind and body therapies.

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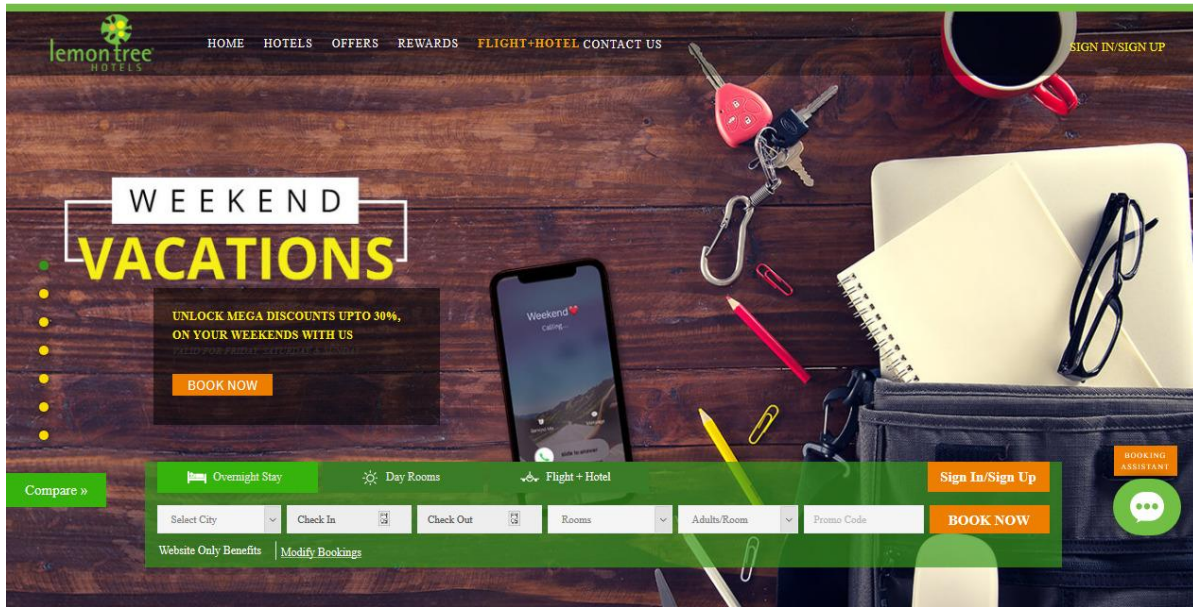
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The unique perforated metal exterior has been inspired by the 'Jalis' of old Indian palaces, while the naturally illuminated, indulgently luxurious interiors reflect traditions of patterning, craftsmanship and style to carve a niche of exclusivity at this hotel in Hyderabad. With a jewel tuned palette and custom installations, lighting and furniture in the rooms and suites, all inspired by the legendary jewels of the Nizams, every guest would feel like royalty.

This Hyderabad hotel brings to you exceptional spaces; from the varied range of rooms and suites to choose from to the choicest of lounges, hippest of restaurants and other areas of absolute entertainment. The array of facilities, services and recreational options added to the fantastic location of being right in the heart of the leading business and pulsating city, guests at The Park are guaranteed to have a truly inspired stay.

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The Park Hotel at Hyderabad, a 263 room flagship property of The Park Hotels' collection of boutique hotels is one of the finest luxury hotels in Hyderabad. The hotel's contemporary design derives succor from Hyderabad's traditional lineage as a historical nerve centre and a modern day capital of design and production of precious stones and rich textiles. The breathtaking facade references jewelry settings and metal reminiscent of the Nizam's legendary jewellery collection, evokes passion of the era gone-by, and sets the royal ambiance of this Hyderabad hotel.

The unique perforated metal exterior has been inspired by the 'Jalis' of old Indian palaces, while the naturally



Malaakh

GOLLYWOOD

THURSDAY

HAPPY HOLIDAYS FROM 10:00 AM TO 10:00 PM

For bookings & queries - 9843887000

[See whats close to our Hotel](#)



Raising the Bar

The Park, Hyderabad sets new benchmarks for contemporary boutique hotels in India. Fusing local culture and international design, the hotels raise the bar in style and service.

ANYTHING BUT ORDINARY™

Gallery →



Inside The Park Hyderabad

Stay Offers

The Park Chennai - offers a Long stay package that caters to your business & leisure needs.

[Read more](#)

The Park Hotel, Hyderabad

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BAABAA AND THE BOYS

Rock, English Classic

SATURDAY

8:00 pm onwards

For bookings & queries - 9843887000

[See whats close to our Hotel](#)

6 Radisson

RESERVATIONS: 1800 1080 333 (IN)

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Radisson Hyderabad Hitec City

Gachibowli, Miyapur Road, Hyderabad, 500032, India | +1800 1080 333 | DelhiReservationsCentre@radissonhotels.com

Stay near Hyderabad's top conventions

From

30 Jul 2019

To

31 Jul 2019

Occupancy

1 room 1 adult

Special rates

Lowest available rate

Book this hotel from

INR 4,275.00

per night

BOOK NOW

Overview Rooms Deals Meetings & Events Nearby Attractions Contact Reviews

Business hotel near the University of Hyderabad

Ideally situated between HITEC City and Financial District Gachibowli, Radisson Hyderabad Hitec City provides corporate travellers with thoughtful amenities like free Wi-Fi and a business centre to ensure a productive stay. Our convenient location also enables you to easily attend trade shows at the Hyderabad International Convention Centre or meetings at the University of Hyderabad. When work is done, reward yourself with a shopping trip to Inorbit Mall or a tour of Golconda Fort.



Business-friendly rooms and suites with desks and free Wi-Fi in HITEC City

[See more >](#)

Surround yourself with modern décor and furnishings when you reserve one of our 203 guest rooms and suites. You can prepare for presentations at the spacious work desk or respond to emails from the comfort of your bed via free Wi-Fi.



VIEW



Superior Room

34.6 m² | 1 king or 2 twin | 3 adults



Wake up to cup of hot coffee or tea when you stay in our contemporary Superior Rooms.



Premium Room

34.6 m² | 1 king or 2 twin | 3 adults



Get comfortable in a Premium Room with a flat-screen TV, a minibar and a coffeemaker.



Business Class Room

34.6 m² | 1 king or 2 twin | 3 adults



Corporate travellers appreciate these rooms with upgrades like executive lounge access, a one-way airport transfer and free breakfast.

BOOK NOW

Host memorable meetings in Hyderabad

[See more](#)

Featuring stylish décor, elegant lighting and flexible layouts, our eight meeting spaces are ideal for both business meetings and personal gatherings of up to 196 people. To assist with planning, we provide a dedicated coordinator to help you with every detail, from audiovisual equipment to catering. We can also host themed dinners and business conferences.

[Read less](#)

[Contact the hotel](#)



Services



Breakfast



Express check-out



Complimentary coffee and tea



Early check-in



Fitness center



Free Wi-Fi



Luggage storage



Meeting facilities



On-site dining

Business Experience

Do business better with our package that offers a room upgrade and express dry-cleaning services.

[Book now](#)

Discover more staying power
3K BONUS POINTS PER NIGHT BEGINNING WITH YOUR SECOND STAY.

Business Experience
MAKE TRAVEL WORK FOR YOU

City Break Experience
GET A THRILLING CITY EXPERIENCE

Things to do in Hyderabad

See more>

Several well-known Hyderabad attractions, such as the Hyderabad International Convention Centre and Hussain Sagar Lake, are less than 20 kilometres from our hotel. Additionally, you can drive one hour to Ramoji Film City for a behind-the-scenes look at moviemaking. Don't miss these favourites during your stay:



B.M. Birla Planetarium
7.73 mi / 12.44 km from the hotel

Kids of all ages love finding out more about the immensity of space at this planetarium established in 1985.



Birla Mandir
7.55 mi / 12.15 km from the hotel

This impressive Hindu temple dedicated to Lord Venkateswara is a must-see venue for religious visitors and anyone who appreciates great architecture.



Golconda Fort
4.96 mi / 7.97 km from the hotel

Stunning views of Hyderabad are an unexpected bonus at this historic fort whose roots date back to the 12th century. Learn more about local history and the fort's past as a repository for famous gems like the Koh-i-Noor and Hope diamonds.



Hyderabad International Convention Centre
1.87 mi / 3.01 km from the hotel

One of India's most prominent convention centres, this state-of-the-art facility hosts a variety of trade shows, conferences and conventions throughout the year.



Inorbit Mall
1.81 mi / 2.91 km from the hotel

Popular with tourists and locals alike, this mall is home to brand-name retail outlets such as Baggit, Fabindia and Hush Puppies.



Mecca Masjid
9.43 mi / 15.17 km from the hotel

Visit one of the most beautiful mosques in Hyderabad, which is famous for its superb symmetry and gateway bricks believed to be from Mecca.

See all attractions in a map

How to find Radisson Hyderabad Hitec City

See more>

Gachibowli, Miyapur Road, Hyderabad500032, India

Contact us



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7 Marriot

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Hyderabad Marriott Hotel & Convention Centre

Tenik Bund Road, Opposite Hussain Sagar Lake, Hyderabad 500080 India [+91 40 6652 2999](#) [4.1](#) 290 Reviews

[Overview](#) [Photos](#) [Rooms](#) [Dining](#) [Fitness](#) [Spa](#) [Local Area](#) [Map](#) [Meetings](#) [Weddings](#) [Offers](#)

Dates

1 NIGHT

Rooms & Guests

< Thu, Dec 19 >

< Fri, Dec 20 >

1 Room: 1 Adult/Room

[VIEW RATES](#)



[VIEW PHOTOS](#)

Experience the best of Hyderabad, India at our 5-star hotel

Rewards Category 2 [Points needed per night](#)

Discover the ideal blend of style, convenience and 5-star service at Hyderabad Marriott Hotel & Convention Centre. Located in the city center of Hyderabad, India, our hotel overlooks scenic Hussain Sagar Lake. Settle into one of our spacious guest rooms, featuring city or lake views, high-speed Internet access and plush bedding. Dine in our hotel restaurants or lounge, where you'll discover International cuisine and everything from fine Indian dining to cocktails with lake views. Our hotel offers an array of 5-star amenities for your

[Show More](#)

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Guest Reviews

●●●●○ 4.1 out of 5.0

Cleanliness

●●●●○ 4.3

●●●●○ 4.4

Service

●●●●○ 4.4

89% of guests recommend this hotel

Hear from our guests about their stay from [290 confirmed guest reviews](#)

EARN MORE POINTS



Find the credit card that's right for you

Enjoy special benefits.

[TAKE A LOOK](#)

Key Amenities



Full service spa



Fitness center



Pool



Meeting event space

[ALL HOTEL DETAILS](#)

[ACCESSIBILITY](#)

Highlights

Our 5-star hotel in Hyderabad boasts 46,000 square feet of indoor and outdoor venues, lawns and convention facilities - ideal for all types of events.

[LEARN MORE >](#)

Relax with a beauty treatment or massage in our full-service hotel spa, swim in our outdoor pool, or workout in our 24-hour, modern fitness center.

[LEARN MORE >](#)

Enjoy shopping, dining and nightlife in the city center of Hyderabad, India, just minutes from our hotel, or visit nearby HITEC City and Lumbini Park.

[LEARN MORE >](#)

Awards & Accolades



Guest Rooms

Maximize your time in Hyderabad



Deluxe Room King

Guest room, 1 King, City view

[CHECK RATES](#)



Deluxe Room Twin

Guest room, 1 Twin/Single Bed(s)

[CHECK RATES](#)



Executive Deluxe King

Executive lounge access, Guest room, 1 King, City view

[CHECK RATES](#)

[VIEW ALL GUEST ROOMS](#)

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Free Wi-Fi



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Our Lowest Price. Instant Benefits. Only on Marriott.com

Enjoy instant benefits like our Best Rate Guarantee, Mobile Check-In, Free Wi-Fi and earn free nights only when you book directly on Marriott.com.

[Exclusions apply](#)

[SEE DETAILS >](#)



Senior Discounts

If you're 62 years or older, you can save at least 15% on your room rate at Marriott hotels.

[SAVE WITH SENIOR DISCOUNTS >](#)



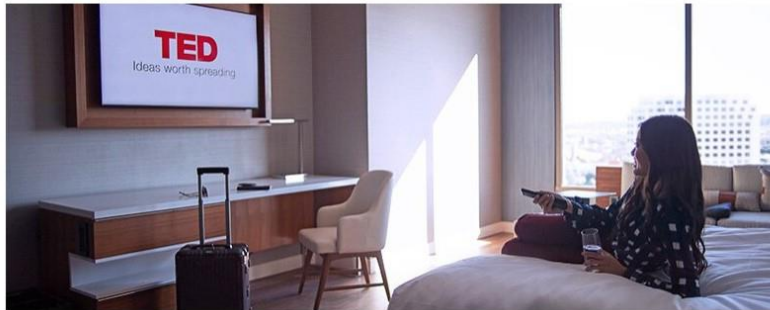
Let Your Mind Travel

Marriott Hotels celebrates curiosity, creativity and new perspectives. We know that when your mind can travel, inspiration follows. That's why we create spaces that allow you to see the world differently with room to think bigger.

[LEARN MORE](#)

Reinventing The Everyday

At Marriott Hotels we seek to offer moments of inspiration for our guests. That's why we have partnered with TED to create experiences that fuel your curiosity and spark your imagination.

[EXPLORE](#)

Check Room Rates & Availability

Dates

1 NIGHT

Rooms & Guests

< Thu, Dec 19 >

< Fri, Dec 20 >

1 Room: 1 Adult/Room

VIEW RATES

Hyderabad Marriott® Hotel & Convention Centre

[Overview](#) [Photos](#) [Rooms](#) [Dining](#) [Fitness](#) [Spa](#) [Local Area](#) [Map](#) [Meetings](#) [Weddings](#) [Offers](#)[Top Destinations](#)[For Guests](#)[Our Company](#)

8 Novotel

NOVOTEL HYDERABAD CONVENTION CENTRE

[NOVOTEL HYDERABAD CONVENTION CENTRE](#)
[ROOMS & SUITES](#)
[RESTAURANTS & BARS](#)
[MEETINGS & EVENTS](#)
[SPECIAL OFFERS](#)
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CHECK IN

CHECK OUT

ADULTS

CHILDREN

+

CHECK AVAILABILITY

NOVOTEL HYDERABAD CONVENTION CENTRE

Welcome to Novotel Hyderabad Convention Centre, a tranquil oasis next toHITEC City, the IT hub of Hyderabad. With 15 acres of sprawling landscaped gardens around a 288-room property, guests can leave the city behind for a while and enjoy a revitalizing break surrounded by lush greenery in a serene setting.

The offices of IT and Pharma giants like Google, Amazon, Deloitte, Apple, Facebook, Cognizant, Genpact, Tech Mahindra, Indian School of Business, Tata Consultancy Services, Novartis and Universal Health Group, among many others, are all located within a 6-kilometer radius. Experience the luxury of staying just a few steps away from your next meeting or conference. As its name suggests, our stylish 5-star hotel sits adjacent to India's most trusted MICE venue, the Hyderabad International Convention Centre, making it a natural choice for business travellers and MICE delegates.

The hotel is also the ideal home base from which to explore Hyderabad – the City of Pearls.

Families and visitors can revel in the hustle and bustle of this major metropolis, and then retreat to the hotel for some peaceful relaxation and hearty sustenance. It is a great destination for business travellers seeking a relaxing stay in a resort-like ambience, replete with the sights and sounds of exotic birds, peaceful surroundings and a private driveway for a memorable arrival experience.

Pamper yourself at the fully equipped spa or enjoy a drink at The Bar. Feast on a decadent slice of cake from our deli or a delicious meal at one of our restaurants. Whatever you do, enjoy. Your comfort is our priority at Novotel.

Facilities & Services

Hotel Factsheet

Hyderabad International Convention Centre Factsheet

Our 5-Star Classification Certificate

Novotel Hyderabad Convention Centre

★★★★

Novotel & HICC Complex (Adjacent to HITEC City),
P O Bag 1101 Cyberabad Post Office, 500081
Hyderabad
India
Tel: +91-40-66824422
Fax: +91-40-66844422
Email: H6182-re@accor.com

SEE THE MAP

ROOMS & SUITES

Each of our 288 rooms and suites was designed to offer unmatched comfort and convenience in Hyderabad's IT and financial district, next to the...

READ MORE

RESTAURANTS & BARS

Enjoy some of the finest and most varied dining options in Hyderabad, right at the hotel. From the bold, robust flavours of India's most...

READ MORE

SPECIAL OFFERS

Discover all of our offers and packages for an extra-special stay next to the Hyderabad International Convention Centre.

READ MORE

GUESTS BOOK



powered by LOCAL MEASURE

DINNER



“ Amazing food and good ambience. The weather made it even better. Service was good. ”
 ♥ The attendant raghava did an amazing job. experienced the luxury after quite a long time and it was very pleasant...



Based on 2151 user reviews

[Read 2151 reviews](#)

MOATAURO

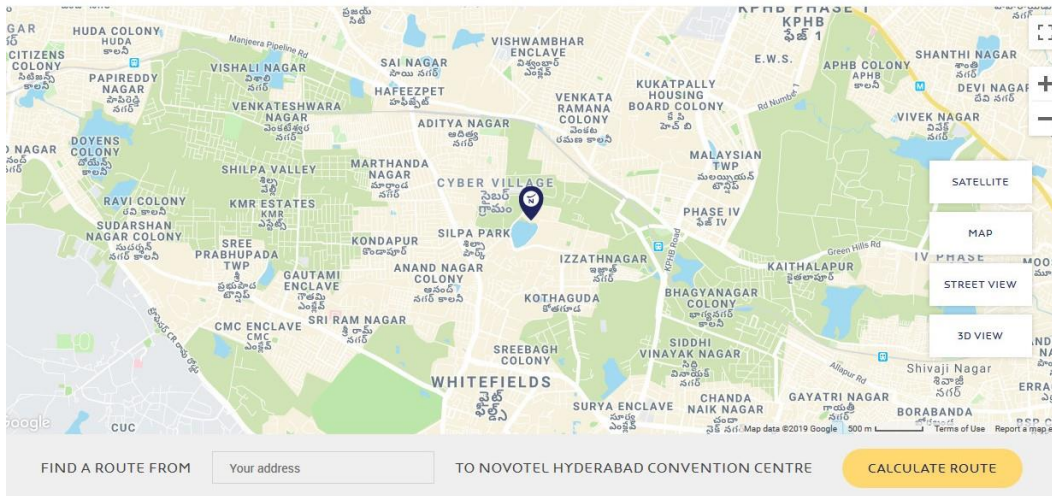
LOCATION

ADDRESS: Novotel & HICC Complex (Adjacent to HITEC City), P O Bag 1101

Cyberabad Post Office, 500081 Hyderabad, India

PHONE: +91-40-66824422 - FAX: +91-40-66844422

LATITUDE: 17.472219 - LONGITUDE: 78.372603



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AROUND THE HOTEL LOYALTY NEWSLETTER

NOVOTEL HYDERABAD CONVENTION CENTRE

NOVOTEL HYDERABAD CONVENTION CENTRE

ROOMS & SUITES

RESTAURANTS & BARS

MEETINGS & EVENTS

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CONVENTION CENTRE

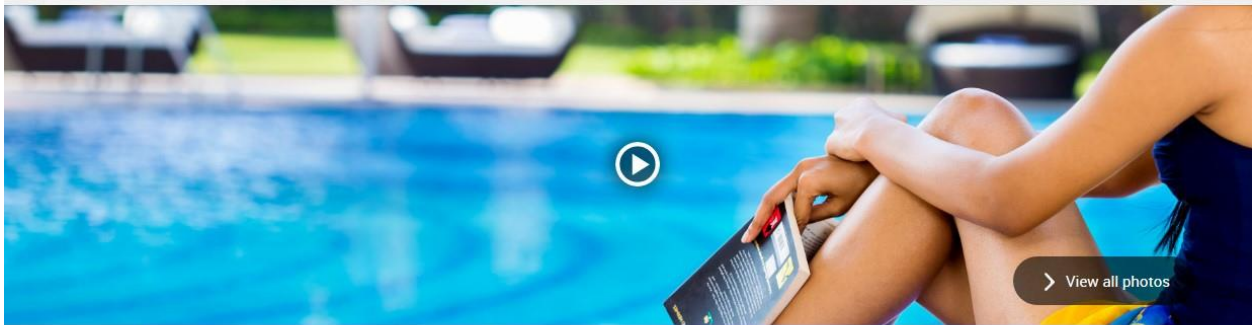
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ADULTS

CHILDREN

+

CHECK AVAILABILITY

9 Taj Deccan

OUR HOTELS

DINING

EVENTS

GIFT CARDS

TAJ HOLIDAYS

TAJ INNERCIRCLE

CHAMBERS

MORE

BOOK A STAY

EN

Taj Deccan, Hyderabad

30th Jul 2019 | 22 °C

Enter your stay dates to get the best deals!

WHERE TO?

Taj Deccan, Hyderabad

CHECK-IN & CHECK-OUT

13 Aug 2019 - 14 Aug 2019

ROOMS & GUESTS

Room 1- 1 Guest, 0 Child

CHECK AVAILABILITY

Taj > Taj Deccan, Hyderabad

Overview	Guest Rooms	Dining	Offers	Fitness	Event Spaces	Gallery	Local Area
----------	-------------	--------	--------	---------	--------------	---------	------------

Taj Deccan, Hyderabad

[VIEW PHOTOS \(14\)](#)

[Road No. 1, Banjara Hills, Hyderabad, 500034](#)

+91 40-66523939

tajhresv.hyd@tajhotels.com

Located in Hyderabad's elite Banjara Hills, this elegant hotel offers a welcome respite for both leisure and business travellers alike. Spread over 6 acres of landscaped gardens, it is conveniently located 35-40 minutes away from the Rajiv Gandhi International Airport and 5 kilometres away from the railway station, and roughly 19 kilometres away from Secendrabad. The Hyderabad hotel has 151 comfortable and spacious rooms, including 10 suites. At Taj Deccan, we have 6 conference rooms, including one boardroom. Our meeting venues can accommodate from 15 to 500 guests. The lush green lawns that surround the hotel are an inviting venue for cocktails and receptions for up to 1,500 people. With the finest features and top-notch services, Taj Deccan is the epitome of elegance. The features and amenities will leave you wanting for more. Soak in the space that's buzzing with energy. Treat yourself to luxury at one of the best 5-star hotels in Hyderabad.

[Show Less](#)



Hotel Highlights

[Located in the Heart of Banjara Hills](#) [30 Mins from Airport](#)

[State of the Art Conferencing Facilities](#) [24-Hour Fitness Centre](#)

Amenities

Hotel Policies

Check-in from 2:00 PM

Check-out till 12:00 PM

Early check-in and late check-out on request

We accept American Express, Diner's Club, Master Card, Visa, JCB International

Pets are not allowed.

Hotel Essentials

[Download Brochure](#) | GSTIN : 36AABCT2223L1ZF



Guest Rooms

SEE MORE



Superior Room City View

Tastefully appointed and equipped with the perfect guest amenities, the Superior rooms have wireless internet connectivity, televisions...[Show More](#)

- 30 Sq Mt
- Complimentary WiFi
- Up to 4 guests
- King/Queen

Starting from ₹5,000*

VIEW DETAILS



Residency Room City View

Our Residency rooms are well equipped and perfectly suited to cater to the needs of business and leisure travellers alike. In addition ...[Show More](#)

- 32 Sq Mt
- Complimentary WiFi
- Up to 4 guests
- King/Twin

Starting from ₹6,499*

VIEW DETAILS



Deluxe Room 1 Bedroom City View

The Deluxe Suite at Taj Deccan offers you a bedroom and a sitting room area in a 63 Sq Mt space. Find your centre in our luxurious suite. We understand your need for space and leave no stone unturned.

- 63 Sq Mt
- Complimentary WiFi
- Up to 4 guests
- King

Starting from ₹11,000*

VIEW DETAILS

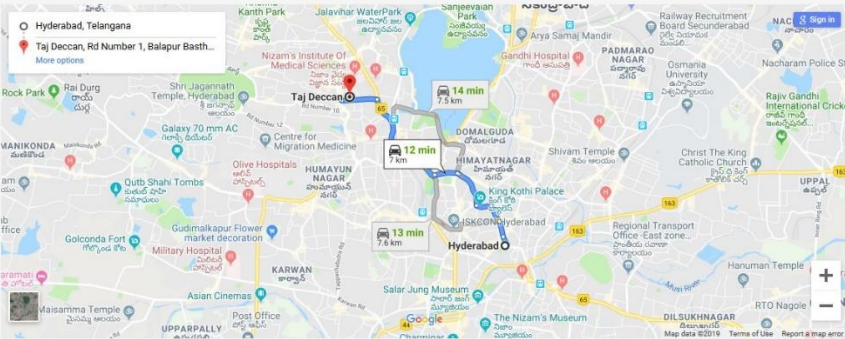
*Rates Exclusive of taxes

Awards



Earth Check Silver Certified 2015

Location



Guest Speak

4.4/5
Excellent
11518

Location	4.7	Service	4.6
Vibe	4.3	Breakfast	4.3
Food	4.1	WiFi	3.5
Room	3.4	Wellness	2.9

Shubham K.
5 days ago

Excellent service
Service was too good in the hotel. However the rooms were not of that good standard. The hotel staff was very soft and well spoken. They were more than ready for providing good hospitality. Your executive, Soumya attended me well.

Savita
5 days ago

Awesome Experience !!!
It was great level of Hospitality. The reception and Housekeeping took good care of us. Food was healthy n delicious. Special thanks to Rose and payal for making my stay comfortable and memorable!!!

Prashant P.
5 days ago

Excellent service. Value for money
Good Break fast. Very helpful & courteous staff. Especially Shilpa Das was very friendly during breakfast

Amit B.
5 days ago

Was good
There was lot of water droplets in the room floor was slippery

Destinations +

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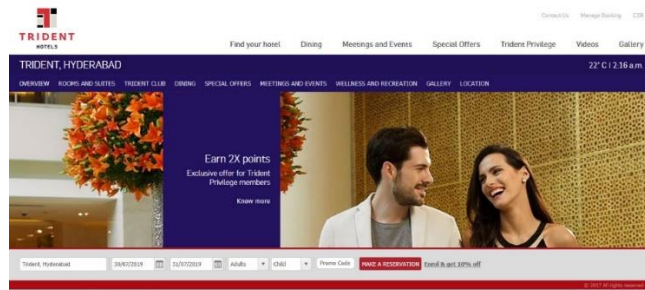
Press Room

Policies

Accessibility

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10 Trident



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Trident, Hotel in Hyderabad

5-STAR DELUXE HOTEL
Segment of India, Hotels of Trident

The City of Nawas, Hyderabad blends the best of the old and the new, the traditional and the modern. It is a city where sleek skyscrapers and luxury hotels share space with heritage monuments and an eclectic mix of communities evokes a vibrant culture. Once a centre of diamond and pearl trade, it is still referred to as the 'City of Pearls'. It is now a growing ITES and commercial hub.

Playing tributes to this pulsating new metropolis is the stylish and contemporary Trident, Hyderabad. Located in the centre of theHITEC City and close to the Special Economic Zone, Trident, Hyderabad is also well connected to the famous sightseeing destinations, shopping and entertainment hubs of the city.

The hotel blends the natural elements of height, light and space into its design. The 323 guest rooms and suites, starting at a spacious 440 square feet, are amongst the largest accommodations in Hyderabad. The rooms combine modern comfort with five star luxury and timeless good taste. The clear features of the modern city amenities, like complimentary high speed internet access for up to four devices, LCD televisions and well-appointed working desks, essential for the contemporary traveller.

Trident, Hyderabad is located near Hyderabad airport and 18 kilometres from the railway station. The hotel is also situated not far from the Charminar, Nizami Mausoleum and Chowmahalla Palace, amongst other sights. Our concierge would be delighted to help you arrange a sightseeing tour and shopping trip during your stay.

After a full day of sightseeing, what better way to relax than with a massage, swim or work out? Trident, Hyderabad offers a range of wellness and luxury recreation facilities at The Trident Spa and Fitness centre. Working worked up an appetite, you can take your pick of our fine dining restaurants, which serve a wide selection of the best local fare as well as international cuisine. Our late night bar is a wonderful setting to end a busy day.

Whether you are looking for a leisure hotel in Hyderabad, looking a holiday with your family or your friends, or even looking for a business hotel, Trident, Hyderabad hotel deals and hotel offers are curated to give you the best value, meet your every need and create memories that will last a lifetime.

Corporates In Vicinity

Mysore - 3.1 Kilometers

Deluxia - 0.55 Kilometers

GETTING THERE >

Guest Speak

"Outstanding. All staff 100% compliant. By far my best hotel experience and I have stayed at many. I am well-rested and stress-free. I have never felt so pampered."

(Dr. David Paulson)



Facilities at Trident, a 5 Star Deluxe Hotel in Hyderabad

Hotel facilities

- 24 hours Business Centre
- Meeting rooms with audio-visual equipment
- Laundry
- Rooms for guests with special needs
- Doctor on call
- Baby/infant on call
- 24 hours concierge service

With our compliments

- In-room calls
- Currency exchange
- Car park
- Tea and coffee maker
- iPad dock with alarm clock
- Dental and shaving kit
- Shoe shine facility
- Shoe care
- Desk and iron board
- Rest rooms for guests with special needs
- Wheelchairs
- High speed internet for up to 4 devices
- Luggage facility

Tariff

Reach Us

HITEC City, Near Cyber Towers,
Madhapur, Hyderabad - 500 081 India
T +91 40 6622 2222
F +91 40 6622 2222

Getting there

View gallery

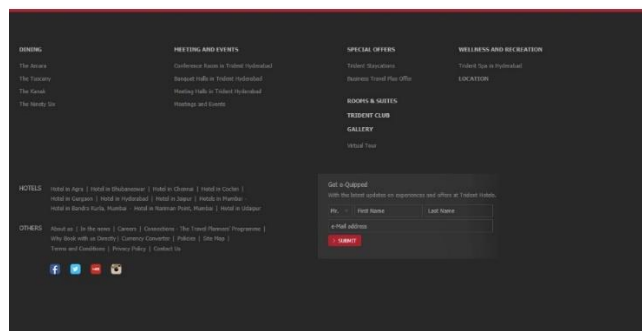
Take a tour

e-Concierge

Customise your stay with our
e-concierge service, click here

Explore Hyderabad

Known by its widely accepted sobriquet 'City of Pearls', Hyderabad is the capital city of Andhra Pradesh. It is one of the largest metropolitan as well as the fourth most populous city of India. Established in 1592 AD on the banks of the Musi River, Hyderabad was a global centre of the diamond and pearl trade. It is now a global hub for the Information Technology industry and is also home to the vibrant Telugu film industry, popularly known as 'Tollywood'.



Appendix II

About Us Texts

1. Avasa

//¹Avasa was born when a bold new idea emerged in the minds of hospitality experts with nearly two decades's experience. //²By bringing together elements of contemporary style and time-tested service, Avasa provides luxury as you've never experienced before.//

2. The Green Park

//¹Comfort meets efficiency//

²Comfortable rooms, superior facilities to conduct your business and wonderful spreads lined up to suit your palate, GreenPark Hyderabad is optimized to your world of needs. // ³Located at the heart of Hyderabad's commercial business district, GreenPark Hyderabad makes an ideal stopover for business travellers. //

⁴For over 25 years, brand GreenPark has stayed true to its fundamental belief – superior service backed by a pragmatic approach to hospitality. // ⁵With this focus on service quality, we have gained an enviable expertise in blending business with comfort across all our properties. // ⁶Reason why our guests keep coming back for the GreenPark experience. // ⁷Explore our properties. // ⁸We are certain you will agree with our brand of hospitality.//

3. ITC Kakatiya

//¹Built to mark a renaissance in standards of service and style, // ²the 188 exquisitely-furnished guest rooms and suites at ITC Kakatiya are the finest in hospitality. // ³ITC Kakatiya serves as (is useful) a great business hotel for the discerning business traveller. // ⁴The hotel is also equipped with state-of-the art business and conference facilities as well as a selection of refined cuisine options.//

Telugu Grandeur

// ⁴One of the greatest Telugu kingdoms in the history of Telangana, the grand Kakatiya dynasty serves as the wellspring of inspiration for ITC Hotels' exquisite luxury in Hyderabad.//

⁵A remarkable period defined by cultural exuberance, the grandeur of this kingdom is echoed as much in the rich décor of the hotel as in its fine facilities and services.//

⁶While its key inspiration is driven by the irrepressibly enterprising Kakatiyas, // the hotel also draws from the robust legacy of Hyderabad's own antecedents, // to present a delightful confluence of the finest aspects of this region's rich history and culture in an ambience // that is truly regal.//

Lavish Accommodation

//⁷Situated in the most picturesque part of the city, at the commercial centre of Hyderabad, // ITC Kakatiya overlooks the scenic Hussain Sagar Lake, // affording magnificent views for its 188 exquisite rooms and suites.//

// ⁸More than just a 5-star business hotel, ITC Kakatiya offers warm, efficient and personalised services along with state-of-the-art luxury facilities in an inspired ambience for an expression of luxurious hospitality // that befits a 5-star leisure resort.//

//⁹Presenting the most lavish accommodation in Hyderabad, // ITC Kakatiya features a range of options to meet your needs // – from luxury suites and 5-star corporate lodging to fine executive rooms all of which come with a complement of superlative services.//

Indulgent Hospitality

//¹⁰Built to inspire and indulge the discerning global business traveller, // ITC Kakatiya offers a stellar line up of state-of-the art business and conference facilities and a fine selection of Indian and international cuisines ranging from the most indulgent kebabs and curried dishes from across India, to the delectable flavours of ‘Dakshin’ from Kerala, Tamil Nadu, Karnataka and Andhra Pradesh and Telangana on to a wide range of international favourites.//

//¹¹The inviting outdoor pool, built around a natural rock, promises a delightful experience of bliss.//

//¹²Kaya Kalp – The Spa, ITC Hotels’ award-winning chain of luxury spas, in Hyderabad, [[which overlooks the pool at ITC Kakatiya]] offers a lavish regime of rejuvenating mind and body therapies.//

//¹³At the ITC Kakatiya, experience luxuriously warm hospitality in the ambience of Hyderabad’s finest 5-star business hotel.//

4. Lemon Tree

//¹[Lemon Tree Premier](#), HITEC City, Hyderabad is located in Madhapur in the heart of HITEC City.// ²A short distance from TCS, HSBC, Deloitte, Dell, IBM and Accenture, it is also conveniently close to CSC, GENPACT Google, Inorbit mall, Shilparaman and Cyber Towers.//

//³The plush and spacious interiors at Lemon Tree Premier, HITEC City, Hyderabad take the zing up a notch.// ⁴This chain of Upper Midscale business and leisure hotels elevates the Lemon Tree experience// ⁵while retaining the same freshness, quirkiness and energy// ⁶that Lemon Tree is well known for.// ⁷Lemon Tree Premier pampers the style conscious and upbeat traveler with its personalized services, premium in-room amenities, award winning restaurants and fun experiences.//

//⁸The hotel with its 267 smartly furnished rooms and suites, offers you a wide array of accommodation options.// ⁹Room categories include Superior Room; Deluxe Room; Premier Room; Junior Suite; Executive Suite and Presidential Suite.//

//¹⁰The centrally air conditioned hotel offers an eclectic pan-Asian restaurant – Republic of Noodles, a specialty Indian restaurant – Kebab Theater, a hip recreation bar – Slounge, a 24x7 multi-cuisine Coffee Shop – Citrus Café, a Tea Lounge, a business center, a 6245 sq. ft. of conference area, the rejuvenating Spa – Fresco, a Life Fitness Gym and an rooftop swimming pool// ¹¹to keep you feeling fresh-as-a-lemon.//

5. The Park

//¹The Park Hotel at Hyderabad, a 263 room flagship property of The Park Hotels' collection of boutique hotels is one of the finest luxury hotels in Hyderabad.// ²The hotel's contemporary design derives succor from Hyderabad's traditional lineage as a historical nerve centre and a modern day capital of design and production of precious stones and rich textiles.// ³The breathtaking facade references jewellery settings and metal reminiscent of the Nizam's legendary jewelry collection,// ⁴evokes passion of the era gone-by,// ⁵and sets the royal ambience of this Hyderabad hotel.//

//⁶The unique perforated metal exterior has been inspired by the 'Jalis' of old Indian palaces,// ⁷while the naturally illuminated, indulgently luxurious interiors reflect traditions of patterning, craftsmanship and style// ⁸to carve a niche of exclusivity at this hotel in Hyderabad.// ⁹With a jewel tuned palette and custom installations, lighting and furniture in the rooms and suites, all inspired by the legendary jewels of the Nizams,// ¹⁰every guest would feel like royalty.//

//¹¹This Hyderabad hotel brings to you exceptional spaces; from the varied range of rooms and suites to choose from to the choicest of lounges, hippest of restaurants and other areas of absolute entertainment. // ¹²The array of facilities, services and recreational options added to the fantastic location of being right in the heart of the leading business and pulsating city, // ¹³guests at The Park are guaranteed to have a truly inspired stay.//

6. Radisson

//¹Ideally situated between HITEC City and Financial District Gachibowli, Radisson Hyderabad Hitec City provides corporate travellers with thoughtful amenities like free Wi-Fi and a business centre // ²to ensure a productive stay.// ³Our convenient location also enables you to easily attend trade shows at the Hyderabad International Convention Centre or meetings at the University of Hyderabad.// ⁴When work is done,// ⁵reward yourself with a shopping trip to Inorbit Mall or a tour of Golconda Fort.//

7. Marriot

//¹Experience the best of Hyderabad, India at our 5-star hotel//

//²Discover the ideal blend of style, convenience and 5-star service at Hyderabad Marriott Hotel & Convention Centre.// ³Located in the city center of Hyderabad, India,// our hotel overlooks scenic Hussain Sagar Lake. // ⁴Settle into one of our spacious guest rooms, featuring city or lake views, high-speed Internet access and plush bedding.// ⁵Dine in our hotel restaurants or lounge,// ⁶where you'll discover International cuisine and everything from fine Indian dining to cocktails with lake views. // ⁷Our hotel offers an array of 5-star amenities for your enjoyment, // ⁸including a full-service spa, a 24-hour fitness center, a sparkling outdoor pool and family-oriented special events.// ⁹Those who are planning a business or social event // ¹⁰will appreciate our modern indoor and outdoor venues,// ¹¹enhanced by expert planning services and custom catering.// ¹²When it's time to venture out,// ¹³explore Hussain Sagar Lake, HITEC City and Lumbini Park nearby.// ¹⁴We look forward to welcoming you here to our 5-star hotel in Hyderabad, India.//

8. Novotel

//¹Welcome to Novotel Hyderabad Convention Centre, a tranquil oasis next to HITEC City, the IT hub of Hyderabad. // ²ⁱWith 15 acres of sprawling landscaped gardens around a 288-room property, guests can leave the city behind for a while // ²ⁱⁱand enjoy a revitalizing break surrounded by lush greenery in a serene setting. //

//³The offices of IT and Pharma giants like Google, Amazon, Deloitte, Apple, Facebook, Cognizant, Genpact, Tech Mahindra, Indian School of Business, Tata Consultancy Services, Novartis and Universal Health Group, among many others, are all located within a 6-kilometer radius. // ⁴Experience the luxury of staying just a few steps away from your next meeting or conference. // ⁵As its name suggests, our stylish 5-star hotel sits adjacent to India's most trusted MICE venue, the Hyderabad International Convention Centre, making it a natural choice for business travellers and MICE delegates. //

// ⁶The hotel is also the ideal home base from which to explore Hyderabad – the City of Pearls. // ⁷ⁱFamilies and visitors can revel in the hustle and bustle of this major metropolis, // ⁷ⁱⁱand then retreat to the hotel for some peaceful relaxation and hearty sustenance. // ⁸It is a great destination for business travellers seeking a relaxing stay in a resort-like ambience, replete with the sights and sounds of exotic birds, peaceful surroundings and a private driveway for a memorable arrival experience. //

// ⁹ⁱPamper yourself at the fully equipped spa // ⁹ⁱⁱor enjoy a drink at The Bar. // ¹⁰Feast on a decadent slice of cake from our deli or a delicious meal at one of our restaurants. // ¹¹Whatever you do, enjoy. // ¹²Your comfort is our priority at Novotel. //

9. Taj Deccan

//¹Located in Hyderabad's elite Banjara Hills, this elegant hotel offers a welcome respite for both leisure and business travellers alike. // ²Spread over 6 acres of landscaped gardens, it is conveniently located 35-40 minutes away from the Rajiv Gandhi International Airport and 5 kilometres away from the railway station, and roughly 19 kilometres away from Secendrabad. // ³The Hyderabad hotel has 151 comfortable and spacious rooms, including 10 suites. // ⁴At Taj Deccan, we have 6 conference rooms, including one boardroom. // ⁵Our meeting venues can accommodate from 15 to 500 guests. // ⁶The lush green lawns that surround the hotel are an inviting venue for cocktails and receptions for up to 1,500 people. // ⁷With the finest features and top-notch services, Taj Deccan is the epitome of elegance. // ⁸The features and amenities will leave you wanting for more. // ⁹Soak in the space that's buzzing with energy. // ¹⁰Treat yourself to luxury at one of the best 5-star hotels in Hyderabad. //

10. Trident

//¹The City of Nizams, Hyderabad blends the best of the old and the new, the traditional and the modern. // ²It is a city where sleek skyscrapers and luxury hotels share space with heritage monuments and an eclectic mix of communities ensures a vibrant culture. // ³Once a centre of diamond and pearl trade, it is still referred to as the 'City of Pearls'. // ⁴It is now a growing ITES and commercial hub. //

// ⁵ Paying tribute to this pulsating new metropolis is the stylish and contemporary Trident, Hyderabad. // ⁶Located in the centre of the HITEC City and close to the Special Economic Zone, Trident, Hyderabad is also well connected to the famous sightseeing destinations, shopping and entertainment hubs of the city. //

//⁷The hotel blends the natural elements of height, light and space into its design. // ⁸The 323 guest rooms and suites, starting at a spacious 440 square feet, are amongst the largest accommodations in Hyderabad. // ⁹The rooms combine modern comfort with five star luxury and timeless good taste. // ¹⁰The décor features all the modern day amenities, like complimentary high speed Internet access for up to four devices, LCD televisions and well-appointed working desks, essential for the contemporary traveller. //

// ¹¹Trident, Hyderabad is located near Hyderabad airport and 18 kilometres from the railway station. // ¹²The hotel is also situated not far from the Charminar, Nizam's Museum and Chowmahalla Palace, amongst other sights. // ¹³Our concierge would be delighted to help you arrange a sightseeing tour and shopping trip during your stay. //

// ¹⁴After a full day of sightseeing, what better way to relax than with a massage, swim or work out? // ¹⁵Trident, Hyderabad offers a range of wellness and luxury recreation facilities at The Trident Spa and fitness centre. // ¹⁶Having worked up an appetite, you can take your pick of our fine dining restaurants, which serve a wide selection of the best local fare as well as international cuisine. // ¹⁷Our late night bar is a wonderful setting to end a busy day. //

// ¹⁸Whether you are looking for a leisure hotel in Hyderabad, booking a holiday with your family or your friends, or even looking for a business hotel, Trident, Hyderabad hotel deals and hotel offers are curated to give you the best value, meet your every need and create memories that will last a lifetime. //

Appendix III

Clause Complex Analysis of ‘About Us’ texts

1. Avasa

Number of the Sentence	Taxis	Logico-semantic Relation	Structure	Clause
1	Hypotaxis	Dominant	α	Avasa was born
		Dependent Clause Enhancement	$x\beta$	when a bold new idea emerged in the minds of hospitality experts with nearly two decades' experience.
2	Hypotaxis	Manner	$x\beta$	By bringing together elements of contemporary style and time-tested service
		Dominant	α	Avasa provides luxury
		Dependent Clause Elaboration	$=\beta$	as you've never experienced before.

2. Green Park – Home

Number of the Sentence	Taxis	Logico-semantic Relation	Structure	Clause
1		Clause Simplex		Comfort meets efficiency
2	Hypotaxis	Dependent Clause Cause	$X\beta$ 1	Comfortable rooms, superior facilities to conduct your business
			+2	and wonderful spreads lined up to suit your palate
		Dominant	α	GreenPark Hyderabad is optimized to your world of needs
3	Hypotaxis	Dependent Clause Cause	$X\beta$	Located at the heart of Hyderabad's commercial business district
		Dominant	α	GreenPark Hyderabad makes an ideal stopover for business travellers

Green Park – About

Clause Complex Analysis

Number of the Sentence	Taxis	Logico-semantic Relation	Structure	Clause
1	Hypotaxis	Dominant	α	For over 25 years, brand GreenPark has stayed true to its fundamental belief
		Dependent Clause Elaboration	$=\beta$	superior service backed by a pragmatic approach to hospitality
2	Hypotaxis	Dominant	α	With this focus on service quality, we have gained an enviable expertise
		Dependent Clause Enhancement	$X\beta$	in blending business with comfort across all our properties
3		Clause Simplex		Reason why our guests keep coming back for the GreenPark experience
4		Clause Simplex		Explore our properties
5	Hypotaxis	Projection	α	We are certain
		Idea	B	you will agree with our brand of hospitality

3. ITC Kakatiya – About

Number of the Sentence	Taxis	Logico-semantic Relation	Structure	Clause
1	Hypotaxis	Dependent Clause Cause	$x\beta$	Built to mark a renaissance in standards of service and style
		Dominant	α	the 188 exquisitely-furnished guest rooms and suites at ITC Kakatiya are the finest in hospitality
2		Clause Simplex		ITC Kakatiya serves as a great business hotel for the discerning business traveler
3		Clause Simplex		The hotel is also equipped with state-of-the art business and conference facilities as well as a selection of refined cuisine options

ITC Kakatiya – Telugu Grandeur

Number of the Sentence	Taxis	Logico-semantic Relation	Structure	Clause
1	Hypotaxis	Dependent Clause Elaboration	$=\beta$	One of the greatest Telugu kingdoms in the history of Telangana
		Dominant	α	the grand Kakatiya dynasty serves as the wellspring of inspiration for ITC Hotels' exquisite luxury in Hyderabad
2	Hypotaxis	Dependent Clause Elaboration	$=\beta$	A remarkable period defined by cultural exuberance
		Dominant	α	the grandeur of this kingdom is echoed as much in the rich décor of the hotel as in its fine facilities and services
3	Hypotaxis	Dependent Clause Elaboration	$=\beta$	While its key inspiration is driven by the irrepressibly enterprising Kakatiyas
		Dominant	α	the hotel also draws from the robust legacy of Hyderabad's own antecedents
		Enhancement Purpose	$x\beta$	to present a delightful confluence of the finest aspects of this region's rich history and culture in an ambience
		Elaboration	$=\beta$	that is truly regal

ITC Kakatiya – Lavish Accommodation

Number of the Sentences	Taxis	Logico-semantic Relation	Structure	Clause
1	Hypotaxis	Dependent Clause Enhancement	$x\beta$	Situated in the most picturesque part of the city at the commercial centre of Hyderabad,
		Dominant	α	ITC Kakatiya <u>overlooks</u> the scenic Hussain Sagar Lake,
		Enhancement	$x\gamma$	affording magnificent views for its 188 exquisite rooms and suites
2		Dominant	α	More than just a 5-star business hotel ITC Kakatiya <u>offers</u> warm, efficient and personalised services along with state-of-the-art luxury

3	Hypotaxis			facilities in an inspired ambience for an expression of luxurious hospitality
		Elaboration	$=\beta$	that <u>befits</u> a 5-star leisure resort
	Hypotaxis	Dependent Clause Extension	$+\beta$	Presenting the most lavish accommodation in Hyderabad
		Dominant	α	ITC Kakatiya features a range of options
		Enhancement Purpose	$\times\beta$	to meet your needs – from luxury suites and 5-star corporate lodging to fine executive rooms
		Enhancement Manner	$\times\beta$	all of which come with a complement of superlative services

ITC Kakatiya – Indulgent Hospitality

Number of the Sentences	Taxis	Logico-semantic Relation	Structure	Clause
1	Hypotaxis	Dependent Clause Enhancement Purpose	$\times\beta$	Built to inspire and indulge the discerning global business traveller,
		Dominant Clause	α	ITC Kakatiya offers a stellar line up of state-of-the art business and conference facilities and a fine selection of Indian and international cuisines ranging from the most indulgent kebabs and curried dishes from across India, to the delectable flavours of ‘Dakshin’ from Kerala, Tamil Nadu, Karnataka and Andhra Pradesh and Telangana on to a wide range of international favourites
2		Clause Simplex	α	The inviting outdoor pool, built around a natural rock, promises a delightful experience of bliss
3		Dependent Clause	$+\beta$	Kaya Kalp – The Spa, ITC Hotels’ award-winning chain of luxury

	Hypotaxis	Extension		spas, in Hyderabad, which overlooks the pool at ITC Kakatiya
		Dominant Clause	α	offers a lavish regime of rejuvenating mind and body therapies
4		Clause Simplex		At the ITC Kakatiya, experience luxuriously warm hospitality in the ambience of Hyderabad's finest 5 star business hotel

4. Lemon Tree

Number of the Sentences	Taxis	Logico-semantic Relation	Structure	Clause
1		Clause Simplex		Lemon Tree Premier , HITEC City, Hyderabad is located in Madhapur in the heart of HITEC City.
2		Clause Simplex		A short distance from TCS, HSBC, Deloitte, Dell, IBM and Accenture, it is also conveniently close to CSC, GENPACT Google, Inorbit mall, Shilparaman and Cyber Towers.
3		Clause Simplex		The plush and spacious interiors at Lemon Tree Premier, HITEC City, Hyderabad take the zing up a notch.
4	Hypotaxis	Dominant Clause	α	This chain of Upper Midscale business and leisure hotels elevates the Lemon Tree experience
		Dependent Clause Extension	$+\beta$	while retaining the same freshness, quirkiness and energy
		Elaboration	$=\beta$	that Lemon Tree is well known for.
5		Clause Simplex		Lemon Tree Premier pampers the style conscious and upbeat traveler with its personalized services, premium in-room amenities , award winning restaurants and fun experiences.

6		Clause Simplex		The hotel with its 267 smartly furnished rooms and suites , offers you a wide array of accommodation options.
		Clause Simplex		Room categories include Superior Room; Deluxe Room; Premier Room; Junior Suite; Executive Suite and Presidential Suite.
8	Hypotaxis	Dominant Clause	α	The centrally air conditioned hotel offers an eclectic pan-Asian restaurant – Republic of Noodles, a specialty Indian restaurant – Kebab Theater, a hip recreation bar – Slounge, a 24x7 multi-cuisine Coffee Shop – Citrus Café , a Tea Lounge, a business center , a 6245 sq. ft. of conference area, the rejuvenating Spa – Fresco, a Life Fitness Gym and an rooftop swimming pool
		Dependent Clause Enhancement	$x\beta$	to keep you feeling fresh-as-a-lemon.

5. The Park Hotel

Number of the Sentences	Taxis	Logico-semantic Relation	Structure	Clause
1	Hypotaxis	Dominant Clause	α	The Park Hotel
		Dependent Clause Enhancement	$x\beta$	at Hyderabad,
		Dependent Clause Elaboration	$=\beta$	a 263 room flagship property of The Park Hotels' collection of boutique hotels

		Dominant Clause	α	is one of the finest luxury hotels in Hyderabad.
2		Clause Simplex		The hotel's contemporary design derives succor from Hyderabad's traditional lineage as a historical nerve centre and a modern day capital of design and production of precious stones and rich textiles.
3	Hypotaxis	Dominant Clause	α	The breathtaking facade references jewelry settings and metal,
		Dependent Clause Elaboration	$=\beta$	reminiscent of the Nizam's legendary jewelry collection,
		Dominant Clause	α	evokes passion of the era gone-by,
		Extension	$+\beta$	and sets the royal ambiance of this Hyderabad hotel.
4	Hypotaxis	Dominant Clause	α	The unique perforated metal exterior has been inspired by the 'Jalis' of old Indian palaces,
		Dependent Clause Extension	$+\beta$	while the naturally illuminated, indulgently luxurious interiors reflect traditions of patterning, craftsmanship and style
		Enhancement	$\times\beta$	to carve a niche of exclusivity at this hotel in Hyderabad.
5	Hypotaxis	Dependent Clause Enhancement	$\times\beta$	With a jewel tuned palette and custom installations, lighting and furniture in the rooms and suites, all inspired by the legendary jewels of the Nizams,
		Dominant Clause	α	every guest would feel like royalty.
6		Clause Simplex		This Hyderabad hotel brings to you exceptional spaces; from the varied range of rooms and suites to choose from to the choicest of lounges, hippest of restaurants and other areas of absolute entertainment.
7	Hypotaxis	Dependent Clause Enhancement	$\times\beta$	The array of facilities, services and recreational options added to the fantastic location of being right in

				the heart of the leading business and pulsating city,
		Dominant Clause	α	guests at The Park are guaranteed to have a truly inspired stay.

6. Radisson Hyderabad

Number of the Sentences	Taxis	Logico-semantic Relation	Structure	Clause
1	Hypotaxis	Dependent Clause Enhancement	$x\beta$	Ideally situated between HITEC City and Financial District Gachibowli,
		Dominant	α	Radisson Hyderabad Hitec City provides corporate travellers with thoughtful amenities like free Wi-Fi and a business centre
		Dependent Clause Enhancement	$x\beta$	to ensure a productive stay.
2	Hypotaxis	Dominant	α	Our convenient location also enables you
		Dependent Clause Enhancement	$x\beta$	to easily attend trade shows at the Hyderabad International Convention Centre or meetings at the University of Hyderabad.
3	Hypotaxis	Dependent Clause Enhancement	$x\beta$	When work is done,
		Dominant	α	reward yourself with a shopping trip to Inorbit Mall or a tour of Golconda Fort.

7. Marriott Hotel & Convention Centre

Number of the Sentences	Taxis	Logico-semantic Relation	Structure	Clause
1		Clause Simplex		Experience the best of Hyderabad, India at our 5-star hotel

2		Clause Simplex		Discover the ideal blend of style, convenience and 5-star service at Hyderabad Marriott Hotel and Convention Centre.
3	Hypotaxis	Dominant	α	Located in the city center of Hyderabad, India,
		Dependent Clause Enhancement	$x\beta$	our hotel overlooks scenic Hussain Sagar Lake.
4	Hypotaxis	Dominant	α	Settle into one of our spacious guest rooms,
		Dependent Clause Enhancement	$x\beta$	featuring city or lake views, high-speed Internet access and plush bedding.
5	Hypotaxis	Dominant	α	Dine in our hotel restaurants or lounge,
		Dependent Clause Enhancement	$x\beta$	where you'll discover International cuisine and everything from fine Indian dining to cocktails with lake views.
6		Clause Simplex		Our hotel offers an array of 5-star amenities for your enjoyment, including a full-service spa, a 24-hour fitness center, a sparkling outdoor pool and family-oriented special events.
7	Hypotaxis	Dependent Clause Enhancement	$=\beta$	Those who are planning a business or social event
		Dominant	α	will appreciate our modern indoor and outdoor venues,
		Dependent Clause Enhancement	$x\beta$	enhanced by expert planning services and custom catering.
8	Hypotaxis	Dependent Clause Enhancement	$x\beta$	When it's time to venture out,
		Dominant	α	explore Hussain Sagar Lake, HITEC City and Lumbini Park nearby.
9		Clause Simplex		We look forward to welcoming you here to our 5-star hotel in Hyderabad, India.

8. Novotel Hyderabad Convention Centre

Number of the Sentences	Taxis	Logico-semantic Relation	Structure	Clause
1		Clause Simplex		Welcome to Novotel Hyderabad Convention Centre, a tranquil oasis next to HITEC City, the IT hub of Hyderabad.
2	Hypotaxis	Dependent Clause Enhancement	$x\beta$	With 15 acres of sprawling landscaped gardens around a 288-room property,
		Dominant	α	guests can leave the city behind for a while
	Parataxis	Extension	+1	and enjoy a revitalizing break surrounded by lush greenery in a serene setting.
3		Clause Simplex		The offices of IT and Pharma giants like Google, Amazon, Deloitte, Apple, Facebook, Cognizant, Genpact, Tech Mahindra, Indian School of Business, Tata Consultancy Services, Novartis and Universal Health Group, among many others, are all located within a 6-kilometer radius.
4		Clause Simplex		Experience the luxury of staying just a few steps away from your next meeting or conference.
5	Hypotaxis	Dependent Clause Enhancement	$x\beta$	As its name suggests,
		Dominant	α	our stylish 5-star hotel sits adjacent to India's most trusted MICE venue, the Hyderabad International Convention Centre ,
		Dependent Clause Enhancement	$x\beta$	making it a natural choice for business travellers and MICE delegates.
6		Dominant	α	The hotel is also the ideal home base

	Hypotaxis	Dependent Clause Enhancement	$x\beta$	from which to explore Hyderabad – the City of Pearls.
7	Parataxis		1	Families and visitors can revel in the hustle and bustle of this major metropolis,
		Extension	+1	and then retreat to the hotel for some peaceful relaxation and hearty sustenance.
8	Hypotaxis	Dominant	α	It is a great destination for business travellers
		Dependent Clause Enhancement	$x\beta$	seeking a relaxing stay in a resort-like ambience, replete with the sights and sounds of exotic birds, peaceful surroundings and a private driveway for a memorable arrival experience.
9	Parataxis		1	Pamper yourself at the fully equipped spa
		Extension	+1	or enjoy a drink at The Bar .
10		Clause Simplex		Feast on a decadent slice of cake from our deli or a delicious meal at one of our restaurants .
11	Hypotaxis	Dependent Clause Enhancement	$x\beta$	Whatever you do,
		Dominant	α	Enjoy
12		Clause Simplex		Your comfort is our priority at Novotel

9. Taj Deccan

Number of the Sentences	Taxis	Logico-semantic Relation	Structure	Clause
1	Hypotaxis	Dependent Clause Enhancement	$x\beta$	Located in Hyderabad's elite Banjara Hills,
		Dominant Clause	α	this elegant hotel offers a welcome respite for both leisure and business travellers alike.
2	Hypotaxis	Dependent Clause Enhancement	$x\beta$	Spread over 6 acres of landscaped gardens,

		Dominant Clause	α	it is conveniently located 35-40 minutes away from the Rajiv Gandhi International Airport and 5 kilometres away from the railway station, and roughly 19 kilometres away from Secendrabad.
3	Hypotaxis	Dominant Clause	α	The Hyderabad hotel has 151 comfortable and spacious rooms,
		Dependent Clause Enhancement	$x\beta$	including 10 suites.
4	Hypotaxis	Dominant Clause	α	At Taj Deccan, we have 6 conference rooms,
		Dependent Clause Enhancement	$x\beta$	including one boardroom.
5		Clause Simplex		Our meeting venues can accommodate from 15 to 500 guests.
6	Hypotaxis	Dependent Clause Extension	$+\beta$	The lush green lawns that surround the hotel
		Dominant Clause	α	are an inviting venue for cocktails and receptions for up to 1,500 people.
7		Clause Simplex		With the finest features and top-notch services, Taj Deccan is the epitome of elegance.
8		Clause Simplex		The features and amenities will leave you wanting for more.
9	Hypotaxis	Dominant Clause	α	Soak in the space
		Dependent Clause Extension	$+\beta$	that's buzzing with energy.
10		Clause Simplex		Treat yourself to luxury at one of the best 5-star hotels in Hyderabad.

10. Trident Hotel

Number of the Sentences	Taxis	Logico-semantic Relation	Structure	Clause
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1		Clause Simplex		The City of Nizams, Hyderabad blends the best of the old and the new, the traditional and the modern.
2	Hypotaxis	Dominant Clause	α	It is a city
		Dependent Clause Extension	$+\beta$	where sleek skyscrapers and luxury hotels share space with heritage monuments and an eclectic mix of communities
		Dependent Clause Enhancement	$x\beta$	ensures a vibrant culture.
3		Clause Simplex		Once a centre of diamond and pearl trade, it is still referred to as the 'City of Pearls'.
4		Clause Simplex		It is now a growing ITES and commercial hub.
5		Clause Simplex		Paying tribute to this pulsating new metropolis is the stylish and contemporary Trident, Hyderabad.
6	Hypotaxis	Dependent Clause Enhancement	$x\beta$	Located in the centre of the HITEC City and close to the Special Economic Zone,
		Dominant Clause	α	Trident, Hyderabad is also well connected to the famous sightseeing destinations, shopping and entertainment hubs of the city.
7		Clause Simplex		The hotel blends the natural elements of height, light and space into its design.
8	Hypotaxis	Dependent Clause Enhancement	$x\beta$	The 323 guest rooms and suites , starting at a spacious 440 square feet,
		Dominant Clause	α	are amongst the largest accommodations in Hyderabad.
9		Clause Simplex		The rooms combine modern comfort with five star luxury and timeless good taste.
10		Clause Simplex		The décor features all the modern day amenities, like

				complimentary high speed Internet access for up to four devices, LCD televisions and well-appointed working desks, essential for the contemporary traveller.
11		Clause Simplex		Trident, Hyderabad is located near Hyderabad airport and 18 kilometres from the railway station.
12		Clause Simplex		The hotel is also situated not far from the Charminar, Nizam's Museum and Chowmahalla Palace, amongst other sights.
13	Hypotaxis	Dominant Clause	α	Our concierge would be delighted
		Dependent Clause Enhancement	$x\beta$	to help you
		Dependent Clause Enhancement	$x\beta$	arrange a sightseeing tour and shopping trip during your stay.
14		Clause Simplex		After a full day of sightseeing, what better way to relax than with a massage, swim or work out?
15		Clause Simplex		Trident, Hyderabad offers a range of wellness and luxury recreation facilities at The Trident Spa and fitness centre.
16	Hypotaxis	Dependent Clause Enhancement	$x\beta$	Having worked up an appetite,
		Dominant Clause	α	you can take your pick of our fine dining restaurants ,
		Dependent Clause Extension	$+\beta$	which serve a wide selection of the best local fare as well as international cuisine.
17	Hypotaxis	Dominant Clause	α	Our late night bar is a wonderful setting
		Dependent Clause Enhancement	$x\beta$	to end a busy day.
18	Hypotaxis	Dependent Clause Enhancement	$x\beta$	Whether you are looking for a leisure hotel in Hyderabad,
		Dependent Clause Enhancement	$x\beta$	booking a holiday with your family or your friends,

		Dependent Clause Enhancement	$x\beta$	or even looking for a business hotel,
		Dominant Clause	α	Trident, Hyderabad hotel deals and hotel offers are curated
		Dependent Clause Enhancement	$x\beta$	to give you the best value,
		Dependent Clause Enhancement	$x\beta$	meet your every need
		Dependent Clause Enhancement	$x\beta$	and create memories
		Dependent Clause Extension	$+\beta$	that will last a lifetime.

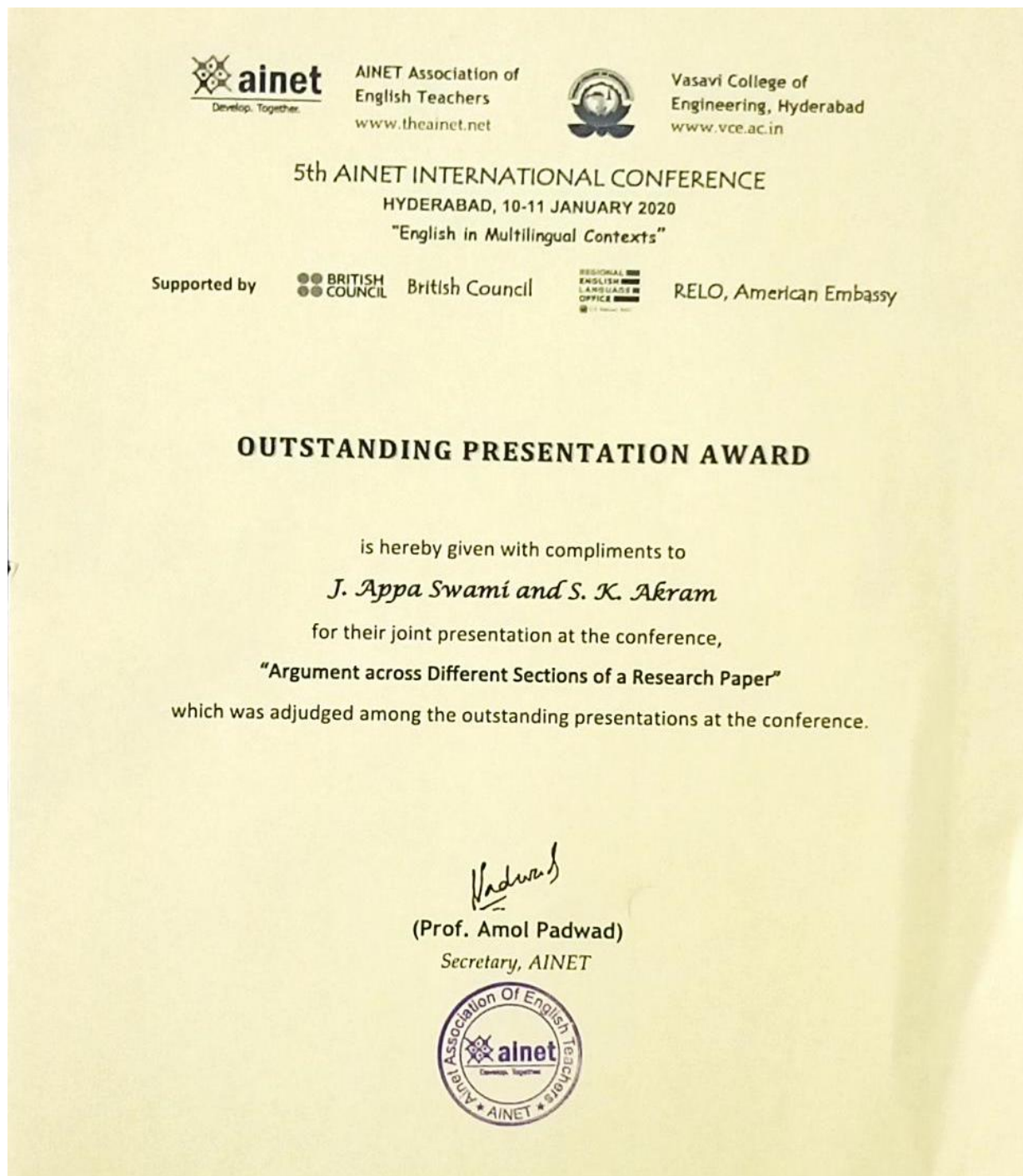
Paper Presentation Certificates

- 1) **Verbal Visual Intersemiosis in Hotel Homepages: A Systemic Functional Multimodal Discourse Analysis** (with Jasti Appa Swami) at International Conference on Linguistic Theories, Law, Life and Language on 11-13th February 2020 organized by Centre for Advanced Studies in Linguistics, Osmania University.



- 2) **Dialogic Reflection for Effective Pedagogic Decisions in Collaborative Teaching*** (with Jasti Appa Swami) at 5th AINET International Conference on English in Multilingual Contexts on 10-11 January 2020 at Vasavi College of Engineering, Hyderabad.

*Received Outstanding Presentation Award.



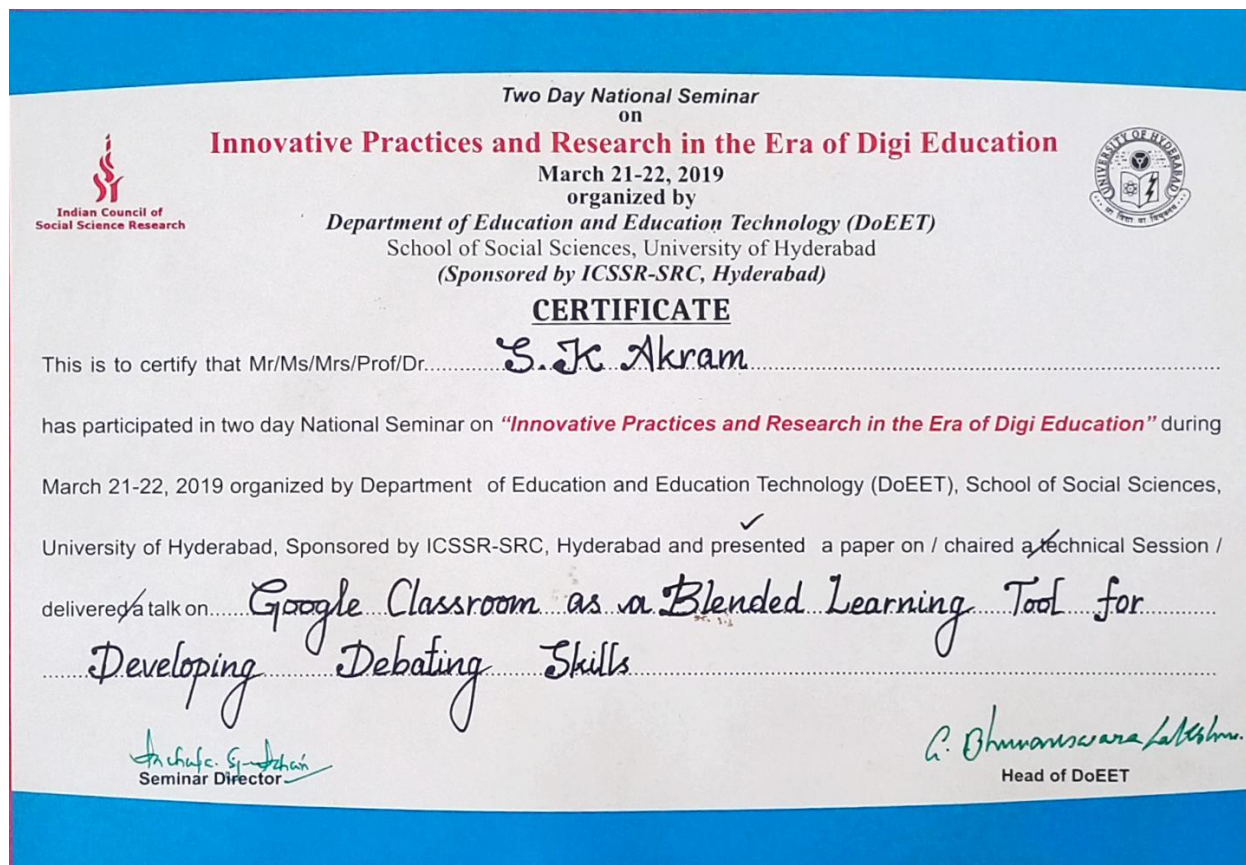
- 3) **Dialogic Reflection for Effective Pedagogic Decisions in Collaborative Teaching*** (with Jasti Appa Swami) at 5th AINET International Conference on English in Multilingual Contexts on 10-11 January 2020 at Vasavi College of Engineering, Hyderabad.



- 4) **Affordances of Corpus Tools for ESP Courses** at Two-Day National Conference on Innovations in Teaching ESL and Literature on 30th September and 1st October 2019 organized by Department of Humanities and Social Sciences, NIT Warangal.



- 5) **Google Classroom as Blended Learning tool for Developing Debating Skills** (with Jasti Appa Swami) at Two-day National Seminar on Innovative Practices and Research in the Era of Digi Education on 21&22 March, 2019, organised by Department of Education and Education Technology, University of Hyderabad.



- 6) **Teaching Group Discussions to Tertiary Level Students – EAP or EOP?** at International Conference of Linguistic Society of India (ICOLSI-40), held on 6th to 8th December, 2018 at CIIL, Mysore.



- 7) **Intersemiotic Relationships in Multimodal Communication: An SFL perspective** at National Seminar of SFL Society of India, held on 24th February, 2017 in Secunderabad.



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24 February 2018

Seminar Participation Certificate

This is to certify that

Mr. S. K. Akram

participated in the one-day Seminar on

SFL and Sociosemiotics

conducted by this Association at Hotel Raj Comfort Inn, Sarojini Devi Road, Near Paradise Circle, Secunderabad-500003, Telangana, on Saturday, the 24th February 2018.

Dr./Mr./Ms. S. K. Akram presented a paper on
"Intersemiotic relationships in multimodal communication:
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which was well received.

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Effectiveness of an EAP Course on Argument Building for Research Students

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Abstract

Notwithstanding the central role played by argumentation in research writing, writing courses on offer to students on the doctoral programmes hardly manifest this significance. To emphasize the role of argumentation in research, this study investigated the effectiveness of an EAP course on argumentation collaboratively taught by two instructors to students enrolled on the doctoral programme in a central university in India. To see the impact of the course on students' argumentation, the data gathered from various writing tasks before, during and after the course were analyzed qualitatively. To understand the overall effectiveness of the course, students' perceptions gathered from the end-of-the-semester questionnaire and teachers' reflections recorded in a dialogic reflective journal were analyzed thematically. Data analysis revealed that explicit instruction of argumentation led to improvement in students' sense of argumentation though such an improvement was not uniform across all the students' written arguments. Both the students' perceptions and the teachers' reflections indicate that various pedagogical decisions made throughout the course contributed to the effectiveness of the course. The findings imply that explicit teaching of argumentation alongside appropriate pedagogical decisions appeared to help these students improve their argumentation.

Keywords: *Argument building, English for Academic Purposes, pedagogical decisions, collaborative teaching, dialogic reflection*

The Importance of Argumentation in Research Writing

Recent years have seen a renewed interest in enhancing the quality of research output in Indian Higher Education Institutions (HEIs) with a view to finding a place in top 500 global rankings of leading indices. The quality of research output is judged based on the reputation of the journal in which research output appears. One of the important gatekeeping processes journals of high repute

use for acceptance of the paper for publication is the way argumentation is done in the manuscript. This is because argumentation demonstrates ‘powers of informed and independent reasoning’ (Nesi and Gardner, 2012, p. 36) that enable one to find one’s own voice while working with other people’s ideas from source texts.

It has been widely acknowledged that argumentation is central to academic contexts in higher education not just in writing courses but even in disciplinary courses as well (Andrews, 2010; Hirvela, 2017; Kibler, 2012; Lee and Deakin, 2016; Nesi and Gardner, 2012). Despite the importance of argumentation, many research scholars in India across disciplines find it hard to cope with argumentation as they seem to have little exposure to the argumentation in their previous years of study. It is assumed that students come to HEIs either fully equipped with argumentation skills or acquire them implicitly on their own through ‘the pedagogy of osmosis’ during the course of their study (Nesi and Gardner, 2012, p. 3). A similar view is maintained in Lea and Street (1999) as experienced writers believe ‘expectations for student writing’ are ‘common sense rather than teachable writing practices’ (as cited in Kibler and Hardigree, 2017, p. 77). Writing Courses offered by English teachers do not seem to go beyond general language aspects. Disciplinary teachers with their tacit understanding of argumentation not only fail to explicate the notion of argumentation succinctly but provide comments on student writing in a manner that leave students puzzled as to what they are supposed to do with the feedback they receive. This condition points to the need for explicating the concept of argumentation and, even more importantly, its explicit teaching in the context of L2 English for academic purposes (EAP).

Surprisingly, despite its recognized importance in higher education, argumentation in research writing in L2 contexts has received far less attention than it richly deserves. This situation impels drawing from the L1 argumentation scholarship to gain deeper insights into the concept of argumentation (Hirvela, 2017). It is useful to consider Hirvela’s observation of the distinction between *learning to argue* and *arguing to learn* in the L1 argumentation literature to understand the notion of argumentation in L2 contexts as well.

Learning to argue views argumentation as reasoning where students learn to present a position/claim after analyzing and evaluating ideas from source texts, and to logically support the position/claim thus made with relevant evidence drawn from the same source texts, and to coherently establish a link between the evidence used and the claims made. Hence, the purpose of argumentation in this view is to convince and persuade the audience with ‘the logic underlying the ways in which its claims are supported and explained’ (Hirvela, 2017, p. 71).

Arguing to learn, on the other hand, views argumentation as inquiry where students learn to use the elements of argumentation as a means to develop deeper ‘understanding of a topic and thinking skills’ (Hirvela, 2017, p. 71). The purpose of argumentation in this view is ‘not to teach how to construct arguments’ (Hirvela, 2017, p. 71), but to enable them to use the elements of argument as tools for their critical engagement with text. It becomes obvious that the learning to argue perspective is a prerequisite for arguing to learn perspective to be in operation. In the present study, both views of argumentation were exposed to the students.

Since the idea of argumentation is abstract and not visible to the naked eye, it sounds rather ‘unrealistic to expect all or even the majority of students’ (Nesi and Gardner, 2012, p. 261) to acquire the ability to process and produce arguments in writing through the process of osmosis rather than explicit instruction. ‘Unfocussed exposure to unorganized’ (Thornbury, 1999, p. 50)

content in the source texts may at best leave readers with tacit knowledge of argumentation, which, when not articulated properly at the time of providing feedback on student writing, makes students confused and frustrated. Recognizing this gap, the present study made a modest attempt to evaluate the effectiveness of an EAP course on argument building for research students and its impact on their performance in developing arguments. This study was also a modest response to Hirvela's call for classroom-based research on L2 argumentative writing in HEIs. This study had the following objectives:

- To evaluate the effectiveness of an EAP course on argument building for research scholars and
- To assess the impact of the course on the students' performance in building arguments.

The study assumes significance as it establishes the value of explicit instruction of argumentation in higher education going beyond surface features of language and style.

Literature review

Over the past four decades, much of published EAP writing research has focused on different sections of research articles (see for example Kanoksilapatham, 2007; Swales, 1990, 2004) corrective feedback (Ferris, 2002; Hyland & Hyland, 2006), metadiscourse (Hyland, 2005), source use (Pecorari and Shaw, 2013; Polio and Shi, 2012) and plagiarism (Pecorari, 2013), to name just a few. Though the findings of these studies have made substantial contribution to both academic writing research and pedagogy, ESL students in universities do not seem to have any support system that enables them to approach academic writing without trepidation. This is possibly due to scant attention paid to argumentation, the important role of which, as Hirvela (2017) indicates, has been recognized, but 'marginalized as a major topic of investigation' (p.70). Argument building in academic writing requires students to critically engage with the ideas from source texts for making claims and bringing relevant evidence to support them, and to establish a link between the evidence so used and the claims made. Such an engagement is made possible by consciousness-raising tasks that draw students' attention to both the macrostructure of argumentation and the lexico-grammatical choices deployed for making meanings in the text. To develop such an awareness and thereby scaffold learners to gain confidence in dealing with argumentation both in reading and writing, it becomes important to design an EAP course on argumentation in academic writing instruction.

There is no consensus on the way the term 'argumentation' is understood in L2 literature. While some (Bacha, 2010; Crammond, 1998; Davies, 2008; Mitchell and Andrews, 2000; Wingate, 2012) view it as the ability to persuade the reader to adopt the writer's position with the choreography of well-supported claims 'effectively grounded in source-based evidence' (Pessoa, et.al., 2018, p. 82), others (Jonassen and Kim, 2010; Kuhn, 1991, 2005; Ravenscroft, et.al., 2006) perceive it as a means to develop 'deeper understanding of a topic or a situation through an analytic process' (Hirvela 2017, p. 71). As discussed in the previous section, the former view relates *to learning to argue* while the latter view relates to *arguing to learn*. An important point to be noted from the two views is that both views consider the purpose of the argument as their point of departure rather than the structure of the argument. For both views, however, it is the structure that is at the core of the argument which in turn can serve any of the purposes mentioned in either view or both. The structure essentially includes *claim* (initially stated conclusion), *data* (facts supporting the claim), *warrant* (connections established between the data and the claim), *backing* (support/explanation

for the warrant), *qualifier* (tempering strength of the claim), and *rebuttal* (response to counterclaims) as elements of good argumentation (Andrews, 2010). Therefore, it is logical to teach learning to argue and then - building on the knowledge and skills acquired through this approach – to show how argumentation can be deployed as a means to deepening learning and thinking.

Research shows that lack of consensus on the term argumentation seems to have further added to the skewed understanding of the concept by academics and students. Mitchell et al. (2008) found that both students and tutors demonstrated a skewed sense of argumentation. Riddle (2000) observed that academics had difficulty in distinguishing analysis from evaluation. Lea and Street (1998) maintained that tutors were hardly able to articulate what constitutes a well-developed argument. Studies by Davies (2008), Lea and Street (2000), Mitchell and Riddle (2000), Salter-Dvorak (2016) highlight the challenge the academics face when asked to articulate their sense of good academic writing despite their tacit knowledge. Wingate (2012) concludes that such conceptual uncertainty about argumentation ‘leads to unhelpful advice and inadequate teaching of argumentation’ (p.147).

It has long been suggested that argumentation be made the ‘focus of deliberate educational practices’ (Davies, 2008, p. 327) with a view to making explicit the choreography underlying argumentation. Though there are divergent views as to whether disciplinary teachers should teach argumentation or EAP teachers should do it (Bacha, 2010; Davies, 2008; Nesi and Gardner, 2012; Wingate, 2012), there is an increasing trend for interdisciplinary collaboration between EAP and disciplinary teachers (see for example Cargill, M., and O’Connor, P. 2009; Conrad, S., et.al., 2016; Robinson, et.al., 2008). Such collaboration is exhorted in Andrews (2010). While some believe that argumentation involves generic skills and are therefore transferable through explicit instruction by EAP instructors, others maintain that it is discipline specific as knowledge and argument are constructed within disciplines. Bacha (2010) and Davies (2008) argue that argumentation is a generic skill and can be taught to academics explicitly so that tacit understanding acquired by them through immersion and acculturation becomes explicit, which will enable them to offer clear and critical feedback on student writing. Wingate (2012), however, believes that argumentation is grounded in disciplinary writing and therefore it is important to go beyond addressing surface features to include three components in the instruction of argumentation: ‘(1) the analysis and evaluation of content knowledge, (2) the writer’s development of a position, and (3) the presentation of that position in a coherent manner’ (p. 146). She further points out that academic tutors’ feedback on student writing tends to be obscured through vague language ‘such as the imperative ‘*Argument!*’ written in the margins of student essays’ (p. 145) due to their inadequate sense of argumentation as opposed to the way it is conceptualized in disciplines.

Central to explicit instruction is the use of various pedagogical models/approaches. Some of the pedagogical models used by various studies include four-staged procedures of the overall text organization (Mitchell and Riddle, 2000), a five-step learning cycle with organizational plans (Bacha, 2010), a six-step procedure for teaching argumentation (Davies, 2008) and the read-analyse-write approach to genre-based instruction (Robinson, et.al., 2008). The pedagogical approach used in Robinson, et.al., (2008) has been proved suitable for understanding and teaching discipline-specific genres as the materials developed through interdisciplinary collaboration over

a period of five years were ‘reviewed and approved by 30 chemistry faculty from multiple US institutions’ (Stoller and Robinson, 2013, p. 46).

The read-analyse-write approach to genre-based instruction fosters discipline-specific writing skills in students by enabling them to ‘read (and reread) authentic texts from the target genre, engage in scaffolded genre-analysis activities, and then write (and rewrite) their own work’ (Stoller and Robinson, 2013, p. 46) in line with disciplinary conventions. This approach is premised on the belief that students develop their discipline-specific writing skills if they are made to read and analyse the works of others in their fields of study as seems to be the case with many effective writers in different disciplines. To effect this development, students will be made to identify and examine genre components such as audience and purpose, organization, writing conventions, grammar and mechanics and disciplinary content. Through read-analyse-write sequence tasks and explicit instruction, it is believed that ‘students develop skills that they can apply well beyond’ the courses they have attended thus leading to their independent learning for life (Stoller and Robinson, 2014, p. 278).

Methods

The study was carried out with doctoral students (n=21) drawn from four soft science disciplines - Management studies, Anthropology, Political Science and Applied Linguistics - at a central university in India. The students were at different points of progress on their doctoral programmes. These students were offered a semester-long four-credit EAP course on argumentation for 50 hours. Data collected before, during and after the course were analysed qualitatively to account for the *effect* and *effectiveness* of the course. In this study, *effect* and *effectiveness* are operationalized as follows: while *effect* refers to the impact of the course on the students’ performance, *effectiveness* refers to the overall impact of all the pedagogical decisions made during all the phases of the course design.

To understand the *effect* of the course, a pre-test was conducted to determine the students’ entry level awareness of argumentation followed by an intervention on argument building in academic writing. The intervention included instruction informed by ‘read-analyse-write’ approach to genre-based instruction (Robinson, et.al., 2008). After instruction, a post-test in the form of an end-semester examination was conducted to assess the effect of instruction on the students’ argument building skills in academic writing.

To understand the *effectiveness* of the course, data were collected from two standpoints: students’ perceptions and teachers’ reflections. To obtain students’ perceptions, a questionnaire was administered at the end of the course. It included questions on the relevance of the materials, usefulness of the method, and the impact of the course on their argument building in research writing. To obtain teachers’ reflections, a dialogic reflective account – *the reflection that occurs through critical discussion teachers engage in before and after each session of instruction on the classroom tasks students worked on and pedagogical decisions the instructors made* - was maintained to account for the pedagogical decisions made throughout the instruction.

Ethical clearance was obtained from Institutional Ethics Committee of the university in which the study was carried out and informed consent was obtained from all the participants.

Data Collection

As can be seen from Figure 1 below, the EAP course offered as part of the present study was preceded by a preparatory stage which included needs analysis and preliminary work related to course design.

Preparatory stage	Needs Analysis	Questionnaire	
		Semi structured interview	
Preliminary work related to Course Design			
Intervention	EAP Course Instruction (50 hrs)	Pre-test	Dialogic Reflection 
		Classroom Tasks	
		Post-test	
		End-of-the-semester questionnaire	

Figure 1. Depiction of the Stages and the Research Tools Used in the Study.

Preparatory stage.

i. Needs analysis

A Needs analysis was carried out to understand the target learners' needs on argumentation in writing. A questionnaire was administered online through Google forms to about 100 doctoral students across the country to understand their awareness of argumentation in research writing. Following this, semi-structured interviews were conducted with five disciplinary teachers across soft sciences. The findings of the questionnaire and the interview were incorporated into the course design and materials used in the course. Additionally, the findings of the pretest were also considered while designing the course. Preliminary work related to course design entailed preparing the course outline, sorting pooled materials together in line with the course outline prepared and adapting read-analyse-write approach to genre-based instruction from Robinson, et al., (2008).

ii. Description of the EAP course

As can be seen from Table 1, the course was structured around four modules - Basics of Academic Writing, Critical Reading for Argumentation, Developing Arguments and Argumentation across different sections of research report - spread across 50 hours of instruction as a semester-long credit-bearing course. The pedagogical model used for this instruction was the read-analyse-write approach to genre-based instruction. The instruction in the face-to-face classroom interspersed with tasks that raised students' awareness of argumentation was complemented by Google classroom tasks that aimed at providing students with opportunities to practise argumentation and give peer feedback on each other's writing at their own pace and time. Further, for the benefit of instant communication, WhatsApp messenger was also used in the study. The use of blended learning tools along with face-to-face instruction was done with ease as the course was taught by two instructors collaboratively.

Table 1. EAP Course Design.

No	Modules	No of hrs.	Topics covered	Pedagogical approach
1	Basics of Academic Writing	10	Rhetorical functions, Moving from Description to Analysis to argument, information flow	Read Analyze Write approach to Genre-based instruction
2	Critical Reading for Argumentation	10	Steps in critical reading, Synthesis grid	
3	Developing Arguments	15	Identifying patterns, making claims, integrating evidences – source use strategies	
4	Argumentation across different sections of research report	15	Introduction, Literature Review, Methods, Results and Discussion	

Though materials and tasks were pooled together at the preparatory stage, they underwent different iterations of revision through negotiation during the dialogic reflection before they were taken to the class. The tasks were designed to raise the students' awareness of argumentation by engaging them in reading the text and analyzing its move structure. At this stage, the instructors went around to provide necessary support to the students. After reinforcing their awareness of genre and its move structure and the process of its construction through peer collaboration activities and teacher scaffolding, they were made to write their own text on which peer feedback and the instructors' comments were given both in class and on Google classroom.

Data collection tools. The course thus designed in the preparatory stage was offered to target students over a semester. The following tools were employed while collecting data before, during and after the instruction. While the data collected from a pre-test, class tasks, and a post-test were used to assess the effect of the course on student argumentation, the data from the end-of-the-semester questionnaire and dialogic reflective account were used to evaluate the effectiveness of the course.

i. Pre-test

The pre-test was conducted to understand the students' entry level awareness of argumentation in research writing. The test included four tasks covering the following areas:

- Identifying the nature of evidence in an argument
- Identifying the tone in the text and assessing reliability and validity of the sources
- Identifying the argument
- Understanding and evaluating sources, developing a position statement from multiple sources and building the argument.

ii. Classroom tasks

Since the task design was theoretically informed by read-analyse-write approach to genre-based instruction, all tasks used in face-to-face and Google classroom were designed in such a way that they draw students' conscious attention to genres related to research writing by engaging them in the three stages of read-analyse-write approach underpinned by the socio-cultural theory of mind. In line with this approach, the tasks designed engaged students in peer interaction while working on the tasks in pairs or groups and also while giving feedback to one another.

iii. Post-test

The post-test was conducted to assess the impact of the course on the argumentation of the students. The test included three tasks covering the following areas:

- Reading and understanding multiple source texts, creating synthesis grid and observing patterns, turning the patterns into claims, evaluating ideas from multiple sources and integrating relevant ideas as evidence to support the claims and finally building a coherent argument.
- Choosing relevant findings as evidence to support the hypothesis of the study and building the argument in the discussion section of a research report.
- Identifying the focus of each text based on the information flow and justifying the choice.

The data collected from these tools were used to assess the impact of the course on student argumentation.

iv. End-of-the-semester questionnaire

At the end of the course, this questionnaire was administered to elicit the students' perceptions on the effectiveness of the course. It included 20 questions in all, of which 16 were closed-ended and four open-ended. These questions cover the areas which include different aspects of the content of the course, pedagogical practices, experience of using blended learning tools, and the accessibility and approachability of teachers.

v. Dialogic Reflective Account

The decision to teach the course collaboratively entailed the instructors engaging in making several pedagogical decisions collectively. We found dialogic reflection to be appropriate not only to account for various decisions made on the course but also to minimize the researcher bias as it provides scope for a critical dialogue for the instructors to review the decisions and resolve conflicts through negotiation. Our reflection revolved around the decisions related to the choice of materials, classroom instruction, time management, and pedagogical approach. The decisions made before, during and after instruction were reflected upon by the instructors soon after each session and a total of 25 entries were recorded in Google Keep - an online note making tool.

Data Analysis

Data collected from the tools were analyzed qualitatively to account for effect and effectiveness of the course as outlined in the table below (Table 2).

Table 2. Data Analysis Procedure with the Objectives of the Study.

Data	Source	Instrument	Analysis	Objective
Student writing	Pre-test, Classroom Tasks, Post-test	Pre-test, Classroom Tasks, Post-test	Qualitative analysis using Analytic Rubrics	Effect
Perceptions	Students	Questionnaire	Thematic Analysis	Effectiveness
Reflections	Instructors	Dialogic Reflective Account	Thematic Analysis	

While student writing collected at different stages of the course was analyzed qualitatively to understand the effect of the course on students' awareness of argumentation, students' perceptions and instructors' dialogic reflections were subjected to thematic analysis to account for the overall effectiveness of the course.

Student writing from pre-test, classroom tasks and post-test was qualitatively assessed using analytic rubrics developed based on the objectives of each task. The rubrics-based assessment was carried out individually by both the instructors and the differences were resolved through negotiation resulting in a final assessment recorded in a grid. Analytic rubrics used for qualitative assessment are given in the table below (Table 3).

Table 3. Analytic Rubrics Used for Qualitative Assessment.

Pre-test	Q1 Identifying type of evidence and giving reasons	Q2 a. Identifying the position of the author b. evaluating the reliability and validity of sources	Q3 Identifying argument and giving reasons why it is so.	Q4 a. Critical reading of sources b. Developing a position c. Synthesizing evidence d. Building argument
Classroom Task	Claim	Evidence	Warrant	Comment
Post-Test	Argument a. Critical reading of sources b. Developing a position c. Synthesizing evidence d. Building argument	Discussion a. Move structure b. Elements of argument	Information flow a. Identifying the differences in information flow b. Justification	Comment

As part of thematic analysis, the data obtained on the open-ended questions were scrutinized first individually based on the criteria followed for questionnaire design. Then, upon consensus three

major patterns were identified. Subsequently, data from the closed-ended questions were thoroughly examined and mapped on to the three patterns identified in the responses to open-ended questions.

Similarly, the entries in the dialogic reflective account were summarized by each researcher individually focusing on pedagogical decisions taken throughout the course. These summaries were exchanged and examined by each researcher to check for any discrepancies. Finally, a consolidated summary was prepared collaboratively through a discussion. A close examination of this summary revealed three major themes that contribute to the effectiveness of the course.

Findings and Discussion

In this section, we present and discuss the findings with respect to the objectives of the study.

Though the broader objective of the study is understanding the effectiveness of the course as it is operationally defined to subsume effect, it is appropriate to discuss the findings relating to understanding the effect of the course before discussing the overall effectiveness of the course.

Effect of an EAP Course on Argument Building for Research Scholars

To understand the impact of the course on the students' performance in building arguments, evidence was drawn from three research instruments: pre-test, class tasks, and post-test.

Students' awareness of argumentation before the course. The following are the major findings drawn from the analysis of student writing in the pre-test.

- While most of the students (12) were unable to identify the type of evidence in the argument, some (6) could identify the evidence type but failed to justify their choice. Only a few (3) were able to do both.
- About one half of the students were neither able to identify the position of the author in the argument nor evaluate the validity and reliability of sources. However, a few of them (3) could do both to a great extent.
- Though the majority of the students (17) were able to identify the argument, they were hardly able to reason why it qualifies to be an argument.
- Though most of the students (16) understood the ideas from the source texts, some of them (7) failed to impose their own order on the ideas drawn from the source texts to demonstrate their perspective and develop the argument.
- Though all the source texts are the same for all the participants, some of them (6), while developing argument, reflected their disciplinary culture by choosing the evidence reflective of their discipline. For example, a student of political science looked at the source texts from the viewpoint of governance, a student of management viewed them through the prism of finance and commerce while a student of anthropology looked at them from the perspective of ontology.

These findings show that students have an ill-informed understanding of argumentation possibly due to the absence of explicit instruction on argumentation and the assumption that argumentation is acquired implicitly through exposure. Similar observations were made in Andrews (2010), Nesi and Gardner (2012), Wingate (2012).

Students' awareness of argumentation during the course. Several tasks students worked on in face-to-face and Google classroom reflected their growing sense of argument. For example, in one of the face-to-face classroom tasks, students were provided with a synthesis grid and were asked to develop an argument using the data from the grid. Despite language errors, the students showed progress in terms of organizing argument around claim, evidence and warrant. Though some students (5) simply repeated the task prompt as the claim, others were able to make their own claims. While many of them (14) struggled to identify similarities and differences between the sets of data in the grid so as to present them as evidence in support of their claims, a few (3) could do it fairly well. It was found that a good number of students (14), while being able to make connections between the data sets in the grid, still had difficulty in putting this down in writing as a coherent text. The difference in students' ability to make connections between the ideas and their ability to put it down as a coherent argument can be traced back to their differing points of progress in their PhD programs as well as the degree of engagement with their disciplinary literature. A similar finding was observed in Stoller and Robinson (2018).

This progress can also be seen in their comments on each other's work as part of peer feedback in Google classroom. For many tasks in Google classroom, students were divided into pairs and provided with clear instructions to give feedback on each other's work. Engaging students in a series of well-planned peer feedback activities enabled them to look at each other's arguments critically. This was reflected in the whole class discussion (in face-to-face classroom) on the first drafts of their arguments where students were made to provide peer feedback on each other's work. Following this, students shared their critical reflections of their own practices in argumentation.

Students' awareness of argumentation at the end of the course. While the effect of the course on all the students was clearly evident on critical reading, its effect was rather scattered on writing arguments. Most of the students (15) demonstrated their critical reading ability through their synthesis grid which captured their big picture of the source texts. Students' critical engagement with the source texts was found to aid their identification of patterns in the synthesis grid. The comments written by some students (5) in their synthesis grid reflected their growing sense of criticality evidenced through the kind of questions they raised on various aspects of the source texts. For example, some students (3) questioned the reliability of the sources, validity of the methods used, authenticity of the findings, grounds for implications etc. Besides this, a few (2) students cross-referenced source texts across the grid indicating similarities and differences between ideas in different texts.

Though the students showed improvement in their argument writing, it was not uniform across all students. The effect of the course was clearly visible on student argumentation in that their writing included the core elements of argumentation. However, it was found that there was a difference in the quality of argumentation. While some students (7) had difficulty in turning the patterns observed in the synthesis grid into claims, others (8) found it challenging to integrate the evidence drawn from multiple source texts. Many students (15) included claims and evidence with tenuous connections between them whereas a few (4) attempted to establish links between claims and evidence. Despite having been made aware of the flow of information during the course, many students (10) failed to reflect this awareness when piecing together those ideas in their writing. Not surprisingly, a few students (3) - who performed well throughout the course right from the pre-test - performed exceedingly well in the post-test as well.

From these findings it can be concluded that explicit instruction contributes to the growing awareness of argumentation among students and is likely to have its impact on the writing of argument as well if such practices are incorporated into curriculum.

Effectiveness of an EAP Course on Argument Building for Research Scholars

To understand the overall effectiveness of the course, evidence was drawn from the analysis of students' perceptions obtained from the end-of-the-course questionnaire and teachers' reflections from the dialogic reflective account.

Students' perceptions. Our analysis of the students' responses to the questionnaire revealed the following themes: heightened awareness of argumentation, relevance and usefulness of the course, and value of peer interaction.

i. Heightened awareness of argumentation

All the students expressed that the course raised their consciousness of argumentation. Their sense of argumentation was found to include the core elements of argumentation, the processes involved in producing the argument such as critical reading, creating synthesis grid, and finding the author's voice. This sense of argumentation can be evidenced through some of the student's responses presented below:

'My reading quality has improved. After the course, I am able to look at articles critically. Regarding writing, I have started to pay more attention to the language I use., whether it is conveying the same meaning that I have in mind.' [S05, Q20]

'The difference I am able to observe is I became more conscious, and reflect back from different aspects of the course.' [S07, Q20]

'Now, I have started to see any writing critically. I see whether the author is present in text or merely saying the rhetoric.' [S13, Q20]

'I have started to read each text with great observation looking for the key arguments and author's voice. Also, while writing I see that I state my arguments strongly with logical consistency.' [S17, Q20]

A close examination of these responses revealed that students improved their sense of argumentation in terms of critical understanding of the text and that they started to apply this awareness in their writing. A similar trend was observed in the post-test results reported in the previous section. This view is further corroborated with their responses to the closed-ended questions related to awareness of argumentation.

ii. Relevance and usefulness of the course

Students' responses to the questions related to the tasks and materials used throughout the course indicate that all of them found the contents of the course relevant and delivery of the course effective. This was expressed by students in their responses to the open-ended questions in the questionnaire.

'The hands- on tasks, the process of identifying arguments and building arguments, creation of patterns and the whole concept of writing better were the most important aspects that were most useful as well as valuable lessons for life. In addition, the instant and constant support from the Course Coordinator and the Research Scholar enriched the learning experience.' [S12, Q19]

'Most of the sections were very relevant. Thanks to this course I know what academic writing means and how to go about it. Classroom discussions, clarifications, working in pairs gave us clarity.' [S10, Q19]

Especially, the creation of a synthesis grid was found to be very helpful as a preparatory task for building arguments. Though some of them found it challenging to handle multiple source texts at the beginning, as can be seen from their responses, they learned to work with ideas gathered from various sources with the help of the synthesis grid. The following student responses illustrate this point succinctly.

'The task of the synthesis grid helped a great deal in refining the thought process as well as the writing style. It helped a great deal in developing better conceptual clarity, which in turn, helped in observing patterns systematically and translating them into claims. Building arguments became easy with the exercise of synthesis grid.' [S11, Q09]

'Initially I felt difficult to do the synthesis grid but later I found it really helpful for writing my write-up.' [S03, Q09]

Furthermore, all the students rated the course highly in terms of its quality, accessibility, usefulness and engagement in closed-ended questions. In addition to this, most of the students found the use of Google classroom alongside face-to-face classroom useful as it afforded the opportunity to work at their own pace and time.

iii. Value of peer interaction

The responses of students on peer interaction reassured our beliefs in the value of peer collaboration in learning and teaching. As can be seen from the examples given below, peer collaboration carried out during classroom tasks and feedback sessions made the students realize the potential and value of peer interaction in gaining better perspectives on their writing.

'The peer interaction served as a mirror to my task. I could develop a perspective based on my peer's work. This further helped me in refining my work. In addition, the peer review helped me in understanding how my task appeared to a reader, which helped me gain insights into writing better.' [S17, Q18]

'Peer interaction helped me to know my mistakes and also get an idea about how to write well and learned how I could sequence and write in an organized manner.' [S12, Q18]

Interestingly, in this course, contrary to popular belief, almost all students valued and looked forward to peer interactions as much as interaction with instructors. However, one student's comment on this aspect was rather an exception.

'I didn't find peer interaction insightful for me. The ideas and suggestions by sir were quite helpful for me, which helps me to remold my draft.' [S05, Q18]

It was encouraging to note that the students found the course relevant and useful, valued peer interaction and approached arguments with growing confidence. We believe that the effectiveness of the course is possibly a result of various pedagogical decisions collaboratively made to address the needs identified through needs analysis.

Teachers' reflections. A detailed analysis of the dialogic reflective account enabled us to identify the following major themes from the pedagogical decisions made, which enhanced the effectiveness of the course: collaborative teaching, blended learning and read-analyse-write approach.

i. Collaborative Teaching

The choice of collaborative teaching as one of the major pedagogical decisions was made with a view to enhancing the quality of instruction. Even before the starting of the course, many decisions were made collaboratively from the needs analysis stage through to the course design and materials development. Materials were carefully chosen and tasks were scrupulously designed so as to meet the needs of the students and match the disciplinary variations. Our commitment to get the most authentic and appropriate texts to the classroom in order to match the students' disciplinary variations can be evidenced through an instance - recorded in our dialogic reflective entry of session 14 - in which we invested considerable time to look for a research paper that suited all students' disciplinary backgrounds for a task that drew their conscious attention to steps involved in critical reading.

The participants were given hands-on experience of reading a research paper critically through a recent paper taken from JEAP. Considerable time was spent on choosing this paper as we wanted it to appeal to all the participants. Each one of us went through several papers from the various journals of all the four disciplines and tried to find a paper that appeals to everyone in the class. Both of us brought two relevant papers to the table and selected the most relevant paper through a discussion.

(Excerpt from dialogic reflective journal entry of session 14)

Our decision to conduct classes together brought a huge change in classroom dynamics as students had access to two instructors at a time for any clarification to seek as can be evidenced in the excerpt below:

Those students who were absent for the last class were attended to by the other teacher to help them cope with the task given in the class. This teacher sat with them and made them work out the mapping for each text.

While all the students were working in pairs, we went around and interacted with some of the pairs and clarified their doubts.

(Excerpt from dialogic reflective journal entry of session 11)

Such an affordance available in the classroom was viewed by students as a refreshingly welcome change for them. As a result, they brought more seriousness to the activities conducted in the class. Almost all entries recorded in the dialogic reflective account attest to the fact that students had a strong scaffolding mechanism that attended to their concerns and anxieties while working in pairs and groups on different tasks. This view is echoed strongly in their responses to closed-ended questions about the accessibility and approachability of the instructors both in and outside the class. The presence of two instructors in the class gave scope for addressing various issues arising from the heterogeneous nature of the classroom.

ii. Blended Learning

The choice of using Google classroom and WhatsApp as blended learning tools was a conscious pedagogical decision to complement the face-to-face instruction. Blended learning tools enabled students to work on writing tasks at their own time and pace because they allowed them to interact with other peers and instructors and access relevant materials and help from any online source. The following excerpt illustrates the affordance provided by the blended learning tools:

To complement the discussion happened in the classroom, a task was set via WhatsApp to be worked out for the next class. This task aims at making the participants see the anatomy and

physiology of each text so that they can clearly identify whether the text is descriptive/ analytical/ summarized/ argumentative.

(Excerpt from dialogic reflective journal entry of session 7)

Engaging students in peer feedback on Google classroom tasks was found to be highly productive as students themselves were empowered to be the resource persons for providing feedback, which was also attested to in our dialogic reflective journal entries as can be seen in the excerpt below:

To reinforce this learning, we designed a task and posted it in the Google classroom for them to work and share with the peers for feedback during the weekend. We also spoke to them informally about the paper posted for their reading and the task set.

(Excerpt from dialogic reflective journal entry of session 10)

Similarly, a good deal of time was invested in designing blended learning tasks, rubrics for peer feedback, and instructions for peer interaction both on Google classroom and WhatsApp. This finding gains strength as the students responses also indicate the same phenomenon in the end-of-the-course questionnaire.

iii. Read-Analyse-Write Approach to genre-based instruction

The decision to adapt the read-analyse-write approach to genre-based instruction was made to account for authentic communication that takes place among scholars about their disciplinary research. This approach was found to work well with students as it raised their awareness of argumentation in terms of the move structure of various research genres and the language associated with them through iterative reading, analysing and writing procedure. This finding garners evidence from multiple instances of our dialogic reflection. The following excerpt illustrates how the pedagogical approach used in the study helped the students find their voice while building their arguments in research writing.

Some examples of analysis and synthesis were given and discussed. The participants were made to distinguish between a text that has simply put together two pieces of evidence without the author's voice and a text that included all these aspects. After they were made to understand how the author's voice is built into the text through synthesis, the process involved in integrating evidence into the argument was demonstrated to them through an example. Then, a sample synthesis grid was presented to them. Following this, they were asked to observe patterns in the synthesis grid and write an argument using evidences from the synthesis grid.

(Excerpt from dialogic reflective journal entry of session 15)

This finding draws further support from students' responses to the questions related to the instructional approach on the end-of-the-course questionnaire and the students' comments on several episodes of informal communication both during and after the course.

Conclusion

This study explored the effectiveness of an EAP course on argumentation in second language context and found that explicit instruction of argumentation led to improvement in students' sense of argumentation though such an improvement was not uniform across all students in their written arguments. It appears that continuing to use the awareness gained through this course in terms of critical reading of argumentation and turning this critical understanding of argumentation into writing arguments is most likely to help students become recognized members of the discourse of disciplinary communities. This kind of active and conscious engagement with argumentation

needs to be fostered in Indian HEIs in order to improve the quality of research output. Such engagement can help learners to become not only as discerning consumers but also as active contributors of knowledge construction.

Pedagogical practices followed in this study such as collaborative teaching, dialogic reflection, using blended learning tools, and scaffolded peer interaction can be used in other contexts as well to achieve desired learning outcomes. This study points to the need for writing teachers and disciplinary teachers to incorporate argumentation in their courses so as to enable students to approach argumentation with a greater degree of confidence. Though the collaboration in this study happened to be between writing teachers, future studies can explore possibilities for collaboration between writing teachers and disciplinary teachers to achieve a ‘balance between generic skills and discipline-specific skills’ (Andrews, 2010, p. 89) resulting in narrow-angled EAP courses. The study was limited by time and therefore had to adapt materials from other sources. It is recommended that studies of longer duration be funded and encouraged to produce rigorously vetted quality materials to suit the specific needs of L2 writing contexts.

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Teaching Group Discussions for Employability: From Needs Analysis to Course Design

SK Akram

ABSTRACT

Group discussion is a communicative event where participants share their ideas on a given topic for various purposes. The topics may be related to academic concepts, social or workplace issues based on where the discussion is taking place and who is participating in it. Whatever may be the topic of discussion, participants are expected to share their views in a cooperative manner using appropriate language. Though some studies attempted teaching group discussion skills in academic settings, there appears to be less attention given to group discussion instruction for employment. While employers view group discussion as an essential component in the selection process, the incidence of many candidates getting eliminated at the group discussion stage itself points to the fact that the existing practices to teach group discussions are not helping the participants to perform efficiently. This paper is an attempt in making some modest contribution to this gap identified. The purpose of this paper is to shed light on how a course on group discussion can be designed to develop employability skills in tertiary level students.

Key words: Group Discussions, Sociocultural Theory, ESL, Needs Analysis, Employability

INTRODUCTION

Everyday communication commonly takes place in groups, whether in workplace or at home. In workplaces, most of the complex decisions are apparently made through discussions. It is also customary for workplaces to hold discussions for planning tasks, sharing responsibilities and solving problems. In these Group

Discussions (GDs) and other work related tasks the employee is expected to behave as a team worker with good communication skills in English. Therefore in the process of recruitment, the employers conduct GDs to assess the language and team playing skills of a job seeker. In order for job aspirants to be successful in recruitments it is important for them to possess the skills the employers look for. Making students job-ready in terms of communication, in the Indian context, is deemed to be one of the responsibilities of English teachers at the tertiary level. Therefore, it becomes imperative for English teachers to adequately prepare students to confidently tackle assessing processes of recruitment as well as communication related workplace challenges after joining the service.

This paper is a modest attempt in reporting a work-in-progress research on teaching group discussion skills to undergraduate students with a view to preparing them for one of the components of recruitment process. It is, therefore, important to understand how the concept of group discussion is understood in the academia and the industry. In order to understand academic perspective, a review on teaching GDs was done. To understand employers' perspective, a needs analysis was conducted with a few recruiters. Based on the findings of the review and needs analysis, a course was designed to teach group discussion skills, which is informed by the principles of socio-cultural theory.

GROUP DISCUSSIONS

Group discussion is a communicative event in which participants share their ideas on a given topic in a cooperative manner for different purposes. While sharing their opinions, participants may agree, disagree, and negotiate meaning among themselves. During this process the participants need to explore different sides of an issue, express their points of view and support and counter different opinions by bringing appropriate evidences to reach a logical conclusion on the topic of discussion.

Owing to the importance of GDs in professional environments, jobseekers are expected to possess the skills required for the efficient participation in GDs to get employment. Su Pinnell (1984) observes that "group discussion is not a simple collection of listening and speaking skills; it is a dynamic event which requires participants to orchestrate a number of language skills, all used simultaneously" (p 249). And he further states that "being successful in group discussions requires using both knowledge of the topic and of social situations to determine what to say, how to say it, when to say it, to whom to address it, and when not to say it" (p 249). Many students fail to perform effectively in GDs in spite of being proficient in language and well-informed about the topic of discussion.

There appears to be a little research on teaching GDs in general and on teaching GDs for recruitment in particular. This claim is asserted by Jones (1999), “since the advent of EAP and ESP as approaches distinct from general English, relatively little research appears to have been published on the oral skills required in professional and academic discussions” (p.243). Su Pinnell (1984) gives an account of goals of discussions and skills used in discussion through interaction analysis. Maesin *et al* (2012) observe the effect of explicit language instruction on group discussion performance. Lam and Wong (2000) explore the effects of strategy training on developing discussion skills in ESL classroom. Flowerdew (1998), Jones (1999) and others explore the cultural perspectives and cross-cultural ideas in academic discussions.

TEACHING GROUP DISCUSSIONS

Group discussion seems to have received emphasis in English classrooms as early as 1980s with the advent of Communicative language teaching. In order to promote authentic interaction among students, different tasks such as pair work and group work have been used as techniques by the teacher. Su Pinnell (1984) observes that when the paper and pencil measures of achievement were predominant (Silberman, 1970; Goodlad, 1984), language experts (Brotton, 1970; Pradle, 1982) suggested that part of assessing learning should include observing how well students are able to discuss the content of a particular topic. Though this argument is related to assessment, it is an obvious fact that if something is a part of assessment it would surely find its way into instruction.

Research related to teaching GD appears to have focused on three perspectives i.e. (a) Teaching the language phrases useful in GD (for example Maesin, Mansor, Nayan, Osman & Shafie, 2012; Lam, 1995; Hargreaves & Fletcher, 1981), (b) Strategy Training (Lam, 1995; Lam & Wong, 2000; Bejarano *et al*, 1997) and (c) Cultural perspectives and cross-cultural aspects in GDs (Jones, 1999; de Moraes Garcez, 1993 and Flowerdew, 1998).

(a) Teaching language phrases useful in group discussions

During the late 1970s and early 1980s (around the same time when functional and formulaic language instruction started in ESP) Group Discussion instruction made its entry into English classrooms. But the reluctance of students to participate in such discussions and negative experiences of teachers who attempted it subdued the focus on instruction of GD skills (Green, Christopher, Lam, 1997). But since the GDs are a part of assessment, teachers resorted to introducing “students to a set of formulaic phrases and expressions for use in academic discussions” (Lam,

1995). Some Teachers adopted the use of structured and guided discussions, which provided a framework for students (Wallace, 1980; Hargreaves & Fletcher, 1981; Heyworth, 1984; Ur, 1981). This kind of guided approach may be of some help to some students in terms of language and a pre-set framework to fall back on. However, in the long run this will not make the student self-sufficient and may lead to boredom at some point due to the repeated practice of frameworks in non-heuristic approach.

(b) Strategy Training for discussion skills

During GDs, at different phases, participants employ different strategies to initiate, interrupt, agree, disagree and conclude. Strategies used by participants who performed effectively in GD may be adopted by others in order to do well in the discussions. There has been much research on use of strategy training in teaching and learning vocabulary, receptive skills like reading and listening comprehension (Lam, 2000). Relatively little research was reported on productive skills, such as speaking and writing. One significant study on use of strategy training in interactive speaking was done by Bejarano *et al* (1997).

A study conducted by Lam and Wong (1997) used the strategy training approach to instruction of discussion skills and found an increase in incidents of strategy use by students in discussions though the effectiveness of strategy use was found to be minimal. Their study suggested a lack of peer help and co-operation among participants as a possible reason for the ineffective strategy use.

(c) Cultural perspectives and cross cultural aspects in group discussions

When students from different cultural backgrounds participate in a discussion, their perceptions of interactive norms and assumed roles in communicative events specific to their respective cultures may differ from one another. This difference in cultural perspectives and other aspects of culture may affect the performances of participants. These aspects of culture in language learning with a specific reference to GDs were explored by many researchers like Flowerdew (1998), Jones (1999) and Gumpres (1990). These studies mainly focused on the cultural differences, intercultural communication, cross cultural apprehension faced by non-native speakers of English during discussions in international classrooms in universities. Some of the essential problems faced by non-native speakers during discussions with native speakers were found to include fear of entering a discussion or using inappropriate strategies while entering a discussion (Micheau & Billmyer, 1987), failing to attain the 'common ground' (Brown & Levison, 1987), and lack of cooperation or empathy from native speakers (Jones, 1999).

Studies in western contexts suggest that teachers should raise cross-cultural awareness among students, sensitize non-native learners to the nature of classroom activities in English speaking universities and train students in interactional skills required for active participation in discussions (Jones, 1999; de Moraes Garcez, 1993; Jones, Bell, Bush, Carton, Galloway, 1993). In Indian context, Vishwanathan (2014) suggested some inclusive measures to address the non-participation of Indian students in GDs in ESL classrooms. Similarly, Chakravarthy (2017) tracked the progress of learners in terms of non-verbal parameters and highlighted the importance of feedback immediately after GD.

These three trends in GD instruction can be mapped to three major theories of second language learning. While teaching formulaic phrases corresponds to behaviouristic view that looks at language learning as habit formation, strategy training is rooted in cognitive approach which emphasises conscious thinking about one's own learning and thereby improving the way one learns. Instruction focusing on cultural aspects is related to sociocultural approach which stresses the meaningful interaction to promote language learning.

When we consider teaching GDs at tertiary level especially for employment, the focus needs to go beyond linguistic features to include cooperation, managing emotions, body language etc. In addition to this, teaching GDs for employment should include the learner needs i.e. what they don't have now (lacks) and what they are expected to have by recruiters (needs). Furthermore, it is also important to consider learning context that provides opportunities for learners to engage themselves in meaningful practice.

NEEDS ANALYSIS ON GROUP DISCUSSIONS FOR EMPLOYABILITY

According to Dudley-Evans & St John (1998), needs analysis is carried out to establish *what* and *how* of a course. They define needs as 'identifiable elements in students' target situations' i.e. in this case the recruitment situations. In general practice needs analysis starts from looking at available literature and then consulting people who are part of the target situation. But in this context, published literature available on GDs for recruitments appears to be scarce. The aspiring students generally have very limited exposure to the target situation (recruitment). All that they might know is what they gather from their seniors and other sources. Therefore, there arises a need for consulting recruiters to know their expectations about the candidates' performance in GDs and to gain an insider's perspective to the target situation needs.

In order to carry out needs analysis, six HR personnel from three different companies were interviewed. These interviews were semi-structured and included

questions that focused on the following aspects:

- a. How are GDs conducted for recruitments?
- b. What are the skills expected to be possessed by the participants?
- c. What are the reasons for failures in GDs?
- d. What kind of rubrics (if any) do they use while assessing candidates' performance in GDs?

Interviews with recruiters revealed that GDs conducted for recruitments may vary in terms of topics given for discussion but the objective is to select candidates who have the attributes required to work in teams. Participants are expected to demonstrate their skills as team players and express their views on the topic in a coherent manner. Though there are no standard rubrics to gauge the performance of the candidates, the recruiters indicated that they identify good performance in GDs by observing traits such as initiating the discussion with an appropriate point, bringing relevant points to the discussion, handling the contradictions in a cooperative manner and maintaining emotional balance. The recruiters gave some instances of undesirable performance such as initiating the discussion with an irrelevant point, becoming too emotional when countered, and interrupting others without listening.

Having understood what GD is and how it has been taught in the classroom through literature review and having gained insider's perspective from needs analysis, it is necessary to incorporate theoretical underpinnings relevant to GDs in order to develop GD skills.

MEDIATION: REFLECTION, COLLABORATION AND SCAFFOLDING

Since effective participation in GDs calls for the effective use of language and social skills, it is important to engage learners in a meaningful interaction that would provide opportunities to observe and use skills necessary in a GD. Such a meaningful interaction can be better fostered through mediation which is central to sociocultural theory (SCT) (Vygotsky, 1978).

Wertsch (2007) views mediation as human contact with the social world through psychological tools, most important of those being language. Linguistic tools are directed outwards to influence or regulate the mental or social activity of other individuals. They are also inwardly directed with the goal of self-regulation (Harvey, 2011). While linguistic tools directed outwards would help GD participants in influencing each others' thinking and behaviour, linguistic tools directed inwards would help GD participants to self-regulate their emotions, language use and behaviour.

Other-regulation is achieved through ‘collaboration’ and ‘scaffolding’. ‘*Collaboration*’ refers to a situation in which a learner is offered “some interaction with another person in relation to a problem to be solved” (Chaiklin, 2003). ‘*Scaffolding*’ refers to any form of adult-child (expert-novice) assisted performance that ‘enables a child or novice to solve a problem or carry out a task or achieve a goal which would be beyond his unassisted efforts’ (Wood, Bruner, & Ross, 1976). Collaboration plays an important role in GDs as participants are required to support one another to arrive at a consensus/make a decision/find a solution. In order to develop collaborative traits in GD participants, it is important that the teacher provide necessary scaffolding wherever required.

Self-regulation is achieved through ‘reflection’ which is not just being thoughtful but is an intellectual and affective activity through which individuals create and clarify meaning through experience resulting in a changed conceptual perspective (Dewey, 1933; Boyd & Fales, 1983; Boud *et al.*, 1985). In order to cultivate self-regulating behaviour, it is necessary for students to develop reflective abilities while preparing for GDs. Such practice would gradually make them self-regulate their own behaviour in GDs.

TEACHING GROUP DISCUSSIONS USING SCT

Since group discussions are socially situated activities, sociocultural theory is found to be suitable to develop skills required for effective participation in GDs. Therefore, a course on GD skills for employability was designed incorporating principles of sociocultural theory: reflection, collaboration and scaffolding. Course design followed a functional approach based on the findings of needs analysis. Functions such as initiating, giving opinions, (dis)agreeing concluding were included along with the resources on contemporary topics for GDs with a view to engaging students in pair and group tasks to prepare for GDs and participate in GDs during the classroom instruction. In classroom, the teacher facilitates the learning experience of the students by raising their awareness on functions of GDs, providing inputs during preparation and feedback after they participate in GDs (scaffolding).

Given the space and scope of the present paper, only a sample lesson on expressing opinions in GDs is presented to illustrate the nature of the course designed. The contents of the course are delivered in terms of presentation, practice and production. The tasks used in the class are given under each stage.

PRESENTATION

In the presentation stage, the teacher raises the awareness of students on language functions useful in GDs and provides them with resources (texts, videos, websites,

etc.) on specific topics. The following is a sample task in which students are shown a video followed by a whole class discussion. This task is intended to make students understand how opinions are expressed on a topic.

Task

Step 1: Watch the video played to you and observe how the presenter expresses his view.

Step 2: Participate in a whole class discussion to answer the following questions.

How are GM foods made?

How are they different from traditional crops?

What are the advantages and disadvantages of GM food?

What is the view of the presenter in the video about GM foods?

(<https://video.search.yahoo.com/search/o?fr=tightropetb&p=GM+foods+video#id=1&vid=eefca12307bd286c327ed6b241de7c1d&action=click>)

Practice

In practice stage, students are divided into pairs or groups (collaboration) to prepare for a discussion on the topic using the resources provided by the teacher. They are also supported wherever necessary by the teacher who monitors the practice activity (scaffolding). The following is a sample task intended for making students practise identifying different opinions presented in the source texts and organising their ideas about the topic.

Task

Step 1: Form pairs and read the text provided to you to identify the opinion in it.

Sample Text A

The reason for modifying genetic structure of food crops is to increase the production from the available land resources. Increase in food production is made possible by improving the immunity of the plant and amplifying the produce. The improved immunity not only makes the plants more resistant to pests and diseases but also leads to high quality food production. The higher the production of food implies the greater number of options at the disposal of the end user.

Sample Text B

Cultivators also have to bear the brunt of GM foods. As GM plants produce non-fertile seeds that will not be able to germinate, farmers cannot use them for next crops. As a result, the farmers are compelled to buy the seeds from the company that produces GM seeds. Since the company has the patent on the seeds, farmers cannot buy the seeds elsewhere. Cashing in on this situation the company charges higher prices. In other words, growing GM foods costs a fortune for farmers, which was not the case with traditional farming.

Step 2: Form groups with the pairs that found similar opinions as that of yours and complete the worksheet given below.

Production

In the production stage, a group of students are made to participate in a GD on a given topic and other students play the role of audience. While the students participated in the GD assess their own performance (self-assessment), the rest of the class assesses the participants' performance as their peers (peer-assessment). Finally, the teacher provides feedback and involves students in reflective journal writing. The following is a sample task in which participants for a GD are randomly picked up from different groups formed in practice stage. This task is intended for students to use the awareness gained about the language and social skills required for GDs in the presentation and practice stages.

Task:

Step 1: Form into a group the first 10 students with odd roll numbers in the class and discuss the topic:

Genetically Modified Foods: Boon or Bane?

Step 2: a) Assess your own performance using the rubric provided (for participants).

b) Assess the participants' performance using the rubric provided (for the rest of the class).

c) Reflect on the whole learning experience and write about it in your journal.

Similar to the lesson illustrated above, the course comprises lessons on various functions of group discussions which raise awareness of the students, engage them in practicing the skills through tasks and facilitate the application of skills by making them participate in GDs in class.

CONCLUSION

Group Discussions have a significant role to play both in academic and professional settings apart from their regular role in day to day life. Though there are some studies that contributed to the understanding and conceptualisation of GDs in academics, a scarcity in the available literature on the GDs for recruitments is observed. Previous studies on GDs focused on teaching language phrases, strategy training or cross-cultural aspects and have contributed to the pedagogic practices. Based on the review of existing literature and findings of needs analysis, a course on GD skills for employability was designed using the principles of sociocultural theory. A sample lesson was presented to illustrate the course design. Offering such a course can help learners develop the skills necessary for employment in modern workplaces.

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DISCURSIVE CONSTRUCTION OF ORGANIZATIONAL IDENTITY IN THE HOSPITALITY INDUSTRY: A CORPUS- ASSISTED SYSTEMIC FUNCTIONAL MULTIMODAL DISCOURSE ANALYSIS

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