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Promotion in Academic Discourse: Authors' Centrality Claims in Their Research Article Introductions

Dėmesį patraukiantys svarbiausi mokslinių straipsnių
įžangose vartojami teiginiai

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Abstract

Centrality claims in the introduction part of a research article are aimed at attracting readers' attention towards the research topic to be discussed in the article. Readers will decide whether or not to continue reading the article if the appeal is effective and the claims of the importance and usefulness of the article are accepted. However, most studies investigate only the discourse patterns and linguistic features of article introductions without analyzing further how authors attract readers' attention to the importance of their research topic. This study aimed at comparing the types of centrality claims found in the introductions of articles published in high-rank and low-rank international journals in Applied Linguistics. Forty articles chosen from four Scopus-indexed international journals in Applied Linguistics were used in this study. The results showed that on average every article used 3.65 appeals of different types. Two types of claims (appeal to salience and appeal to problemativity) are more frequently used by authors than the other two types of appeal (appeal to topicality and appeal to magnitude). The data also reveal that, although not significant, the journal ranking correlates with the frequency of appeals used in the introductions. It is suggested that authors in Applied Linguistics should use multiple types of appeals in their introduction to attract readers' attention to their research topic so that they are willing to read the entire article.

KEYWORDS: promotion strategy, research article, introduction section, centrality claim

Introduction

Promotion of one's works has become one of the most important strategies for successful publishing in academia (Zhang, 2017). For example, faculty members should promote their work to a wider readership for the benefit of themselves and their institution, and one way

to do it is through publishing articles in high-impact international journals. If their works are interesting and useful, other scholars read them and may also cite them in their work, and the citation record of scholars is a metric used to partly determine their success in the academic arena. However, many young university lecturers and students fail to publish in high-impact international journals for various reasons, such as poor research quality, poor language quality of their manuscript, or failure to convince international editors and reviewers of the importance of their work (Arsyad & Adilla, 2018; Arsyad et al., 2020). The competition to publish articles in high-rank international journals has become tougher (Hanauer & Englander, 2011; Loan & Pramoolsook, 2015; Lillis & Curry, 2010). According to Abdi & Sadeghi (2018), to be successful in academic competition, scholars need to use appropriate rhetorical and linguistic resources at the beginning of their article, especially to point out the value of their work and to obtain acceptance among relevant discourse community members. Bhatia (2005) suggested that via appropriate discursive resources, authors can improve the perceived impact of their work and promote their research to other scholars through journal publication.

The Introduction section is one of the most important parts of a research article (henceforth RA) because if the introduction suggests to readers that the article will be interesting and relevant, they will continue reading the article. Swales and Feak (2012) suggested that the main purpose of the introduction is to convey the logical reasons for the article and to attract readers to read it. Arsyad (2013) claims that readers will continue reading an article if the writer/s are successful in justifying the research topic and research project in the article introduction.

The authors should address the reason for their research topic using Step 1 (centrality claim) of Move 1 (establishing a territory) in the introduction section. The main purpose of centrality claim (henceforth CC) is to convince readers that the research topic or title is interesting and important for certain reasons (Swales, 2004). Swales (1990) claims that CC is an appeal to readers that the topic or field of their research is 'alive', 'significant', or 'well-established' (p. 144). CC is the first step of Move 1 (establishing a territory) in Swales' popular three-move framework for RA introduction rhetorical pattern (i.e., Create a Research Space or CARS). The other two moves are establishing a niche (Move 2) and occupying the niche (Move 3). However, in Swales' revised CARS model, CC is no longer explicitly stated (Swales, 2004, p. 230, 232). This is why, according to Abdi and Sadeghi (2018), many researchers prefer the old CARS model in which CC is stated explicitly.

According to Lindeberg (2004), CC is aimed at catching readers' attention rather than expecting them to accept the research topic. Wang and Yang (2015) suggest that CC has 4 types: appeal to salience, appeal to magnitude, appeal to topicality, and appeal to problematity (p. 5). Wang and Yang (2015) suggest that CC is the rhetorical attempt by the authors to promote their articles to potential readers. However, previous studies often focused only on whether or not the authors address CCs; these studies did not further analyze how authors address the CC and what type of CC they prefer using. It is important to know how successful authors articulate the main importance and attractiveness of their research topic or title. The aim of this study is to investigate how authors in Applied Linguistics (henceforth AL) realize CCs in their RA introductions published in high-impact international journals in English and whether or not authors publishing in different ranks of journals use the same CC types in their RA introductions.

Literature Review

The majority of studies on RA introductions focused only on the rhetorical structure and linguistic features of articles published in English and/or in a particular language. These studies are mainly contrastive studies scrutinizing the rhetorical pattern of RA introductions written in two different languages in English by the native speakers of English or international authors and in the local language of the authors. Among the studies are those conducted by Alyousef and Alzahrani (2020), Deveci (2020), Kafes (2018), Ozturk (2018), and Sirijanchuen & Gampper (2018). The results of these studies show differences in the discourse structure and linguistic features of RA introductions written in English and those written in other language/s, between English articles written by native and non-native speakers of English and between English articles of different fields of discipline.

Kafes (2018) compared the rhetorical style of English RA introductions written by American and Turkish authors and those in Turkish by Turkish authors in the field of social sciences. He found that the authors in the three

groups of RAs mainly followed the CARS framework (Sheldon, 2011; Swales, 2004). However, unlike American authors, fewer Turkish authors writing in English and Turkish used a Move 2-Step 1B (indicating gaps in previous research). According to Kafes (2018), this can be because of the emerging status of the research area, displaying solidarity with local authors and the size of their discourse community, which is much smaller compared to the English discourse community. Similarly, authors published in international journals in the field of English Language Teaching used more non-integral citations while Thai authors preferred using integral or verb-controlling citations (Sirijanchuen & Gampper, 2018). According to Sirijanchuen and Gampper, this is because Thai authors tend to emphasize their appreciation of the cited authors and therefore they put them in the subject position of their cited sentences. However, according to Thomson and Ye (1991), by using an integral citation style, authors may only paraphrase the information from the cited reference and not evaluate it or judge it from their points of view.

Another group of studies investigate the rhetorical structure of RA introductions published in English by non-native authors using a model of RA introduction commonly found in English RA introductions. Adnan (2009), for example, investigated the rhetorical structure of RA introductions in the field of education written by Indonesian speakers using the CARS model from Swales as a reference. He found that of the twenty-one RA introductions in his research corpus, none of them matched the rhetorical style of RA introduction as found in English RA introductions published in international journals. The main difference, according to Adnan, is Move 1 (developing the region) where most Indonesian authors discuss the importance of their research topics by referring to practical problems experienced by ordinary people or the government rather than the relevant common scientific discourse. Also, none of the Indonesian authors based their research on gaps or 'niches' of relevant previous research findings such as in Move 2 or niche creation (Swales, 1990, p. 141). Adnan proposed the ideal problem solution (IPS) model, which is a modification of the CARS model to capture the rhetorical style of the introduction to RA in Indonesian, especially in education.

Research by Arsyad and Wardhana (2014) and Arsyad and Arono (2016) focused on analyzing the rhetorical patterns and linguistic characteristics of RA introduction in Indonesian in the social sciences and humanities. Their results support the findings of previous studies that there are differences in the rhetorical style of RA introduction in Indonesian RAs and English RAs. Arsyad and Arono (2016) claim that Indonesian authors 1) consider that preparing readers to read their articles is important, 2) tend to support the importance of their research topic with personal reasons, and 3) tend to justify their research activities subjectively and personally. According to Arsyad and Arono (2016), the results of this study are important in shedding light on how Indonesian RA authors should modify their RAs when writing RA in English for publication in high-impact international journals.

The Rationale for the Study and Research Questions

Few studies focus on a more specific aspect of RA introduction such as a promotional strategy. One of the studies was conducted by Lindeberg (2004) who found that there are six types of appeal used by authors in the field of Economics: appeals to authority, economy, practitioner, research, scope, and topicality (p. 57). However, Wang and Yang (2015) found that there are only four main types of promotional rhetoric in the RA introductions in the field of AL. These are appeal to salience, appeal to magnitude, appeal to topicality and appeal to problemat�city in either previous research or the real world (p.166–168). According to Wang and Yang (2015), the use of these CC types is evidence of a marketization strategy indicating a compromise between the need for promotion and maintaining objectivity.

A more recent study on the use of CCs in RA introductions was conducted by Abdi and Sadeghi (2018) investigating the differences between English native authors and English non-native authors (Iranian speakers) in the use of CC types in their RA introductions. The most dominant type of appeal in both groups of articles (i.e., those written by English native speakers and by Iranian authors) was the appeal to salience while the second most dominant one was the appeal to magnitude followed by appeal to topicality. Meanwhile, the least frequent type was the appeal to problemat�city. The difference between the two sets of articles is in the use of appeal for salience and magnitude. According to Abdi and Sadeghi (2018), Iranian authors need to be more aware of the importance of CCs because without them their work may not obtain credit from international readers. This

is because publication in high-impact international journals is becoming more and more competitive (Hanauer & Englander, 2011; Lillis & Curry, 2010) and gaining acceptance and attracting readers (Mautner, 2010) become more crucial.

Studies by Lindeberg (2004), Wang and Yang (2015) and Abdi and Sadeghi (2018) have shed some light on the promotional strategies frequently used by authors in their RA introductions. However, these studies did not provide further data about the similarities or differences between CC types used by authors published in international journals of different tiers or impact factors. This is important because to improve the quality of an RA and to be accepted for publication in a higher-ranking journal, authors should improve the quality of their manuscript in all aspects including the types of CC used in the introduction. This is the rationale for this study, i.e., to investigate the CC types used in the introductions of RAs published in high-impact international journals of different tiers (Scopus Quartile values) in AL. This study attempted to answer the following questions, namely:

- 1 What types of centrality claims are frequently found in the article introductions of high-impact international journals in Applied Linguistics of different tiers?
- 2 How does journal ranking correlate with the use of centrality claim types in the introduction sections of the journal articles?

The answers to these questions are expected to shed light on how authors whose works are published in high impact international journals of different tiers or rankings promote their research topic in their article introduction. Furthermore, the findings of this study will be useful for novice authors and postgraduate students who wish to learn article-writing practices for high-impact international journals.

Theoretical Framework

The CC types suggested by Wang and Yang (2015) were used in this study because the fields of journal articles used in Wang and Yang's study (i.e., Teaching English to Speakers of Other Languages, Applied Linguistics, and Modern Language Journals) are similar to those in this study (i.e., Applied Linguistics and English Language Education) while the articles in Lindeberg's (2004) study were taken from journals in Economics (i.e., Finance, Management and Marketing). Also, the four types of appeal (i.e., appeal to salience, appeal to magnitude, appeal to topicality and appeal to problematicity) were found in Wang and Yang's (2015) study. The descriptions and examples of the four types of appeal are given below.

The appeal to salience is used when the author/s show the significance of the research topic, usefulness, or advantages of the key constructs in the topic as in the following example.

[P1-S2]¹ There has been a consensus that lexical bundles **help writers** to familiarize themselves with the rhetorical structure, language usage, and discourse functions commonly shared among community members in specific disciplines (Cortes, 2004; Hyland, 2008). [JAT, 18(1), 2021, 142–160].

The above example was taken from an article titled 'A Corpus-Based Analysis of Lexical Bundles between English native and nonnative writers in Medical Journal Abstracts: Focusing on Structures and Functions'. In paragraph 1-Sentence 2 (P1-S2), the authors state the importance of the research topic (lexical bundles) and that there has been accord or agreement between scholars that knowledge of lexical bundles in a particular language helps learners use the language better. This claim can be classified as an appeal to salience of the research topic.

The appeal to magnitude has a relation to the prevalence or popularity of a research topic or phenomenon by indicating, for example, the multiplicity of studies having been conducted on the topic or phenomenon or researchers' long-term interest in it; hence, its significance is implied and the topic is indirectly promoted as in the following example.

¹ P stands for paragraph and S for sentence.

[P1-S3] **Many current studies** have investigated teacher's role from different perspectives, including the interrelatedness of learner autonomy (LA) and teacher autonomy (Lamb, 2008; Little, 1995), teacher beliefs about and practices in fostering LA (Borg & Alshumaimeri, 2019), teacher readiness to promote LA (Lin & Reinders, 2019), and teacher education for autonomy (Vázquez, 2018). [JAT, 18(1), 2021, 39–56]

The above example was taken from an article titled 'Evaluating Supports for Learner Autonomy in ELT Textbooks'. In paragraph 1-Sentence 3 (P1-S3), the authors stated that a relatively large number of studies were conducted on the research topic over a long time. This claim can be considered an appeal to magnitude or the popularity of a research topic since many other researchers also investigated the topic.

The appeal to topicality relates to the novelty of the research topic or phenomenon, the implication being that the research is likely to add new knowledge to the little traversed/ novel area as in the following example.

[P2-S1] **In recent years**, technology has been widely used to support classroom teaching, and the Internet has played a significant role in education classrooms. (S2) The advancement of technology and the Internet has enabled learners to engage in learning anytime anywhere with various high-tech learning tools available for their choosing. [JAT, 17(4), 2020, 1363–1376]

The above example was taken from an article titled 'To Flip or Not to Flip: A Comparative Study on Flipped, Blended and Conventional Learning in EFL Korean Context'. In paragraph 2-Sentence 1 (P2-S1), the authors used a specific lexicon 'in recent years' to show the novelty of their research topic or title. This is why this claim is classified as an appeal to topicality.

The appeal to problematcity is used when author/s claim centrality of their research by foregrounding the conflicts, problems and difficulties or challenging a topic as in the following example.

[P2-S1] While these studies have focused on differences between interactions between NS tutors and NS/NNS tutees in the L1 context, **only a few studies** have been conducted to investigate tutor-tutee interactions in the EFL (English as a foreign language) context. [JAT, 18(1), 2021, 95–107]

The above example was taken from an article titled 'The Strategic Use of Withdrawal by Korean Tutors of English Writing'. In paragraph 2-Sentence 1 (P2-S1), the authors claim that their research topic is problematic because only a few studies investigate lecturer-student interaction in the context of English as a foreign language teaching. This is why this claim is considered as an appeal to problematcity.

The Corpus of the Study

Methodology

For this study, 40 articles were chosen from 4 different high-impact international journals: ten articles from the Journal of Asia TEFL, ten articles from the Indonesian Journal of Applied Linguistics, ten articles from the Asian Journal of Applied Linguistics and ten articles from Studies in English Language and Education. The articles were taken from recent issues of these publications. The corpus of the study is presented in Table 1.

These journals were selected because 1) they have an open access system and articles published in the journals can be downloaded freely; 2) the articles were taken from the recent edition of the journals to ensure the current features of the articles published in the journals; 3) the journals are in the field of Applied Linguistics and Language Education; 4) the articles use a standardized composition of introduction, methods, results, and discussion; 5) the articles were written from empirical research; articles consisting of reviews or reinterpretation of other studies were not chosen for this study; 6) the journals are high-impact international journals indexed by Scopus with a Quartile value (Q1-4) in 2020, and 7) these journals are impactful journals and the articles published in the journals are often read and cited by scholars from the same field. The Journal of Asia TEFL for

example has a score of almost 0.78 citations per article, the Indonesian Journal of Applied Linguistics has 0.64., and the Asian Journal of Applied Linguistics has 0.15. There is no record for SIELE since this journal is newly indexed by Scopus but this journal has been published for 8 years (Scimago Journal & Country Rank, 2021).

Table 1 The corpus of the study

Journals	Code	Quartile Value	No articles	Length of RA introduction in word count	Mean
The Journal of Asia TEFL	JAT	Q1	10	20.420	2042
Indonesian Journal of Applied Linguistics	IJAL	Q2	10	18.760	1876
Asian Journal of Applied Linguistics	AJAL	Q3	10	10.475	1048
Studies in English Language and Education	SIELE	Q4	10	18.290	1829
Total			40	6795	1698

The number of articles included in this study is considered sufficient since the analysis was conducted manually. According to Abdi and Sadeghi (2018), no computer software has been developed for analyzing the rhetorical feature of RA introductions. As a comparison, Afros and Schryer (2009) examined only 20 articles to scrutinize the use of promotional metadiscourse in RA introductions; Parkinson (2011) included only 30 texts to analyze how authors in high ranking Physics journals address their new knowledge in the discussion sections while Yang et al. (2015) scrutinized only 25 RAs to investigate the use of epistemic modality. Although a bigger corpus is more advantageous and representative, using a small corpus of 40 RAs in this study was considered sufficient to show the rhetorical features of RA introductions in AL.

Data Collection Procedures

Both qualitative and quantitative analyses were used in this study following Abdi and Sadeghi (2018). Mixed methods design integrates two forms of data obtained using two different designs that may include philosophical assumptions and theoretical frameworks which collect and analyze the data at the same time (Creswell, 2014). Following Alyousef and Alzahrani (2020), T-unit (i.e., an independent clause or a simple sentence) was used as the unit of analysis in this study. According to Lotfipour-Saedi (2015, p.5),

T-unit refers to the piece of text occurring between two full stops. It normally contains one finite verb, having a superordinate relationship with any other possible finite verbs which may exist in the unit. It may also carry more than one finite verb having a coordinating relationship with one another.

Thus, if there are a dependent and a main clause in a complex sentence, it will be considered as two T-units. Furthermore, according to Lindeberg (2004), a CC or an appeal is addressed in several T-units and may be up to one paragraph or longer in the introduction section of an article.

The research instrument used in this study was a checklist (see Appendix). The checklist describes a conceptual framework for analyzing the introduction section following Wang and Yang (2015, p. 166–168). The same checklist was used by the co-coder in evaluating the reliability of the data analysis results.

Data collection in this study was conducted through the following steps. The first was collecting the corpus of articles from the selected high-impact international journals shown in Table 1. Second, all possible moves were identified in the introduction sections of the articles especially Move 1 (establishing research territory) following

Swales' (2004) three-move CARS model. Then, every introduction was read again to identify and code all possible clauses which could be characterized as the rhetorical work for CC. Linguistic realizations such as specific vocabulary, discourse markers and inference from the text were used to identify the CCs. Then, the frequency and percentage of each appeal type in the RA introduction section were calculated to be presented in a table. Several RA introductions may consist of more than one type of appeal because authors use more than one promotional strategy in their RA introduction to convince readers that their research topic or title is interesting and important.

Inter-coder Reliability Analysis

Cohen's Kappa coefficient analysis was implemented to evaluate the inter-coder reliability of the appeal types found in the article introductions. The independent coder was a lecturer holding a Master's Degree in English Education from Bengkulu University who had conducted a similar study for his thesis. First, he was trained on how to identify the appeals and classify the appeal types in the RA introductions. Then, he was given 20% or 8 articles randomly selected from the corpus of this study to analyze using the research instrument. Finally, the analysis results from the researcher and the co-coder were compared. After comparing the analysis results from the researcher and the independent coder, the Kappa coefficient score was determined and the results are presented in Table 2.

Table 2 Inter-coder reliability of centrality claim types of the article Introduction

No.	Types of Centrality Claim	Cohen's <i>Kappa</i> Score
1.	Appeal to salience or the importance and usefulness of the research topic	0.82
2.	Appeal to topicality or the popularity of the research topic	0.80
3.	Appeal to magnitude or the newness or novelty of the research topic	0.83
4.	Appeal to problematicity or the problem related to the research topic	0.87
Mean		0.83

Following Kanoksilapatham (2005), the Cohen's Kappa score is considered 'poor' if less than 0.40, 'fair' between 0.40–0.59, 'good' between 0.60–0.74, and 'excellent' 0.75 or above. As can be seen in Table 2, the obtained Cohen's Kappa score is 0.83, an excellent total inter-coder reliability. This implies that the processes of identifying and classifying the appeal types in the RA introductions were considered decent. The differences between the researcher and the independent coder in identifying and classifying the appeal types were resolved through several discussions until an agreement was reached.

Centrality claims in the RA introductions

Results

The frequency of the type of centrality claim commonly found in the RA introduction in the data of this study is given in Table 3.

Table 3 indicates that appeal to salience is the most frequently used type of CC by the RA authors in this study (65% or 45%) which is followed by appeal to problematicity (51% or 35%). The third most frequently used appeal found in the RA introductions is appeal to magnitude (24% or 16%), while the least frequent one is appeal to topicality or appeal to the popularity of the research topic (6% or 4%). Below are examples of the four types of appeal taken from the data of this study.

Table 3 Distribution of centrality claims in the RA introductions

No	Types of centrality claim	Frequency	Percentage
1	Appeal to salience (the importance of the research topic)	65	45%
2	Appeal to magnitude (the popularity of the research topic)	24	16%
3	Appeal to topicality (the newness or novelty of the research topic)	6	4%
4	Appeal to problematicity (the problem/s related to the research topic)	51	35%
Total		146	100%

Extract 1 (Appeal to salience or the importance of the research topic)

[P1-S1] Reading in a second/foreign language is **the most central skill** that second language literacy evolves around. [IJAL, 10(3), January 2021, 580–589].

The above extract was taken from an article titled 'Reading English as a foreign language: The interplay of abilities and strategies'. In paragraph one, sentence one, the author addresses the importance of his research topic using the phrase 'the most central skill' as indicated in the above extract. This claim is classified as an appeal to salience.

Extract 2 (Appeal to problematicity or the problem/s related to the research topic)

[P1-S4] ... **Research by various academics has identified inconsistencies between teachers' beliefs and their classroom practices** (e.g., Ertmer et al., 2000; Kane et al., 2002; Mao & Crosthwaite, 2019). (S5) Teachers may express the belief that technology can be beneficial for language learning, yet their classroom practices do not always reflect such beliefs (Ertmer, 2005; Kartchava et al., 2020). (S6) In a bid to enrich these understandings, this study explores teachers' beliefs about the potential of video technology in ELT in an educational institution in Indonesia and how those beliefs are reflected in their teaching practice. [SIELE, 8(2), May 2021, 726–744].

The above extract was taken from an article titled 'Teachers' Beliefs and Classroom Practices on the Use of Video in English Language Teaching'. The sentence 'Research by various academics has identified inconsistencies between teachers' beliefs and their classroom practices' in P1-S4 indicates that there is a problem related to the research topic of English teachers' beliefs on the use of video in English Language Teaching and their classroom practices. Therefore, this claim is categorized as an appeal to problematicity.

Extract 3 (Appeal to Magnitude or the popularity of the research topic)

[P1-S1] Peer assessment, defined as 'an arrangement for classmates to consider the level, value, or worth of the products or outcomes of learning of their equal-status peers (Topping, 2013, p. 395)', **has attracted many researchers and educators** for the last few decades as a promising form of alternative assessment. [JAT, 18(1), Spring 2021, 1–22].

The above extract was taken from an article published in Journal of Asia TEFL (JAT), 18(1) in 2021 titled 'Implementing Peer Assessment for Optimal Effects: Learners' Voice'. The phrase: '...has attracted many researchers and educators for the last few decades' in the first paragraph and sentence one indicates the prevalence or popularity of the research topic and this claim is, therefore, categorized as an appeal to magnitude.

Extract 4 (Appeal to Topicality or the newness or novelty of the research topic)

[P4-S1] **Recently, the importance of teaching metaphors to EFL/ESL learners has been more generally acknowledged.** For instance, Shokouhi and Isazadeh (2009) explored the use of conceptual and image metaphors in English by Iranian EFL learners. [AJAL, 7(1), 2020, 32–44].

The above extract was taken from an article published in the AJAL titled 'Using pictures in teaching metaphorical expressions to Arabic-speaking EFL learners'. In P4-S1, the authors address the newness or novelty of the research topic by using the sentence 'Recently the importance of teaching metaphor to EFL/ESL learners has been more generally acknowledged' as indicated in the above extract. Therefore, this claim is regarded as an appeal to topicality type of CC.

Table 3 also indicates that on average in an RA introduction there are 3.65 appeals of different types. In other words, in the majority of article introductions, there are three or more types of CC found. Below is an example of an RA introduction with more than one CC.

Extract 5 (an article introduction with two appeals)

[P1-S1] **University students, particularly postgraduate students, and faculty members all over the world are expected and encouraged to publish their research results in international journals** (Adnan, 2014; Arsyad & Adila, 2018; Coleman, 2014; Day, 2008; Dujsik, 2013). (S2) The degree of pressure to publish varies between countries depending on the prevailing academic atmosphere and research practice (Adnan, 2014). (S3) The pressure to publish internationally in Indonesia and other developing countries is less strong than in developed countries because the academic tradition in Indonesia is relatively new. (S4) For Indonesian authors, the most likely language for international publication is English. (S5) **However, many Indonesians seem to be unsuccessful in international journal publication.** (S6) This is because writing research articles is very challenging and writing them in a foreign language is even more demanding (Arsyad & Arono, 2016). Indonesia is relatively new. (S7) For Indonesian authors, the most likely language for international publication is English. [AJAL, 7(1), 2020, 116–129].

The above extract was taken from an article titled 'The rhetorical problems experienced by Indonesian lecturers in social sciences and humanities in writing RAs for international journals. In P1-S1, the authors mention that university students and lecturers are encouraged by the Indonesian government to publish their research results in an international journal. This sentence is categorized as the appeal to salience, because it addresses the importance of publishing in international journals by Indonesian scholars as stated in the article title. In sentence 5, as indicated in the above extract, the authors state that many Indonesian students fail in publishing their research in a high-impact international journal. This sentence is categorized as appeal to problematicity since it addresses the problem experienced by Indonesian students in publishing their articles in an international journal.

Centrality Claim in Different Quartile Values or Rankings Journals

The second research question asked about the use of different types of CCs in different ranks of international journals. Data are given in Table 4.

Table 4 Distribution of centrality claims in the international journals of different quartile value

No	Types of CC	JAT	IJAL	AJAL	SIELE	Total
		(Q1)	(Q2)	(Q3)	(Q4)	
1	Appeal to salience (the importance of the research topic)	16	21	15	13	65
2	Appeal to magnitude (the popularity of the research topic)	7	4	6	7	24
3	Appeal to topicality (the newness or novelty of the research topic)	2	2	2	0	6
4	Appeal to problematicity (the problem related to the research topic)	15	12	12	12	51
Total		40	39	35	32	146
Mean		4	3.9	3.5	3.2	3.65

As can be seen in Table 4, authors in *Journal of Asia TEFL (JAT)*, a quartile 1 international journal, used CCs most frequently (4 per article) followed by authors in *IJAL* of quartile 2 international journals who used 3.9 appeals per article. Authors in *AJAL*, a quartile 3 international journal used 3.5 appeals per article, while authors in *SIELE*, which is a quartile 4 international journal, used 32 appeals per article. The results suggest that, although not statistically significant, the higher the quartile value of the journal the more appeals are used by the author/s in their article introduction.

Discussion

The result indicated that authors of articles in this study use an average of 3.65 appeals of different types in their article introductions to promote their research topic to readers including journal editors and reviewers. This suggests that authors are aware of the importance of appealing to or attracting readers to their research topic at the beginning of their article to encourage readers to read the whole article. Wang and Yang (2015) also found a similar mean frequency of 4.3 appeals in AL article introductions in their study. However, Abdi and Sadeghi (2018) found a higher frequency of appeals in RA introductions in AL written by English native authors and Iranian authors in the corpus of their study. They found an average of 5.76 appeals in an article by English native writers and 6.28 appeals in an article written by Iranian authors. This is probably because the articles used in Abdi and Sadeghi's (2018) study were taken from more prestigious international journals, such as *Language Teaching Research*, *Journal of Second Language Writing*, *System* and *Iranian Journal of Language Teaching Research*. *Journal of Second Language Writing*, for example, has an H-Index of 79, SJR score of 2.79 and 4.7 citations per article in 2020 while *Language Teaching Research* journal has an H-index of 56, SJR score of 1.66 and 3.7 citations per article in 2020². Since these journals have a higher ranking, it is much harder and more competitive to get an article accepted in these journals. Therefore, authors should have argued more convincingly at the beginning of their introduction to attract readers' attention including the journal editors and reviewers. This can be done by using multiple CCs at the beginning of their introductions. According to Hanauer and Englander (2011) and Lillis and Curry (2010), the growing rivalry between international publications has made the promotion of one's work to a wider readership more important. Thus, authors in AL already realize the importance of presenting multiple CCs in their article introductions.

Among the four types of appeal, appeal to salience is most frequently used by the authors in the corpus of this study. This appeal addresses the importance or usefulness of the research topic (Wang & Yang, 2015). One possible reason is that this appeal can easily be addressed rhetorically; that is by claiming the importance or usefulness of the research topic and supporting it with a citation from relevant literature. Another possible cause is that appeal to salience is the most acceptable one by readers since they will read an article if it is useful or important for their research or practical purposes. This finding is in line with that of Abdi and Sadeghi (2018) who found that appeal to salience is the most frequently used type of CC by international and Iranian authors in AL. According to Abdi and Sadeghi, for Iranian authors, the importance and advantage of an issue are more valuable and dependable criteria than its popularity among other authors. Similarly, Wang and Yang (2015) suggest that appeal to salience is the real model of promotion of centrality claim and therefore, authors in AL tend to rely heavily on addressing the importance and usefulness of their research topic to promote their articles. As found by Wang and Yang (2015), the use of appeal to problematization is less frequent than that of appeal to salience because appeal to problematization relies on the negative perception or evaluation of authors of a particular phenomenon or calling up readers' negative judgment.

Wang and Yang (2015), however, found that appeal to magnitude was the most frequently used CC in their study. According to Wang and Yang (2015), this is because authors in AL need to convince readers that their research topic is well chosen and well established and this can be effectively done by convincing readers that their research topic is popular among other scholars in the same field. Showing the popularity of a particular research topic can be done by establishing that many researchers have been investigating and writing about the same or similar research topic recently. According to Wang and Yang (2015), this marketization strategy is possibly the result of tough competition for publication opportunities, whereby names are made, knowledge is authenticated, and rewards are allocated. In other words, authors in a more competitive research and publication environment

² <https://www.scimagojr.com/journalsearch.php?q=22497&tip=sid&clean=0>

prefer choosing appeal to magnitude to convince readers that their research topic is in a 'lively', 'significant' and 'well-established' research context (Swales, 1990, p. 144).

The second objective of this research is to investigate how journal ranking affects the use of CCs in article introductions. The results show that, although not significantly different, the higher the quartile value of an international journal the more appeals the author/s uses in their article introduction. Higher rank international journals in this study are those with Quartile values 1 and 2 while lower rank international journals are those with Quartile values 3 and 4. However, although all journals are international high-impact journals, it is generally believed that journals with a higher quartile value are better than those with a lower quartile value in terms of content and discourse structure, and therefore, higher rank journals publish better articles than those of lower rank journals.

One of important rhetorical aspects of the introduction is the CC used by authors in their article introductions (Setyaningsih & Rahardi, 2020). According to Setyaningsih and Rahardi (2020), since authors argue for the importance and attractiveness of their research topic in their introduction, they tend to use more than one strategy or appeal to be more convincing. Therefore, writers must justify their research topic in terms of issues in a global context, the position of the topic of the problem from the results of previous similar studies, gaps that arise related to the topic or the problem, and justification of a problem raised in a study. In other words, the use of several ways of attracting readers to a particular research topic is necessary and better than using only a single strategy or appeal.

Conclusion

The findings of this study reveal that on average the authors used three or more appeals in their RA introduction. This suggests that they have acknowledged the importance of appeals in their RA introduction to convince readers that their research topic is important and useful.

Second, appeal to salience is the most frequently used type of CC in the article introductions in all four different tier journals. This may indicate that appeal to salience is easier and/or better than the other three types of appeals in assuring readers that the research topic is important and attractive. Finally, although not statistically significant, there is a correlation between the quartile values of the international journals and the frequency of appeals used in the RA introduction.

This study, however, only analyzed 40 articles selected from international journals in AL with four different Quartile values (Quartile 1, 2, 3, and 4) chosen on purpose. Therefore, they may not represent articles published in other international journals in the same field and the quartile value. Future studies should include more articles chosen from various international journals in the same field or other fields and journals of four differently rank to ensure the representativeness of the articles published in high-impact journals in AL or other fields. How authors from different cultural backgrounds address CCs in their RA introductions is also important to research. For example, do authors from different language cultural backgrounds and disciplines use the same or different type/s of appeal in their RA introductions? Another important issue is to investigate how readers perceive the strength of the argument used in different types of appeal. In other words, it is important to know whether or not using one type of appeal is better than using another type of appeal, and using several types of appeal is more convincing than just using one type of appeal.

The findings of this study have implications for the teaching of academic writing especially in writing RAs to be submitted to high-impact journals. Postgraduate students and novice authors should use multiple appeals of different types in their article introductions to promote their articles to readers including journal editors and reviewers. This is because, if readers especially journal editors and reviewers are interested in a particular research topic addressed in an article introduction, they will continue reading the article and may consider that the article is accepted for publication in a high-impact international journal. Also, if readers are interested in reading an article already published in an international journal, they may use or cite the article in their manuscript writing.

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Santrauka

Safnil Arsyad, Dian Eka Chandra Wardhana. Dėmesį patraukiantys svarbiausi mokslinių straipsnių įžangose vartojami teiginiai

Mokslinio straipsnio įžanginėje dalyje pateiktais svarbiausiais teiginiais siekiama atkreipti skaitytojų dėmesį į straipsnyje aptariamą mokslinio tyrimo temą. Skaitytojai nuspręš, ar toliau skaityti straipsnį, jeigu dėmesį patraukiantis teiginys bus veiksmingas, o teiginiai apie straipsnio svarbą ir naudingumą bus priimtini. Tačiau ankstesni tyrimai iki šiol nagrinėjo tik straipsnių įžangų diskurso struktūras ir lingvistinius bruožus, nesigilinant, kaip autoriai atkreipia skaitytojų dėmesį į savo mokslinio tyrimo temos aktualumą. Šiuo tyrimu siekiama palyginti aukšto ir žemo reitingo tarptautinių taikomosios kalbotyros žurnalų straipsnių įžangose randamų svarbiausių teiginių tipus. Šiame tyrime buvo naudojami keturiasdešimt straipsnių, atrinktų iš keturių „Scopus“ duomenų bazėje indeksuojamų tarptautinių taikomosios lingvistikos žurnalų. Rezultatai parodė, kad kiekviename straipsnyje panaudota vidutiniškai 3,65 skirtingų tipų dėmesį patraukiančių teiginių. Dviejų tipų teiginius (akcentuojančius išskirtinumą ir problemiškumą) autoriai naudoja dažniau nei kitus du (akcentuojančius aktualumą ir svarbą). Duomenys taip pat atskleidžia, kad, nors ir nežymiai, žurnalo reitingas yra glaudžiai susijęs su įžangose vartojamų teiginių dažniu. Taikomosios lingvistikos autoriams siūloma įžangoje naudoti kelių tipų dėmesį patraukiančius teiginius, kad skaitytojai susidomėtų jų tyrimo tema ir norėtų perskaityti visą straipsnį.

Appendix

Research Instrument

Journal :
Code :
Article number :

No	Types of Appeal	Description	Paragraph and sentence number
1	Appeal to salience (the importance of the research topic)	Author/s address the importance or significance of the research topic, usefulness, or advantages of the key construct in the topic	
2	Appeal to magnitude (the popularity of the research topic)	This relates to the prevalence or popularity of a research topic or phenomenon by indicating, for example, the multiplicity of studies having been conducted on it or researchers' perpetual interest in it, hence its significance implied and the topic indirectly promoted	
3	Appeal to topicality (the newness or novelty of the research topic)	This relates to the newness or novelty of the research topic or phenomenon, the implication that the research is likely to add new knowledge to this little traversed/ novel area	
4	Appeal to problematicity (the problem related to the research topic)	Author/s address centrality claim of research by foregrounding the conflict, problems, difficulties or challenging a topic	

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