



PERGAMON

English for Specific Purposes 20 (2001) 39–59

ENGLISH FOR
SPECIFIC
PURPOSES

www.elsevier.com/locate/esp

The discourse of research and practice in marketing journals

Barbara Hemais*

Rua Visc. Caravelas 98, Apto. 1207, 22271-030, Rio de Janeiro, RJ, Brazil

Abstract

Articles in marketing journals reveal diverse perspectives on market activity through a discourse that foregrounds research-related issues and/or product performance and decision-making processes in firms. The distinct discourses in turn reflect a perceived relationship between author and reader. This paper addresses the question of how linguistic choices are used for the construction of a view of marketing activity that corresponds to the expectations of a particular readership. The paper examines ways of presenting market activity and compares the rhetorical resources used for building texts. Three types of journals were distinguished by readership and by editorial emphasis on either practice or research. Articles in three journals were analyzed with a grammatical model of sentence subjects which reveals abstraction and concreteness in texts. Citations were also analyzed to see how authors present research and researchers and what the reporting verb choices indicate about authors' commitment to propositions. An examination of non-linguistic text led to identification of variable uses of devices for reader engagement with text. Results indicate separate discourses in terms of conceptuality and concreteness in grammatical subjects but suggest less clearly defined patterns of citation. © 2000 The American University. Published by Elsevier Science Ltd. All rights reserved.

Keywords: Discourse analysis; Research article; Grammar; Citation analysis; Nonverbal text

* Tel.: + 55-21-266-1265; fax: + 55-21-259-7048.

E-mail address: bhemais@let.puc-rio.br (B. Hemais).

1. Introduction

The discourse in marketing journals is a sign of the nature of marketing, an area of professional activity where problems are solved, attempts are made to outdo competitors, steps are taken to improve performance, and firms are challenged to be in a leading-edge position. Such issues as these are of interest to diverse readerships, that is, people who are involved in decision-making processes and/or in research.

As an area of academic study, marketing is regarded as being of a concrete nature, as there is a concern with the application of concepts to the immediate situation of firms and to their products. This concern emerges in a study by Lindeberg (1994), who examines rhetorical structure in research articles. One of the findings of Lindeberg's study is that, in the concluding sections of marketing articles, authors tend to mention, in addition to suggestions for further research, the implications of their research for the market. In fact, Hyland (1997) has classified marketing as 'soft-applied' in a typology which captures distinct knowledge forms among disciplines. In this framework, marketing is described as having practical ends and being focused on the effect of human activity on events. It should be mentioned, however, that in relation to the practical objectives of marketing, those involved in this area are practitioners as well as academics. The interests of this diversified public are met through the wide variety of journals in marketing. A description of marketing journals in terms of this diversity is given below.

1.1. Description of journals of marketing

Considering the practical and applied nature of marketing and the appeal to practitioners and researchers, marketing journals can be grouped into three types. One is the research journal with a readership of academics and an emphasis on furthering the discussion of issues that are related to the science of marketing. Another kind has a readership of consultants and executives (CEOs), and this journal contains presentations and discussions pertinent to such professionals. A third type is a mix of the other two, in that, research is presented in the articles but readers need to be shown the relation of the experimental work to the activity of firms in the market scene. For the present study, three journals were selected, each representing one of these types of publication.

The selection of journals for the study occurred in two stages. Distinctions between journals emerged initially from a reading of information for prospective authors as it is provided in the journals. Then the distinctions became more clearly defined through telephone interviews with journal editors, who identify particular readerships and follow separate editorial policies. The three journals chosen for the study, *Harvard Business Review* (representing the practical journal), *Marketing Science* (research) and *Industrial Marketing Management* (mixed), exemplify these editorial considerations. The three-fold distinction in the types of publication reflects the fact that the readers of the journals are researchers and/or

practitioners. *Harvard Business Review* is read by a broad audience, including practitioners and academics, and is an example of the leading edge publication that addresses real situations where marketing performance is concerned. *Marketing Science* is dedicated to advancing research within a very specific subarea of marketing, and is thought to be a top-level publication for this area. *Industrial Marketing Management* combines research with application to practical situations in the specific subarea of industrial marketing. Each journal thus represents an orientation and treatment of issues at some particular point along a research–practice cline.

Some initial passages from article introductions in the three journals illustrate the ways in which the concern with the market is realized in discourse.

1. The next wave of economic growth is going to come from knowledge-based businesses. What will those businesses and their products look like?
2. Marketers employ various means to enhance the attractiveness of their offerings and increase sales, such as adding unique product features and using sales promotions. The short and long term effects of these tactics on brand evaluations and sales have been studied extensively by marketing researchers and are often discussed in the marketing literature.
3. Many industrial firms have highly interesting technologies ‘on the shelf’. These are not incorporated into products or manufacturing processes yet, but they are a ‘hope’ for the future.

Passage 1 is from the *Harvard Business Review* and exemplifies the practitioner article. Here, a briefly stated prediction is followed by a rhetorical question, and this question establishes the topic to be developed. The authors will not only answer the question but organize their text around the answer. Passage 2, from *Marketing Science*, contains a generalization, followed by the example which is the topic under study, a statement of the importance given to the topic in previous research (‘studied extensively’, ‘often discussed’), and a citation to the literature. Such introductory moves can be expected to occur in research articles, from the perspective of a rhetorical analysis of texts (Swales, 1990). In passage 3, from *Industrial Marketing Management*, although there are topic generalizations, the statements offer no suggestion of research, and citations only appear in the following paragraph. Moreover, the texts are less abstract in that noun groups do not contain highly packaged information, as is associated with academic texts (Ventola, 1996).

It should be mentioned that there is a certain cultural bias in the universe of marketing journals published in English and thus in the choice of journals for this study. All these journals reflect the Western world of business, more precisely, the Anglo-American vision of research and experience of marketing. Culturally speaking, the editorial policies on submissions and the treatments of topics (issues, problems, concepts) are rooted in Anglo-American practices and beliefs. The readership is found, moreover, largely in North America and England, and most of the articles accepted for publication come from writers in the United States.

Thus, the weight of Anglo-American interests can be observed not only in business enterprise but in publishing and research activity.

It is worth noting that Anglo-American research apparently affects research culture outside this sphere. In their work on organizations, another area within business studies, Carvalho and Vergara (1996) have found that, in research articles published in Brazilian journals, citations are seldom to Brazilian authors, but largely to foreign authors, 60% of them being American. This gives a strong indication of how Anglo-American research impacts academic work and culture beyond its geographical borders, and journals would be a sign of this impact.

1.2. Objective of the study

The aim of this paper is to discuss the negotiation of information in different kinds of marketing articles in light of the social context of the authors. The focus is on the relationship between the social construction of marketing activity and the form of the discourse in the texts, or rather, the social interaction which lies behind discourse in texts in academic disciplines. In his research on organizational cultures, Pettigrew (1979) was one author who argued for the importance of studying the social force of language as a basis for experience:

Words are part of action. Socially built and maintained, language embodies implicit exhortations and social evaluations. By acquiring the categories of a language, we acquire the structured 'ways' of a group, and along with the language the value implications of those ways (Pettigrew, 1979, p. 575).

More recently, the perception of the relationship between linguistic choice and socially-driven text construction has become widely recognized (Myers, 1990; Richardson, 1990; Swales, 1990). This kind of approach underlies the present attempt to account for particular linguistic choices observed in marketing articles. I will suggest that writers of practitioner articles frame their texts so that they can deal with a problem related to immediate marketing activity, whereas writers of research articles devote considerable effort to discussing experiments, concepts, research instruments, and methods, and to presenting research with applications in mind.

1.3. Method used in the study

The study of the three journals was carried out by a linguistic analysis and led by an examination of socially driven factors. For a study of grammatical features in the texts, it was decided to use MacDonald's (1992) grammatical sentence subject model in order to identify construction of knowledge related to research and practice. It was also decided that Swales' (1990) citation analysis would be useful for identifying tendencies in reporting and presentation of research. Both these models will be described in more detail below.

In addition to a textual study of marketing articles, the editorial orientations for authors were also examined as a way of understanding how editorial choices would shape the texts. As outlined above, a reading of guidelines to authors, as they appear in journals, followed by telephone conversations with editors of the three journals, provided information concerning editorial preferences and the perception that editors have of their readerships and of the aims of their journals. In connection with the editorial positions, the forms of nonverbal text were also examined. It was observed that the formatting of graphs, tables, and other non-linguistic information in the articles is largely determined by editorial preferences, and therefore, insights could be gained regarding the research or practical thrust of the journals.

2. Editorial policy and readership

This section will explain the editorial policies of the three journals and will describe nonverbal text, which directly reflects policies that are in keeping with reader expectations.

2.1. Editorial policy

The editorial orientations adopted in the journals used in this study help us understand the distinction between practical concerns and research issues, and they would seem to influence the discourse of authors of the articles. One journal is oriented toward the market practitioner. The journal representing this type, the *Harvard Business Review*, is read by upper management personnel, or readers who are involved in the decision-making process in their companies. According to a member of the editorial staff, articles may contain examples of real situations or explain a process used by firms. The readers–practitioners apply these examples and processes to their own situations.

Differently from the articles for practitioners, the discourse in *Marketing Science* exemplifies the academic stance, with its focus on debate about concepts, methods, and results of relevant research and market experiments. One criterion for publication of articles is the substantial contribution to theory building, findings of research, or methodology. Authors are encouraged to address a current, important topic. Editor Richard Staelin considers that an important issue at any moment is one that is practitioner-driven. Staelin's belief that research published in the journal should 'impact the understanding and practice of marketing' (Staelin, 1994) underlies the concern with rendering the research applicable by practitioners. Or rather, topic importance depends on the people who are practitioners, who identify pressing concerns, and who need to understand the theories, results, and methods that are discussed in the articles. Knowledge related to research procedures and questions is expected to build on a research tradition, though it should also have a practical end.

The third journal represents still another stance, where authors place their work as a bridge between theory and practice. *Industrial Marketing Management* (subtitled *The International Journal of Marketing for Industrial and High-Tech Firms*) is a hybrid journal, termed ‘scholarly-applied’ by its editor Peter LaPlaca (personal communication). The readership of the journal is identified by the subscriptions, 75% of which go to academic libraries and the rest to industrial people. The editorial policy prefers timely articles that solve problems in industrial marketing and provide case histories. Contributors to the journal are academics. The criterion that academic studies be applied to practical situations is so strong that the editorial policy of the journal requires that every article accepted for publication include a section on implications for managers.

2.2. Nonverbal text

Editorial policies take into account the readers that are targeted, in the recognition that texts are appropriate if they meet the expectations of readers (see Swales, 1992). One sign of the editorial orientations can be seen in the occurrence of nonverbal text. Nonverbal elements were found to be one of the marks of the guidelines to authors, since the articles in each journal conform to a particular pattern. In the three journals used in this study, the occurrence of nonverbal text shows differentiated ways of presenting information to readers.

The research articles contain tables and figures that support a statistical analysis, a model, or a classification scheme. The tables and figures are ‘predicted’, in Tadros’ (1985, 1994) analysis of interaction, by verbal elements such as ‘as shown in Table 1’ and ‘Table 3 presents the results’. These nonverbal texts are explained briefly, with salience given to one or two of the items in the table or figure. What is displayed in these nonverbal texts is information related to the research experiment that provides the basis for the discussion of concepts, methods, and frameworks of analysis.

Similarly to research articles, scholarly-applied articles contain tables and figures, but they are usually introduced within parentheses in the main text and thus do not show a pattern of prediction. The function of the nonverbal texts in this case is to provide reinforcement of propositions in a visual or summarized form. One example of this is a figure which the authors present as their model: ‘The model (Fig. 1) brings together ...’. The authors then pose research questions, each of which is about one of the factors listed in the figure, and the authors offer answers to the questions in their discussion. It becomes evident that, differently from research articles, what is being discussed is not necessarily the results of an experiment but a proposition that the authors argue for, concerning an important topic of interest to members of the community.

The differentiated functions of visuals is examined by Myers (1992) in his study of the contrasts between scientific research articles and science textbooks. In articles, illustrations are used as support for the results of the experiment being discussed, and so they can be seen as evidence of the author’s claims. On the other hand, illustrations in textbooks are used to exemplify points being made or

introduce readers to elements of the scientific domain. The distinction found by Myers has a bearing on the nonverbal texts in marketing articles, as discussed above. In the research articles the function of visuals is to provide evidence in support of claims being made, whereas in the scholarly-applied articles the visuals are meant to show an aspect of the point that is being advanced.

In addition to the distinct functions of nonverbal text, scholarly-applied articles differ from research articles in another way. In each article, several of the pages have a one-sentence statement which could be termed 'parallel' text. Such sentences, in large type, are placed separately from the main text, as summaries or restatements of propositions in the main text, and they are not referred to in the main text. Parallel texts thus engage readers by calling attention to, for example, positive aspects of the author's argument ('They [customers] will buy again').

In the practical articles, the form and function of nonverbal and parallel texts have other particularities. Instead of tables and figures, there are illustrations which tend to be drawings related to the general topic. What is most distinct in this type of article, though, is the lack of reference in the main text to the parallel texts, though the parallel statements are taken up in the main text. The function of these texts seems to be to draw the reader's attention to various kinds of points. Some are recommendations ('We must stop trying to cure the problems'), others are projections ('professionally managed major businesses will attract spending power'), and still others are problems ('networks and relationships with surrounding companies are woefully underdeveloped'). Thus, the occurrence of parallel and nonverbal texts carries differentiated forms and functions in the marketing articles.

It may be possible to explain the differences in the functions of the nonverbal and parallel texts by looking at the kind of interaction that can be expected between reader and writer, following Tadros' (1985) theoretical assumptions. Readers of research articles are likely to be academics and professionals who may be ready to engage in the scientific debate proposed by the authors. On the other hand, practical articles and, to a certain extent, scholarly-applied articles, may have to attract readers that are not properly engaged in the reading of the main text itself but that can be drawn into the text much as newspaper headlines draw readers' attention to articles. Another factor that may explain this occurrence is the diffuse readership of the *Harvard Business Review* and perhaps even *Industrial Marketing Management*. In this case, the journals would need to use devices that draw this diverse audience into the reading.

To sum up, in the research articles the occurrence of nonverbal elements suggests a text-internal function of support for evidence of research and results of experiments, and interaction with readers comes through prediction in the text. In contrast, the use of nonverbal elements in scholarly-applied and practical articles, with the separate parallel texts, suggest a text-external function of drawing readers toward the text. Thus, from the different types of interaction and forms, the nonverbal and parallel texts reflect a particular editorial focus on either research or practice in marketing.

Table 1
Citations for selected journals — SSCI, 1992–1995

Journal	1992	1993	1994	1995 ^a
<i>Harvard Business Review</i>	211	206	212	153
<i>Industrial Marketing Management</i>	46	40	41	41
<i>Marketing Science</i>	29	18	23	18

^a Numbers given for January through September.

2.3. A measure of the impact of journals on readers

In addition to the examination of journals' policies and objectives, it is also useful to consider the effect of journals on readers and the importance attributed to the publications. One way of doing this is to measure the frequency of citations to a journal, in other journals. This was done by looking into The Social Sciences Index. The comparison of the three journals used in this study can be seen in Table 1.

The most frequently cited publication, the *Harvard Business Review*, would seem to have the largest impact and be most prestigious in the area of marketing. It is also an eminently practical journal with a wide readership. The fact that the least cited journal, *Marketing Science*, is an academic publication raises the question of what kind of impact research can have on the area if research-oriented journals apparently have little repercussion among readers and authors. For Richard Staelin, editor of *Marketing Science*, this respected journal does have an impact, since it is read by academics at leading schools in the area of quantitative marketing science. He considers it a premier and a cutting-edge journal in this area. It reaches a larger audience of practitioners through the intermediation of readers, 85% of whom are academics, the ones who 'translate' (Staelin's term) the articles in university classrooms. Thus, instead of being cited in journals, *Marketing Science* may have an impact through discussion in courses and seminars.

If the journal with the widest repercussion is of the practical type, this fact may be related to the generally practical nature of work in marketing. There is considerable attention to particular instances of activity in the market, as is seen in case studies of firms, reports on processes used by individual firms, accounts of decisions about products, and trends that managers follow, all topics that appear in practical journals of marketing. Notwithstanding this apparent predominance of the practice of marketing, research also contributes to the building of marketing knowledge through its particular tradition. The following sections will examine the relationship between practice and research in marketing from a linguistic perspective.

3. Grammatical analysis of articles

The research–practice distinction between journals was explored through a grammatical analysis of the texts. The grammatical analysis was used because, as a means of building a discourse, it would be expected to reveal patterns of language that would lead to conclusions about the authors' purposes. As MacDonald (1992) argues, the grammatical subject is a fundamental element of the clause, and the information found in it reveals at least part of what is foremost in the author's topic. The first part of the analysis follows MacDonald's (1992) model and includes some of Samraj's adaptation of it. MacDonald's work, situation in the context of university writing, points out differences between disciplines in the production of academic texts. MacDonald finds that if at the level of the text, knowledge is constructed in particular ways among areas of academic study, then these distinctions should also be observable at the sentence level. In her analysis of grammatical sentence subjects, MacDonald proposes separate categories of 'phenomenal' and 'epistemic' subjects. The 'phenomenal' category refers to everything related to the target of the researcher's study, that is, people, places, things, and attributes ('properties, action, behavior, or motivations and thoughts', MacDonald, 1992, p. 544) of the people, places, and things, while 'epistemic' refers to the instruments of research, to methods, and to previous relevant research. The model proposed by Samraj (1995) is based on a different sample, which included student writers as well as professors. She broke down the epistemic category into subcategories to capture elements of the students' writing.

Consideration should be made at this point with respect to the limitations and problems of MacDonald's model. It seems to be an efficient tool for identifying discourses that foreground either practice or research. Yet, the model has a limitation in the sense that it does not account for aspects of lexis in any detail. For example, within the categories there are further distinctions of meaning that the model fails to take into account. Another limitation of the model is that it does not allow for an examination of loading of information in the noun group, which would bring to light another dimension of academic discourse. One rather problematic aspect of the model is that its constituents seem to vary according to the data that are analyzed with it. This is especially true with the epistemic categories, which were adapted by Samraj and then again for the present study. This fact may simply reflect the universe of whatever sample is used; however, it seems to be the case that the subcategories are rather unstable.

The present study includes elements of both these earlier models, and the categories are illustrated in Table 2.

The grammatical analysis of three articles each, from three marketing journals, will begin with the journal designed for practitioners. In the *Harvard Business Review*, the grammatical analysis shows that the overwhelming majority of grammatical subjects are Phenomenal, as seen in Table 3.

One illustration of this practical emphasis can be seen in the article 'The coming of knowledge-based business'. One of the authors of this article is a consultant and the other is president of a consortium of Fortune 500 companies. With their

Table 2
Categories of grammatical subject analysis

Phenomenal subjects		Epistemic subjects	
Particular	Tire, mechanic, consumer, each respondent	Researcher	Nisbett et al., Hilton and Fein, the experimenter
Group	Buyers, products, businesses, farmers	Research: type	Studies, article, pilot study
Attribute	Process of change, consumer inferences, brand, ratings	Research: constituent	Predictions, evidence, questionnaire, variable, coefficient, implication
		Research: activity	A final step, measuring variables
		Audience	(You) recall, note
		Writer–researcher	We
		Miscellaneous	Goal, the purpose, one objective

description of a new perception of businesses (knowledge-based, with a role of educators of customers), the authors present the idea that business can be more profitable and competitive if they think in terms of providing information (instead of data) to customers. Some Phenomenal subjects exemplify this concern: ‘a tire that notifies the driver of its air pressure’, ‘diapers that change color when wet’. In the Attribute category — where over half the sentence subjects are found — the authors describe elements of the changes they envision, for example, ‘knowledge-based system’, ‘yield management’, ‘the shift from a data to an information economy’. This practitioner article discusses knowledge that is relevant to a trend in the market. The main purpose is to give the market specialists an advantage over the competitors or to render their performance more efficient. This advantage may, in the end, allow the firm to reach its target in the market more quickly or it may reduce managers’ uncertainty, make the firm innovative, or put the firm in a leading edge position. Such writing is driven by author identification of reader interest, that is, of the need for practitioners to solve real or potential problems and establish a firm’s reputation in the market community.

Table 3
Sentence subject analysis in practitioner articles

Categories	Sub-categories	Number of subjects	Percent
Phenomenal	Particular	224	96
	Group	267	
	Attribute	321	
Epistemic	Researcher	7	4
	Research types	11	
	Research constituents	3	
	Research activities	1	
	Audience	11	
	Writer as researcher	0	

What may distinguish the knowledge in a research journal from that in a practical journal is the orientation of research related to the building of theories, concepts, and methods. The sentence subject analysis of articles in *Marketing Science* shows, in fact, an expected higher frequency of epistemic subjects, as is shown in Table 4.

There is admittedly not a consistent picture of the practitioner's world and the researcher's world in the grammatical subjects. Two articles have a high concentration of Epistemic subjects, with greater frequency of research constituents, such as 'data bases', 'correlation', 'coding scheme', 'paradigm'. The writers devote much of the discussion to the research instruments, statistical methods, and procedures. In one of these articles, though, the Writer as Researcher is the strongest category. Part of the reason for the choice of 'we' may be the fact that one of the authors is the editor of the journal and has decided that, in light of criticism from other researchers, he would take a rather assertive stance in defending and arguing for the empirical approach adopted in the study. It should be mentioned, though, that in the other two articles this category is the second highest. Thus, these marketing writers seem to use the resource of first person grammatical subject quite considerably.

The other article, on the other hand, shows a near balance (55 to 45%) in choices. In this article, the authors discuss the results of experiments on consumer choices of products in relation to particular features of the products, so consumers are the focus of the study ('each subject', 'buyers', 'consumer inferences'). But items related to the research experiment are given considerable attention in the method and discussion parts of the article ('notion', 'predictions', 'a weakness of the averaging explanation', 'evidence', 'test', 'design', 'results'). The high frequency of subjects related to constituents of research indicates that the authors are engaging in a rather extensive discussion in order to build a discourse about their research. The knowledge of how experiments are designed and carried out, with a rigorous and recognized methodology, is foregrounded in the discourse. But beyond this, the authors seem committed to an attempt at constructing a

Table 4
Sentence subject analysis of three research articles

Categories	Sub-categories	Number of subjects	Percent
Phenomenal	Particular	25	31
	Group	99	
	Attribute	142	
Epistemic	Researcher	61	69
	Research types	63	
	Research constituents	295	
	Research activities	26	
	Audience	17	
	Writer as researcher	144	

framework for the knowledge about the market as it is revealed in the experiment. Their experiment revealed a problem that had not been noticed by researchers nor by marketing professionals. Their contribution to the construction of knowledge in quantitative marketing would be the interpretation of the consumer choices through their research. The kind of knowledge emphasis given here can be compared to what Myers (1990) identified in the field of biology as a narrative of science. It is a kind of discourse in which the author is concerned with the construction of concepts, hypotheses, and methods contributing to the progress of knowledge, and involving debate and change. In the case of these marketing authors, the interpretation given by them would call for an adjustment of previously established hypotheses in view of the results of their research.

The third publication, *Industrial Marketing Management*, represents the hybrid, or scholarly-applied, journal; that is, as mentioned earlier, it is designed for a mixed readership of academics and non-academics, and articles should be timely and have direct application for problem solving in industrial marketing.

From the examination of grammatical subjects in Table 5, it can be seen that the proportion of Phenomenal and Research subjects is more similar to that found in the practitioner magazine than to the research journal. The sample, however, fails to show a consistent shaping of discourse. In two of the articles Phenomenal subjects are considerably more frequent than Epistemic ones. In one article, Phenomenal subjects represent 99% of the total number of grammatical subjects and in another one they represent 63%. Authors give considerable attention to the firms ('companies', 'entrepreneurs', 'competitors', 'marketing firms') and to the attributes, properties, actions of the people and products being discussed ('process', 'implementation', 'persuasive strategies', 'planning').

Differently from these two articles, the third one reflects the kind of mixing that is apparently preferred by the editors. In 'what managers should know about their competitors' patented technologies' the authors discuss how knowledge of data related to patenting activity can help managers understand competitors. Phenomenal subjects accounted for 40% of all subjects analyzed, with a

Table 5
Sentence subject analysis of three scholarly-applied articles

Categories	Sub-categories	Number of subjects	Percent
Phenomenal	Particular	62	74
	Group	152	
	Attribute	261	
Epistemic	Researcher	9	26
	Research types	41	
	Research constituents	81	
	Research activities	8	
	Audience	3	
	Writer as researcher	24	

concentration on attributes such as ‘patenting information’, ‘a long term competitive threat’, ‘lower profits’, ‘diversification of R&D’, and ‘the US patent classification scheme’.

The higher frequency of the Epistemic categories indicates that the authors are concerned with the justification of the statistical method they used in their research. The Epistemic subjects are concentrated on items related to Research Constituents, for example, ‘strategic analysis’, ‘model’, ‘empirical evidence’, ‘operationalization’, ‘regression results’, and ‘coefficient’.

In contrast, there is a lack of terms related to theory building or to hypotheses. The fact that the statistical method is given emphasis suggests that the purpose of the authors is to provide a resource for firms to use in their attempts to outperform the competitors. The ultimate aim is to give managers a statistical model that they can adapt to their particular situation.

This study of grammatical subjects in the articles in the three journals indicates a general tendency that distinguishes practitioner discourse from the discourse that has some basis in research, as can be seen in Table 6. The *Harvard Business Review* is strongly oriented to a context where the practitioner deals directly with products, problems, and solutions. The articles from the scholarly-applied *Industrial Marketing Management* have an uneven but noticeable use of subjects relating to research, and the articles from the research-oriented *Marketing Science* all show a significantly high concentration on research. What seems to distinguish the last two journals from each other is the display of research resources. The articles in *Industrial Marketing Management* indicate a concern both with the firms and products under study and with the use of statistical methods and models that can be applied by managers. In a rather different manner, *Marketing Science* articles show broader research interest, in that authors foreground not only research methods but also theoretical models, and discussion of theoretical issues. Their purpose, in part, is to extend an academic discussion of theories that

Table 6
Sentence subject analysis of three journals

Journal	Article	Phenomenal subjects (%)	Epistemic subjects (%)
<i>Harvard Business Review</i>	1	94	6
	2	96	4
	3	94	6
<i>Industrial Marketing Management</i>	1	99	1
	2	40	60
	3	63	37
<i>Marketing Science</i>	1	55	45
	2	9	91
	3	17	83

support their research, to review theories, and perhaps to be agents of change in their field of study.

4. An examination of citations in marketing articles

Forms of quotations and sources of quoted information reveal differences between practical writing and research writing in marketing. The following discussion uses Swales' (1990) two-level division of citations, which captures tendencies in the occurrence of reporting verbs and in the foregrounding of either research or researcher, through the placing of the cited author either as an element in the clause structure (integral) or as an element in parentheses or in some other citation device (non-integral).

Below are listed some examples of citations from my sample, following Swales' reporting/non-reporting and integral/non-integral categorization.

1. Reporting/integral

- 1.1. As Robert Lucky, a former director of AT&T Bell Laboratories says, they are the 'unorganized sludge' of the information age.
- 1.2. Narin and Smith [27] have shown that market share has a lagged and positive correlation

2. Reporting/non-integral

- 2.1. The short and long term effects of these tactics ... are often discussed in the marketing literature (e.g., Blattberg and Neslin, 1990).
- 2.2. This test builds on previous research, which indicates that concerns about evaluation by others decrease ... and lead to more thorough consideration of all aspects (Borigida and Howard-Pitney 1983; Tetlock and Boettger, 1989).

3. Non-reporting/integral

- 3.1. Equation (2) makes explicit how our approach embeds the second stage of analyses such as Tellis' (1988) and Bolton's (1989). ...
- 3.2. The conceptual basis of the proposed model draws upon the recent work of Tversky and Simonson (1993).

4. Non-reporting/non-integral

- 4.1. Each firm reduces its research effort until the industry's total research effort eventually declines [18,19].
- 4.2. There has been considerable interest in the tactics managers use to gain such compliance [28].

It is necessary first to distinguish between reporting and non-reporting items in citations. In the articles examined in the *Harvard Business Review*, citations are used as illustrative support for an author's proposal. I will use the terminology of citation analysis to describe the citation distribution in Table 7; however, I am

Table 7
Frequencies of citations in practitioner articles

Title	Form of citation			
	Reporting/ integral	Reporting/non- integral	Non-reporting/ integral	Non-reporting/ non-integral
'The coming of knowledge-based business'	2	0	0	0
'The competitive advantage of the inner city'	7	0	0	0
'Exploiting the virtual value chain'	0	0	0	1
Total	9	0	0	1

aware that the diluted kind of citing found in the practical journal fails to coincide with the analysis of citation proposed in the literature. In the *Harvard Business Review*, of the few citations found, there are various ways of framing the source being cited. In only one case is there a complete reference, with date. In several cases, the writer refers to his own research ('I initially described this theory ...'). In other instances, groups of people involved in various aspects of marketing activity are mentioned ('employers report', 'managers expressed frustration', 'lenders claim'); here it seems that the citation is a means of referring to ideas that may have come to the authors through interviews rather than the literature. This use of collective perceptions gives the reference a sense of larger tendencies.

In the present study, the preferred forms of citing in the *Harvard Business Review* were found to differ noticeably from the more expected patterns of citations in academic and scholarly applied articles. In the research articles from *Marketing Science*, the authors' use of citations implies a body of research within a tradition of methods, concepts, and theories. Table 8 shows the frequencies of citations in the three research articles used in this study.

In terms of the distribution of reporting verbs, there are 51 instances (62% of all citations) of citations containing reporting verbs, in contrast to 31 citations (38% of citations) with no reporting verb. In these articles there is, then, a strong tendency for citations to occur with an explicit sign of how authors wish to present the cited information. This proportion is constant among the articles, as in each one the number of reporting citations is 64, 62, and 61%, respectively. Thus, a similar pattern seems to be followed by authors of all articles.

Consideration should also be made for the choice of lexical verbs. In these articles, a large variety of lexical items were chosen for the reporting verbs in the citations. There are 30 verbs in the three articles, with little repetition of lexical items among and within the articles. This suggests that, following the framework of Thompson and Yiyun (1991), the authors possess a rather wide variety of ways of showing their views of the status of the information. A quick count of the

Table 8
Frequencies of citations in research articles

Title	Form of citation			
	Reporting/integral	Reporting/ non-integral	Non-reporting/ integral	Non-reporting/ non-integral
'Attribute importance weights modification in assessing a brand's competitive potential'	10	4	3	6
'Experimental evidence in the negative effect of product features and sales promotions on brand choice'	6	10	1	8
'Identifying generalizable effects of strategic actions on firm performance: the case of demand-side returns to R&D spending'	13	8	6	7
Total	29	22	10	21

verbs indicates this variety. One verb ('discuss') occurs three times, five verbs occur twice, and 22 verbs occur once each. The verbs indicate, generally speaking, no commitment on the part of the author. Only two verbs have a higher frequency. 'Suggest', occurring six times, stands out from the other lexical items. This higher frequency of 'suggest' may reflect a common purpose of authors, in light of Thomas and Hawes' (1994) explanation for the function of such verbs in the Discourse category; they understand that verbs like 'suggest' are used for showing the broad conclusions of the research. The verb, however, that occurs most frequently, 'show' (eight occurrences), would seem to indicate that authors are rather inclined to make their commitment explicit. Yet, a look at the articles separately reveals that 'show' is not chosen consistently; it is repeated five times in a single article, perhaps a sign of the authors' sense of need to make their claims strongly in the case of that particular research.

In terms of integral and non-integral use of citations, the research articles are nearly balanced, with there being 48% integral citations and 52% non-integral citations. However, individually, the articles fail to show a single pattern: one article has a high proportion of non-integral citations (72%) whereas the other two have more modest showings of such citations (44 and 43%). Bazerman (1989) found tendencies for citations to foreground research rather than researchers, but these marketing articles show no such clear tendency. Without a similar study of trends in marketing, similar to Bazerman's however, we can probably only say that research is foregrounded to varying extents and that a wider sample of articles would help to reveal tendencies more conclusively.

Citations in scholarly-applied articles from *Industrial Marketing Management*

present a focus on research rather similar to that found in research articles, though the patterns of reporting differ in significant ways.

Instances of citations without reporting verbs account for 57% of the total citations, as is shown in Table 9. This would indicate a slight tendency of authors not to reveal their view of cited information through reporting verbs. In fact, one article contains only four lexical reporting verbs, two of which are closely related to direct reported speech ('say' and 'state'). Lack of commitment is indicated in most of the verbs, with, again, 'suggest' being used more frequently than other lexical choices. Differently from research articles, where 30 lexical verbs appear, in scholarly applied articles only 19 verbs were selected. This is significant in the light of the fact that the total number of citations in both types of articles is nearly the same. What is noticeable is that fewer citations (43%) include reporting verbs in contrast to research articles, where 62% of citations contain reporting elements. This tendency, for a non-reporting pattern seems to follow the trend found by Bazerman (1984, cited in Swales, 1990), where non-reporting citations came to be predominant in a physics journal. Additionally, The *Industrial Marketing Management* journal uses a numerical/superscript system which may discourage the practice of using reporting verbs, as Swales (1990) observes. Rather than indicate a preference on the part of authors, then, the reporting practice in journal articles may simply be related to the citation system determined by the editorial policy. It could be argued, however, that the editorial guidelines are grounded in a view that research should be presented to the members of the community in certain ways and that authors will forego explicit attribution to other researchers and evaluation of the acts of other researchers.

A consideration on the integral and non-integral distinction also needs to be made. A noticeable difference between the research and scholarly-applied articles is the presence of non-integral citations, where the author is not mentioned in the main clause structure; this feature relates to the form of knowledge presentation

Table 9
Frequencies of citations in scholarly applied articles

Title	Form of citation			
	Reporting/integral	Reporting/ non-integral	Non-reporting/ integral	Non-reporting/ non-integral
'What managers should know about their competitors'patented technologies'	1	16	0	14
'Succeeding in the communiputer age'	5	1	0	15
'Marketing implementation in small and midsized industrial firms: an exploratory study'	0	11	1	15
Total	6	28	1	44

as directed by the editorial policy of the journal. Whereas in research articles there was an uneven proportion of non-integral citations (72, 44, and 43% in each article) with an integral/non-integral balance in two articles, the scholarly-applied articles reveal a more even and a higher proportion of non-integral citations (97, 76, and 96%). The predominance of such citations indicates emphasis on a summary of the research, or on a firm or a procedure. Considering the journal's policy of making research accessible to practitioners, this way of presenting the citations probably makes the findings of the studies more directly applicable by managers who are thus relieved of the need to weigh research hypotheses, methods, and concepts before making a decision.

To sum up, citations reveal two dimensions that distinguish research from scholarly-applied articles. One is the use of integral and non-integral citations. The high frequency of the non-integral citation in scholarly-applied articles can be seen as a strong tendency to foreground research results, which would thus become available for application by readers–practitioners. In research articles, on the other hand, the more balanced proportion of integral and non-integral citations indicates that authors are concerned not only with presenting research results but also with registering the contribution of other authors to the study of marketing.

The second difference between these two types of articles is the variety of reporting verbs used: authors of research articles seem to select from a wider range of lexical items than do authors of scholarly-applied articles. It is possible that the academic audience for research articles reacts to the knowledge in these texts in part by considering the evaluation implicit in the reporting element, through which authors stage their goals and establish interaction (Thompson & Yiyun, 1991). Conceivably, the wide range of reporting verbs allows authors a more intricate expression of their purposes and position. On the other hand, in scholarly-applied articles, which speak in large part to professionals directly involved in market activity, the reduced variety of reporting verbs may be related to the lack of a need for evaluation of what previous research has done. Rather than foreground the process of research, these articles have a focus on results of research activity that can be directed to implementation in marketing practice.

5. Discussion and conclusions

This paper has examined a combination of factors that contribute to the shaping of journal articles, and the sample strongly suggests that there is an interplay between authors, editors, and, indirectly, readers. Marketing involves people with differing interests and goals, people who are concerned in one way or another with human action in relation to events in market activity. Generally speaking, the findings of this study corroborate the view that marketing is an applied, practical area of study. Beyond this, the various dimensions of the analysis lead to certain particular observations. One is that the grammatical analysis, as I have presented it, reveals how writers shape their presentation of information within particular social realities related to the marketing world.

Noticeably, although the three research articles may show a grammatical foregrounding of the varied resources in the research world, the real world actually predominates in six of the nine articles, a finding that also confirms the notion that marketing is a practical sphere of activity.

On the other hand, the examination of citations in these articles indicates that authors have distinct concerns regarding particular firm activity or research tradition. At the same time, authors respond to editorial guidelines that reflect the objectives of the journal, and so the citation patterns found in these journals is shaped not only by the author but partly by the vision of editors as well. The citations in the *Harvard Business Review* represent general perceptions of groups of people involved in decision-making. In contrast, the research articles use citations to provide support for theory-building or methodological considerations; knowledge is thus of a conceptual nature and is debated and shared through the voices of authors who contribute to the journal.

The results of the citation analysis are, however, less conclusive when comparing research and scholarly-applied articles. In research articles, citations highlight the research being conducted in the area as well as the individuals engaged in furthering research activity by discussing concepts and research methods. Thus, not only the research but the researchers themselves are brought into a certain prominence. However, the scholarly-applied articles show a prominence of results of research and an avoidance of evaluation of the research. So, from this sample, it seems that the figure of the researcher stands out only to a certain extent and that research results gain a significant presence within the discussion of marketing in these subgenres of writing.

One further observation regarding citations is that the sample of reporting verbs shows that authors tend to refrain from expressing commitment to their statements. What is interesting about this is that writing in marketing is thought to involve argument and disagreement, and so authors would be expected to express commitment, which would mean criticizing or pointing out weaknesses in previous research. This sample is too small for conclusions to be drawn on this point, and further investigation would need to be undertaken to ascertain whether commitment is in fact not used in reporting or whether argument appears in some other form in the discourse.

One other item that needs to be mentioned is the figure of the expert. From the citation analysis, expertise is brought up in two forms. One expert is the author who uses the voice of the practitioner, and the other is the author–researcher.

Citation patterns, though seen discretely in this sample, suggest that one difference between research and practice lies in the figure of expertise, or knowledge holder–builder. Whether they are the researchers or the practising decision-makers, they hold significant knowledge that becomes useful to the community in which they are active.

In one way, however, the study can identify subgenres of marketing articles from the grammatical and citation analyses. Both these dimensions show that research articles contain a broad display of research resources and concerns, differently from scholarly-applied articles which concentrate on emphasizing use of

methods for application of results. Research articles have a wide variety of grammatical topics related to the conducting of research, and they also have a variety of reporting verbs that reveal the authors' view of the status of what is being reported. If these two types of articles are compared with the practitioner article, which shows a grammatical predominance of real world phenomena and virtually no citations, then we can see a confirmation of the three subgenres of marketing journals.

This paper has in a sense brought confirmation of two notions regarding marketing; that it is a practical area of study and that there are three kinds of journals in marketing. However, there may be more complexity in the reality of marketing journals. From the figures seen in the *Social Sciences Citation Index*, the *Harvard Business Review* is by far the most frequently cited publication of the journals examined. The *Harvard Business Review* would seem to have the highest impact on the readership and possibly on applications and practice in marketing. The *Harvard Business Review* would thus be stronger than a leading edge research journal such as *Marketing Science*. If we were to contrast marketing with the areas of English for Specific Purposes or English Language Teaching, we might find the *ELTJ* or *Forum*, publications whose readership is certainly practitioners, were not the most often cited publications. Nevertheless, the fact that the most frequently cited marketing journal is for practitioners is probably related to the notion that marketing depends heavily on insights from practice as much as, or more than, from research.

The implication is, as mentioned earlier in this paper, that the force of the market has indeed a sizeable influence on the written discourse in the journals and that this influence permeates much of the discourse of marketing. The voice of the researcher dealing with concepts and issues is counterbalanced by that of the professional who needs to be aware of trends and deal with concrete situations. Further study is needed for verification of the tendencies noticed in the corpus used for this paper, and for possible extension to other areas of business, such as management and organizations. It can be reaffirmed, though, that the discourse of these marketing journals, as forums for authors speaking to readers with particular expectations, reflects a social reality dominated by practice.

Acknowledgements

I would like to thank Professor John Swales for his insightful comments on an earlier version of this paper. I would also like to thank two anonymous reviewers for their comments on the first draft.

References

- Bazerman, C. (1989). *Shaping written knowledge*. Madison: University of Wisconsin Press.
- Carvalho de S, D., & Vergara, S. C. (1996). Refletindo sobre as possíveis consequências da análise organizacional apoiada em referências estrangeiras. *Revista de Administração Pública*, 30(6), 123–138.

- Hyland, K. (1997). Persuasion and context: the pragmatics of academic metadiscourse. Paper presented at the 11th European LSP Symposium on Language for Special Purposes, Copenhagen.
- Lindeberg, A.-C. (1994). Rhetorical conventions in the discussion/conclusion sections of research articles in finance, management and marketing. In M. Brekke, O. Andersen, T. Dahl, & J. Myking, *Applications and Applications of Current LSP Research, vol. II*. Bergen: Fagbokforlaget.
- MacDonald, S. P. (1992). A method for analyzing sentence-level differences in disciplinary knowledge making. *Written Communication*, 9(4), 533–569.
- Myers, G. (1990). *Writing biology: Texts in the social construction of scientific knowledge*. Madison: University of Wisconsin Press.
- Myers, G. (1992). Textbooks and the sociology of scientific knowledge. *English for Specific Purposes*, 11(1), 3–17.
- Pettigrew, A. M. (1979). On studying organization cultures. *Administrative Science Quarterly*, 24, 570–581.
- Richardson, L. (1990). *Writing strategies: Reaching diverse audiences*. Qualitative Research Methods Series (Vol. 21). Sage.
- Samraj, B. T. R. (1995). The nature of academic writing in an interdisciplinary field. Unpublished PhD thesis, University of Michigan.
- Staelin, R. (1994). How to write readable papers for Marketing Science. *Marketing Science*, 25(3), 16–17.
- Swales, J. M. (1990). *Genre analysis: English in academic and research settings*. Cambridge: Cambridge University Press.
- Swales, J. M. (1992). *Discourse community and the evaluation of written text*. Georgetown University Round Table on Languages and Linguistics.
- Tadros, A. (1985). Prediction in text. Discourse Analysis Monograph 10, University of Birmingham.
- Tadros, A. (1994). Predictive categories in expository text. In M. Coulthard, *Advances in written text analysis*. London: Routledge.
- Thomas, S., & Hawes, T. P. (1994). Reporting verbs in medical journal articles. *English for Specific Purposes*, 13(2), 129–148.
- Thompson, G., & Yiyun, Y. (1991). Evaluation in the reporting verbs used in academic papers. *Applied Linguistics*, 12(4), 365–382.
- Ventola, E. (1996). Packing and unpacking of information in academic texts. In E. Ventola, & A. Mauranen, *Academic writing: Intercultural and textual issues*. Amsterdam: John Benjamins.

Barbara Hemais is Associate Professor at the Pontificia Universidade Católica, Rio de Janeiro, Brazil, where she teaches courses that focus on discourse analysis and academic writing. Her research interests include the teaching of writing and genre analysis. She has published in the areas of academic writing and the teaching of writing.