



**ISSN:2229-6107**



**INTERNATIONAL JOURNAL OF  
PURE AND APPLIED SCIENCE & TECHNOLOGY**

**E-mail :  
editor.ijpast@gmail.com  
editor@ijpast.in**

**www.ijpast.in**

## Promotional Strategy in Computer Science Research Article

Gudla Anjaneyulu ,MCA,MTECH

Dr.Vootla Ashok Kumar,PHD

---

**Abstract**— Studies have revealed that promotional methods have seeped into the works of scientific writers, despite the research article's reputation for brevity and clarity. Research article writers may be tempted to use marketing methods for a variety of reasons, including but not limited to the following: advancing one's career, disseminating one's expertise, securing one's research funding, satisfying the needs of one's grant sponsors, and keeping up with the standards set by their universities. Native authors are said to use promotional technique in their writing, although little is known about this practice in regard to research papers published by non-native writers. Improved instruction of this tactic for ESL writers in academic writing requires a more comprehensive look at its use among nonnative authors. The purpose of this work is to investigate and analyze the prevalence of promotional methods in the introductions of research papers published in a Malaysian journal. The underlying rhetorical purpose of Computer Science research papers is explained using the ancient Greek rhetorical notions of Logos, Ethos, Pathos, Telos, and Kairos, and the articles are examined using the first two phases of Swales's (2004) CARS model. The results indicated that respondents' use of promotional approach remains low, arguing for the inclusion of this tactic into the instruction of research article writing.

---

**Keywords- Topics:** *non-native authors, rhetorical tactics, advertising, academic writing, English as a second language, English as a foreign language, research paper*

---

### INTRODUCTION

Studies have revealed that promotional methods have seeped into the writings of the scientific community, despite the reputation of research publications for brevity and directness.

authors. There are several reasons why people write research articles, and one of those reasons is to promote something. Academics throughout the world fight for research funds [1] and for better positions [2] by publishing research publications that will increase their visibility, enhance their standing in the field, increase their visibility among peers, and increase the frequency with which their work will be cited. Researchers publish in academic journals for a variety of objectives, including information dissemination [3, 4], gaining institutional recognition [5, 6], satisfying performance metrics [6, 7], and advancing their careers.

This study starts with a quick review of the existing literature on the subject. The study examines the research article's idea of strategies via the lens of Aristotle's rhetorical techniques [8]: Logos, Ethos, Phatos, Telos, and Kairos.

Before discussing the research's methodology, sample, and analysis, [9] the text moves on to describe the results. The research suggests that "announcement of principle finding" and "stating value addition" as promotional strategies in specific Malaysian journal papers are still underutilized. The results and their potential pedagogical implications are discussed in the discussion section.

## A. Methods of advertising

It's possible that the rising popularity of advertising campaigns might be attributed to the numerous literary inspirations. There has been "never-before-seen" levels of "scientists promoting their work," as [10] puts it. Even though a study publication seems brief and to the point at first glance, its authors often use it to promote their own work. Rhetorical persuasion, a subset of advertising, is achieved via the use of contextually relevant, artistically styled language that fosters a sense of shared experience between the speaker and the listener. [11]. Various methods of promotion have been demonstrated to be effective in the past.

According to Swales and Najjar [14], research publications should include a statement of key results in the first paragraph of the introduction. Rather of taking a gamble that the reader would read all the articles until the result section, the main results are stated up front [13]. To demonstrate the research's significance as soon as feasible, the authors emphasize the study's most important results [2]. Applied linguistics RAs often included value-added statements in their introductory parts [15].

Although [12] noted that principle discovery and announcement is a non-obligatory technique, investigations on Computer Science research publications have revealed that the strategy is extensively adopted in many studies [13, 16], [17]. While this kind of advertising is well established and on the rise among native authors, it is still rather uncommon among those who aren't native speakers [2, 18, 19].

## "B." Logos, Ethos, Phatos, Telos, and Kairos

Using Aristotle's words for the rhetorical tactics Logos, Ethos, Phatos, Telos, and Kairos [8, 9], this work examines how these concepts are used in the research article. Ethos refers to a person's ability to persuade others via the authenticity of their character. [8] Research papers are more likely to persuade readers to trust the author's claims when they establish the writer's ethos as that of a trustworthy expert in the field. Authors who are already well-known in the field of study tend to be referenced more often than those who are just starting out. This explains why both fresh and seasoned scholars collaborate on papers. By working with more seasoned researchers on a project, students may develop the paper's Ethos while benefiting from the veterans' established reputation.

Logos (Logical) is to convince by the application of reason [8]. Logos has close ties to the presentation and defense of the veracity of the research being discussed in scholarly writings. Authors of scientific research articles often accomplish this by providing considerable data about the soundness of the underlying ideas, the methodology [20] or instruments being utilized, the use of statistics and references, the assertion of validity measures, and the provision of a credible interpretation of the findings.

When discussing "...the qualities of a text... how well an author appeals to an audience's emotions... refers to an audience's perspective," the following phrase is "Pathos." [9].

When writing a research paper, you should primarily write for the editor, the reviewers, and your peers in the field. The editors hope that the reviewers will be searching for appropriate rationale and relevance in the article's topic matter, methodology, findings, and discussion for the papers that have the potential for high reading and high citation. For the scientific community as a whole, success would be measured by the study's capacity to add to what's already known, generate novel ideas, and be reproduced by others.

The term "telos" refers to an explanation of a speech's intended meaning or tone. Research article authors typically have compelling reasons for publishing their work, including but not limited to the following: to advance their careers [2], to compete for research grants [2], to secure research funding [4], [5], [6], to gain prestige [7], and to meet the performance metrics set forth by their research funders [7], [8].

When we talk about kairos, we're talking about "the elements that acknowledge and draw support from the particular setting..." [9]. According to this research, the term "Kairos" should be understood in the context of scholarly articles as the process of integrating new information into the body of existing knowledge. This can be done by referencing relevant prior research, discussing how the new information relates to the field as a whole, discussing how the current research ties into previous findings, etc.

## I. METHODOLOGY

The journal-wise population technique, developed by [21], [16], was used to choose the research papers included in this investigation. By contrast to using a random sampling technique, the journal-wise population strategy selects articles from a subset of journals. The reason why one publication was selected above others was because the RAs who contributed to it had established systems of representation, regularity, and belonging [21]. that the articles are "generalizable to the target discourse" [22]; this is essential. Fifteen articles from the year 2010's issue of MJCS were included for this analysis.

The two steps of the CARS model [12] are the focus of this paper's promotional methods. Many previous research [15,16,22,18,23,24,25,26], [13], [14], [15], [16], [22], [18], [23], [24], [25], [26], [13] have utilized the CARS model [12] to study the rhetorical structure of RAI. There are three required "moves" in the model, each of which may be further subdivided into "steps" [27]. These "moves" and "steps" together generate a discernible pattern in the structured text. Although the whole research examines all of the model's movements and stages, this article will only be focusing on the first two, for the sake of brevity.

The promotional steps are drawn from Steps 5 and 6 of Stage 3 and are titled "Announcing the principal outcome" and "Stating the value of the present research," respectively. Common expressions for this tactic include "our results carry over to a...", "Figure1 summarizes one result in how...", and "we present an efficient ,," as seen in [16]. The authors are

said to have used language like "Our result show" and "our contribution" [13].

Each phrase in the introduction sections is examined by matching the sentences to the actions and stages in the CARS model [12], after the articles have been assembled and the introduction parts have been clipped and pasted into tables. In this work, we will examine only those two procedures.

## I. FINDINGS

ID	Author		M3S5 Announcing the principle outcome	M3S6 Stating the value of the present research
1	Mustafa, Aion, Zainuddin, Don, Knowles, and Mokhtar, 2010 [28]	Prosodic Analysis And Modeling For Malay Emotional Speech Synthesis	Delayed	Delayed
2	Nandi, and Mandal (2010) [29]	Region based Huffman (RBH) compression technique with code interchange	Delayed	"... a region selection algorithm is proposed to overcome the weakness of the proposed RBH coding technique."
3	Paraman, Ooi, Sha"ameri, and Fujiwara (2010) [30]	A new class of easily testable assignment decision diagrams	Delayed	"...Our method will improve test generation time and test application time as well as fault efficiency."
4	Tahir, Ahmad and Kasirun (2010). [31]	Maintanability dynamics metrics data collection based on aspect-oriented technology	Delayed	Delayed
5	Barajas 2010 [32]	A precise specification for the modelling of collaborations	Delayed	Delayed
6	Gauth and Abdullah 2010 [33]	An empirical evaluation of learner performance in E- learning recommender systems and adaptive hypermedia system	Delayed	"Our proposed e-learning recommender also applied content-based filtering strategy in order to ensure that the recommended learning materials always remain within the current learning concept."
7	Hariharan, Paulraj and Sazali 2010 [34]	Time domain features and probability stic neural network for the detection of vocal fold pathology	Delayed in Conclusion section  "The experimental results show that the proposed features give very promising classification accuracy of 98.45% with less computational complexity in feature extraction.	Delayed In Conclusion section  The proposed features can be used as additional acoustic indicators and can also be used as a valuable tool for researchers and speech pathologies to detect the vocal fold pathology.

8	Abdul-Kareem , Raviraja, Awadh, Kamaruzman and Kajindran 2010 [35]	Classification and regression tree in prediction of survival of aids patients	Delayed in Result and Discussion section  " We found that CART was able to predict the survival of AIDS with an accuracy of 60-93% based on selected dependent variables, validated using ROC."	Delayed in Conclusion section  " The results of this model are significant, this approach experimented and the results obtained in this research could be useful in determining potential treatment methods and monitoring the progress of treatment for AIDS patients."
---	--	---	---	--

9	Kim, Lee, Han, Lee, Park and Seongbuk-gu, [34]	DCHORD: An efficient and robust peer to peer look up system	Delayed	"The contributions of this paper are summarized as follows. "  "We propose an efficient peer to peer lookup system that performs better than the existing approaches for the non-random ID distributions. The system is rigorously defined in a mathematical formulation. "  "We present an efficient and robust stabilization scheme for DChord. "  "We provide extensive simulation results that show the correctness of the formal analysis."
10	Riza, Ling, Phang and Hoh 2010 [35]	Improving QOS in WLAN using dynamic weighted fair scheduling	Delayed in Conclusion section  " As the simulation results showed the QoS performance of DWFSS mechanism is better than the standard scheduler	Delayed in Conclusion section "The proposed DWFSS mechanism successfully improves the fairness among different traffic classes and can improve QoE in a converged network... The DWFSS maintained an acceptable level of delay which is slightly higher than the standard scheduler."
11	Ling, Lee and Hoh (2010) [36]	Reducing handoff delay in WLAN using selective proactive context caching	We have implemented the SPCC algorithm using the OMNeT++ simulator equipped with INET Framework and showed that SPCC is able to reduce the re-association delay as compared to the regular handoff with IAPP.	Our solution, called Selective Proactive Context Caching (SPCC), reduces the re-association delay in the standard handoff (with Inter Access Protocol Point (IAPP)) by predicting the next possible APs where a station is likely to connect.
12	Ranathunga, Zainuddin and Abdullah 2010 [37]	Compacted dither pattern codes over MPEG-7 dominant color descriptor in video visual depiction	Delayed in Conclusion section  "Considering the overall averages exhibited in precision ( <i>p</i> ), recall ( <i>r</i> ) and <i>F1</i> measures by CDPC syntactic feature with Bhattacharyya classifier, it is evident that the CDPC based system has performed better over DCD and DCD(SC) systems."	Our approach has given generalised improved results in the presence of diverse visual qualities and unbalanced concept distributions of the dataset.  While reducing the feature space, our descriptor is able to maintain an improved performance compared to DCD.

13	Por and Laihha 2010 [38]	Shoulder surfing resistance using penup event and neighbouring connectivity manipulation	Delayed in Future work and Conclusion section “ The analysis and preliminary results show that the proposed mechanism was able to significantly resist shoulder surfing attack and produce larger password space compared to other schemes.”	Delayed in Future work and Conclusion “ this paper presents a novel shoulder surfing resistance mechanism that utilises penup event and neighbouring connectivity manipulation in the revised Background Pass-Go scheme.
14	Seng and Chitsaz 2010 [39]	Handgrip strength evaluation using neuro fuzzy approach	Delayed in Conclusion and Future works section “The small variance proves that the proposed system is accurate, reliable and feasible.”	Delayed in Conclusion and Future Work section Reading and prediction using neurofuzzy algorithm will result in more accurate diagnosis, better treatment planning and more precise prognosis of a patient condition

The results indicated that just one article out of 14 used the "Announcing the principle" technique.

almost half of the papers analyzed use the tactic of "Stating the value of the present research" in their introductory paragraphs, and the terms "findings" and "outcome" appear often. The majority of the papers put off implementing the tactics until the end, burying the details in the article's result, conclusion, and future work sections.

## II. DISCUSSION

While the two approaches are regarded as potential and optional in various fields [12], research on research publications in the field of computer science has shown that the approach of "announcing the principle finding" is employed relatively often, reaching 70% in 1999 alone.

The usage of announcing a principle discovery is stated to be commonplace in computer science RA with a frequency of 70% by [16], and this conclusion is backed by [17], which reports a frequency of 75%. When considering the research conducted over the last decade, it is clear that, despite the steps being labeled as a "optional strategy" (Swales, 2004), they are not.

This "announcement of principal findings" approach of introducing research publications has grown over the last decade and is now considered to be "trending" [13].

This study's findings corroborate those of previous investigations of published research from neighboring nations. Writing out "the significant contribution of the study" was cited as a challenge by Indonesian authors in [18]. There was a complete absence of the tactic of "announcement of principle finding" in the non-native corpus (40%) although its presence was reported for the

whole native corpus (100%) in another research [42]. Researchers also noted a lack of strategy in the introductory sections of research publications written by Thai authors, with one speculating that this was due to the smaller size of the Thai scientific community, which in turn reduced competitiveness [2].

In sum, although promotion is widespread and growing in popularity among native authors [13], it is often ignored by those who are not native speakers. This is especially true in the South East Asian area. Studying research publications in the field of computer science, we discover that the promotional technique of "announcement of the principle finding" and "stating the significant contribution of the study" is still underused. Academic language instructors teaching research article writing to non-native writers should include a focus on this method in their lessons to raise students' knowledge of its presence and promote its usage [43].

## REFERENCES

- [1] According to [1] Hyland, K. Credibility and advancement in academic publishing via self-citation and self-reference. In the Proceedings of the 54th Annual Meeting of the American Society for Information Science and Technology, 251-259.
- [2] [2] Reference: Kanoksilapatham, B. Comparing the Crafts of Thai and English Research Article Writers and differences. The International Journal of Silpakorn University, 7, pp. 172-203.
- [3] [3] Research Publication Output by Academicians in Public and Private Universities in Malaysia, Suryani I., Aizan Y., Hashima N., Salleh A. R., and Hazry D. (2014). Two Hundred and Eighty-Five: An International Journal of Higher Education
- [4] [4] J. A. Zakaria & F. Rowland. Is There Hope for Online Scholarly Journal Publishing in Malaysia? This is the cultural barrier.

- [6] Roosfa, H., and Yahya, M. (2011) [5]. The Effect of Online Journals on Malaysian Academics. Mobile and Digital Publishing, p. 158.
- [7] [6] Rahayu SN, Norazan MR, Azlina AH, Adriana I, Nornadiah MR, & Niswah AN. In-Depth Analysis of Academics' Physical and Mental Components Using Robust Linear Regression Models.
- [8] [7] Samah, S. A. A., Jusoff, H. K., and Abdullah, Z. (2009). Incorporating the Research Culture Experiences of the Ivy League Universities into the Critical Role of Malaysian Higher Education Institutions. P106 in International Education Studies, Volume 2, Issue 3.
- [9] Friendly Persuasion: Classical Rhetoric Now! [8] Henning, M. L. (2008). Unfinished Script. Information retrieved on January 2, 2014, from <http://courses.durhamtech.edu/perkins/aris.html>
- [10] According to [9] "Aristotle's Rhetorical Situation" by Perdue (2014). From <https://owl.english.purdue.edu/owl/resource/625/03/>, retrieved on January 2, 2014.
- [11] Promotional (Meta)discourse in Language and Literature Research Articles [10] Afros, E.
- [12] Unpublished Master's Theses Schooling at Waterloo
- [13] [11] Juzwik, Mary M. What parallelism in one educator's story may tell us about the ethnopoetics of narrative performance in the classroom. 15(4), 359-386 in the journal Linguistics and Education.
- [14] [12] Author: Swales, J. Types of Research: Investigations and
- [15] applications. Press, Cambridge University of Cambridge.  
<http://dx.doi.org/10.1017/CBO9781139524827>
- [16] [13] (2010). Shehzad, W. Presentation of Key Findings and Original Contribution in Computer Science Journal Articles. Iberia: The Journal of the European Association of Languages for Special Purposes (19), pp. 97-118.
- [17] [14] Swales, John, and Hamid Najjar. Research paper introductory writing. The Journal of Written Expression, 4, pp. 175-191.  
<http://dx.doi.org/10.1177/0741088387004002004>
- [18] [15] Pho, P. D. (2008). How may understanding the format of scholarly articles benefit students studying abroad? Accessible at [http://www.proceedings.com.au/isanadocs/2008/paper as of June 25, 2012](http://www.proceedings.com.au/isanadocs/2008/paper%20as%20of%20June%2025,%202012)
- [19] [16] A. Posteguillo, and S. Article layout template for the field of computer science. Specific Purpose English 18(2):139-160.
- [20] [http://dx.doi.org/10.1016/S0889-4906\(98\)00001-5](http://dx.doi.org/10.1016/S0889-4906(98)00001-5)
- [21] [17] A. Anthony, L. How reliable is a template for writing software engineering research paper introductions? IEEE Trans. Pro. Comm., 42(1), 38-46 (2019).
- [22] <http://dx.doi.org/10.1109/47.749366>
- [23] [18] Author Adnan, Z. Possible issues with academic research publications authored in Indonesian and submitted to international journals published in English. The Asian Journal of English Language Teaching and Learning [19]Xue, H., & Dong, H. L. Abstracts of scholarly articles often follow this format. Communication Across Cultures, 6(3), 36-44.
- [24] Specifically, [20] Afros, E., & Schryer, C. F. (2009). Discourse promotion (meta) in linguistics and literature reviews. ESP Journal, 28(1), 58-68. English for Specific Purposes.
- [25] [21] Author: Shehzad, W. Two, find your

- specialty. Iberia: Journal of the European Association for Languages Used for Specific Purposes (15), pp. 25-50.
- [26] Reference: [22] Kanoksilapatham, B. (2005). Biochemistry research papers and their rhetorical framework. *Specialized English Language Teaching* 24(3):269-292. <http://dx.doi.org/10.1016/j.esp.2004.08.003>
- [27] Reference: Ahmad, U. K. Analysis of the context of Malay language scholarly writings. (Doctoral thesis that has not been made public). American University in Michigan.
- [28] Reference: [24] Mirahayuni, N. K. (2001). Differences in Writing Approaches between English and Indonesian Authors: An Analysis of the Generative Structure of Research Articles Written in English. From the 6-8 of November 2001, Kuta, Bali hosted THE 49th TEFLIN International Conference, where the paper was delivered.
- [29] [25] (2002) Mirahayuni, N. K. Comparing the research article writing strategies of English and Indonesian authors in an investigation of textual structure. --(Doctoral Dissertations). Sydney, Australia's University of New South Wales.
- [30] Samraj, B. [26] (2002). Research paper introductions: a tale of many disciplines. 21(1):1-17 in the journal *English for Specific Purposes*. Please cite this article as: [http://dx.doi.org/10.1016/S0889-4906\(00\)00023-5](http://dx.doi.org/10.1016/S0889-4906(00)00023-5).
- [31] Source: [27] Suryani, I., H. Kamaruddin, N. Hashima, A. Yaacob, S. A. Rashid, and H. Desa. Non-native writers' use of rhetorical devices in academic research writing. *The Three-Year Issue of the International Journal of Higher Education*.
- [32] Reference: Mustafa MB, Aion RN, Zainuddin R, Don MM, Knowles G, Mokhtar S (2010). Emotional Speech Synthesis Through Prosodic Analysis and Modeling in Malay. 23(2), 102. *The Malaysian Journal of Computer Science*.
- [33] Reference: [29] Nandi, U., & Mandal, J. K. Code-Swapping Compression Method using Region-Based Huffman (RB H). *Journal of Computer Science in Malaysia (MJCS)*, Vol. 23 No. 2, pp. 111–120.
- [34] [30] In 2010, researchers Paraman, N., Ooi, C. Y., Shaameri, A. Z., and Fujiwara, H. *New Type of Conveniently*
- [35] TESTABLE ASSIGNMENT DECISION DIAGRAMS. *MJCS 23(1)1 (Malaysian Journal of Computer Science)*.
- [36] According to [31] Tahir, A., Ahmad, R., and Kasirun, Z. M. Aspect-oriented technique for collecting dynamic measurements for maintainability. *Computer Science in Malaysia*, 23, 3, 177.
- [37] [32] (2009). Barajas, F. V. *Detailed CASE STUDIES IN COLLABORATION MODELING*. Page 18 of Volume 23 of the *Malaysian Journal of Computer Science*.
- [38] [33] K. I. Ghauth and N. A. Abdullah (2010). Learner outcomes in adaptive hypermedia and e-learning recommendation systems: an empirical study. 23(3), 141, *Malaysian Journal of Computer Science*.
- [39] In [34] Hariharan, M., and Y. Sazali. Pathology of the vocal folds may be identified using a time-domain feature set and a probabilistic neural network. *Journal of Computing in Malaysia*, 23, 1, 60–67.
- [40] According to [35] Abdul-Kareem, S., Raviraja, S., Awadh, N. A., Kamaruzaman, A., and Kajindran,

A. Predicting how long an AIDS patient will live using a classification and regression tree. The 23rd issue of the Malaysian Journal of Computer Science.

- [41] Those interested might look into [36] Kim, C. S., Lee, S., Han, J. I., Lee, Y. J., Park, J. H., and Seongbuk-gu, S. (2010). DChord Is a Reliable and Effective P2P Lookup Network. *Journal of Computing in Malaysia*, Volume 23 Issue 1 (2007), Page 37.
- [42] Improving Quality of Service (QoS) in Wireless Local Area Networks (WLANs) using Dynamic Weighted Fair Scheduling, *Malaysian Journal of Computer Science*, Volume 23(2), Pages 85–101, 2010. [37] Riza, A., Ling, T. C., Phang, K. H., and Hoh, K., P.
- [43] [38] T. C. Ling, J. F. Lee, & K. P. Hoh. (2010). Using Selective Proactive Context Caching to Shorten WLAN Handoff Lag. 23(1st)The *Malaysian Journal of Computer Science*, 49.
- [44] [39] It was published in 2010 by Ranathunga, R. Zainuddin, and N. A. Abdullah. Coding of dither patterns in MPEG-7 with space savings
- [45] color used to describe the video's main setting. 68, Volume 23(2) of the *Malaysian Journal of Computer Science*.
- [46] [40] Laiha, M., Y. Por, & L. Por. Resistance against shoulder surfing by manipulation of penup events and neighboring connections. 23(2), 121-141, *Malaysian Journal of Computer Science*.
- [47] [41] Seng, W. C., and M. Chitsaz. A neurofuzzy method is used to assess grip strength. 23(3), 166. *The Malaysian Journal of Computer Science*.
- [48] [42] Xue, H., & Dong, H. L. Abstracts of scholarly articles often follow this format. 6(3), 36-44, *Cross-Cultural Communication*
- [49] [43] J. McCrostie & Co. Examining the presence of the writer in the academic writing of EFL students using a corpus. *The ICAME Journal*, 32, pages 97-114.