Chapter 5
Conclusions

5.1 Introduction

The aim of this research has been to test and validate the research objectives, questions and hypothesis. This chapter, then, gives a detail of the outcomes of the prior chapters. It also covers some of the limitations associated with this study. Additionally, it also presents some implications of the current work and, then, presents some ideas for future research.

5.2 Answering the Objectives

This research began by stating seven objectives:

1. **to identify a cyber/digital genre.** This was accomplished via establishing SDWAs as a genre system and showing that they are housed on the Internet, are written in HTML (or one of its ancillaries) and evidence functionality.

2. **to apply three lenses of genre analysis: form, content, and purpose.** This was accomplished through demonstrating that for SDWAs purpose is the overarching driver that then manifests the purpose through a structure/form which entails the use of Hybridism, the AIDA Template and move structure.

3. **to demonstrate that SDWAs are a cyber/digital sub-genre, LSWA, which manifests genre Hybridism (embedded texts/genres).** This was accomplished as a further investigation of objective 2. The specific structure/form of SDWAs are unique in that they were found to use the embedded genres of the following: advertising headlines, faux personal letter, and a narrative. As opposed to the majority of advertisements these SDWAs are part of the sub-genre LSWA. This is witnessed as a completely accurate definition of attributes: Long Scroll Web Advertisements—several thousands of words which are advertisements housed on the Internet and are read via scrolling and not going from page to page.

4. **to demonstrate that LSWAs are a variant, extant cyber/digital sub-genre.** This was accomplished from establishing the advertisements as existing off line in trade magazines and direct mail pieces. Additionally, these off line documents have had a long history of books, seminars, and articles to delineate their salient elements. They were moved on to the Internet thus giving functionality of hyperlinks and scrolling. This clearly defines them as cyber/digital.

5. **to demonstrate that SDWA/LSWAs manifest fixity.** This was accomplished through demonstration of stability in the form/structure of the SDWA for a period of nearly twenty years. This was further reinforced via the fact that templates for LSWAs exist on the Internet for aspiring writers to use.

6. **to demonstrate that the AIDA/Moves template is a viable means of establishing a self-defense LSWA's structure, cohesion, coherence and purpose. Furthermore, it will aid in providing a salient lens for classifying this cyber/digital sub-genre.** This was accomplished in various steps. Advertising has long used the AIDA template to construct and judge an advertising document, so its application to this research was quite natural. The purpose and function of any advertising document is to sell. This is la raison d'etre for a SDWA/LSWA. The move structure via Longacre and Cheung showed how the AIDA is weaved throughout the text. This creates a coherence and cohesion that is further bolstered by the embedded text/genres within the SDWA. Using the AIDA/Moves template requires addressing all three lenses of genre analysis and thereby renders the most complete and accurate assessment of the document.

7. **to demonstrate that the development of a set of criteria will aid in identifying and classifying a cyber/digital sub-genre. (Specifically, this means to present an analytical process that may be applied in a generic fashion to reveal the underlying structure and purpose unique and inherent to the self-defense LSWA variant, extant cyber/digital sub-genre.)** This was accomplished in chapter 4's deliverance of a prototypical SDWA template.

5.3 Answering the Research Questions

This research also began by asking the following questions:

1. Are self-defense LSWAs a cyber/digital sub-genre? This was proven to be the case in the research.

2. In what manner do self-defense LSWAs demonstrate Genre Hybridism? They were found to contain several embedded texts/genres. They were advertising, faux personal letter, and narrative. This unique blend is what demarcates these LSWAs from other forms of advertising. This is what some leading researchers had to say about the importance of this aspect:

   > In studying digital genres we rely not only on traditional indicators of a genre, such as specific content and form, but also new and different cues for both identifying and then analyzing and making sense of them. Above all, we recognize that any approach to attribute analysis must deal with the problem of a genre's intrinsic multifaceted nature, that is, the cues that not only identify the genre as an artifact, but also as a medium for participation in a communicative act, (Kwasnik and Crowston, 2004:78).

3. What aspects are salient in establishing a self-defense LSWA as extant and then variant? The answer to this question has already been delivered. However, to quickly restate the answer: SDWAs (self-defense LSWA) were shown to exist in the paper genre world; when they were moved onto the Internet they gained the functionality of hyperlinks (to jump in a non linear fashion to another web page) and scrolling (negating the need to change/flip pages).

4. How does the application of the AIDA/Moves template describe and define a self-defense LSWA's structure and, furthermore, how does it demonstrate cohesion, coherence and purpose? This was answered and delineated in chapter 4.

5. What are the unique strategies used in the content (e.g., lexical choices, verb choices, overall page length of the advertisements, sentence length, tenses, punctuation marks and personal pronouns

usage within self-defense LSWAs)? To save repeating all of the data delivered in chapter 4 it is far easier to see these characteristics depicted in the previous chapter.

6. **Do self-defense LSWAs show fixity?** Yes, they were shown to demonstrate a stable structure as has previously been discussed.

5.4 Answering the Research Hypothesis

The hypothesis to be tested was that the AIDA template combined with a modified moves template would reveal and describe the functional, structural, and content elements of LSWAs. And that it could offer a method of viable (sub) genre classification. The researcher feels confident that all of the parameters of the hypothesis have proven to be accurate. The previous chapters have been built around the idea that using these (AIDA/Moves) as major investigative tools for this genre analysis would reveal the salient and unique characteristics of SDWAs. This, then, would lead to establishing a sub-genre of LSWA. It is the contention of the researcher that this has been borne out.

5.5 A Sub-Genre Revealed

It is the researcher's contention that through the examination of the unique characteristics and attributes of SDWAs that they have revealed themselves to be part of a specific sub-genre. That is to say, SDWAs are a special form of LSWAs that are focused on selling self-defense DVDs. In a stratified view: moving one up on the taxonomical hierarchy from the actual SDWA document is the broader category of LSWA. SDWAs are designed strictly for selling self-defense information, they do so only because of a change in content not because of a change in structure/form or ultimate purpose from a generic LSWA. For example, at the LSWA level many other products can be proffered for sale. The researcher's contact with long text copy advertising writers bears that out; indeed, the LSWA form has been used to sell such diverse products as Golf instruction, Bodybuilding information, and Music instruction. As proof of the existence of the LSWA level, here are the words from one of the highest paid and most well known advertising writers in the USA, John Carlton, concerning an advertisement he wrote for golfing:

> *They were so fascinated at how well this ad worked, it ran, it's still running. It ran in the golf magazines for 15 years, and it's still running online without much change to it,* (Copyblogger, 2013: Online).

It should be noted that Carlton has also verified that this advertisement now qualifies as a variant, extant cyber/digital genre.

5.6 Implications, Limitations and Further Research

The research into SDWAs has the significance of expanding the field of genre analysis. As stated in chapter one, "…we have a continuing and, indeed, growing need for understanding a document's genre," (Kwasnik and Crowston, 2005:80). This research has added to the knowledge in the field through revealing a sub-genre, the LSWA. This research, simultaneously, has helped to further the accrued knowledge in the fields of Netlinguistics and Netvertising. It is hoped that the methodology used in this research will find its way to other researchers who are likewise trying to come to terms with the multitude of new and changing genres on the Internet. One of the most salient aspects of this research is to adopt Santini's idea of Hybridism. The ability to understand that this solves the dilemma of blurred genres and that it is also, more than likely, a growing trend for cyber/digital genres to evidence Hybridism, leaves the researcher better equipped to analyze cyber/digital documents.

It is apparent that there are a number of research limitations that must be mentioned. The first to be mentioned is the limited number of web advertisements analyzed. This is an area that future researchers who have more resources (financial and temporal) could examine. It would only help the field of genre studies to replicate this research on a greater scale. Another limitation is specific content. That is examining other micro genres would have cemented the LSWA sub-genre classification. For example, analysis of guitar, bodybuilding, and/or golf web advertisements could have demonstrated that the only discernible change was at the content level—that all other components were the same for an LSWA. Additionally, this research has barely touched on the psychological aspects of SDWA construction, purpose and use. This Gene Analysis does not include more than a superficial accounting of the psychological aspects. Humans have a deep drive to use genre classification in a variety of pursuits. To grasp the meaning for this, the why, it is necessary to do considerable research in the fields of psychology and neuroscience. Both of these fields have made it their purview to ascertain the motivation or need for certain mental constructs humans use, linguistics has not. It merely describes and catalogs the events. To unearth the reasoning why humans use and seem to need to use genre attaches itself to the macro discipline of Evolutionary Psychology and to the micro specific fields of Perception, Cognitive Processing (tied to Neuro Science).

It includes such concepts as groups, containers, like, dislike, labeling, Gestalt functioning, etc. It is far outside the scope of this research to bring all of these areas together to bear on the examination of the SDWA documents under the current Genre Analysis. It is, however, pertinent to mention that these aspects are in play and constantly influencing the ability to reduce genre to merely a linguistic domain construct. However, it should be remembered what Bartlett said, "[v]iewed from the perspective of the reader of a document, identification of a document's genre makes the document more easily recognizable and understandable, thus reducing the cognitive load of processing it," (Bartlet, 1967 in Crowston, 2010: book chapter).

Additional further study could employ a thorough lexical choice analysis. The collocations of certain lexical items could be compared. For example, the researcher is fairly confident that the verb form 'is' occurs with a high frequency with the demonstrative, 'this.' The combination of 'this is' could be compared to the frequency of other collocations. This would, however, require a software program(e.g., concordance)to sort the lexical parings at any large sample size. The percentage of adjectives and adverbs per line could be ascertained to see if LSWAs manifest a preferred percentage of adverbs to verbs and adjectives to nouns, and pronouns. Extending the research deeper into advertising supra genre would entail, ultimately, the psychological factors, drivers, and aspects. These could be approached via societal parameters or psycholinguistic parameters or the combination of both. Investigation into this area would greatly advance the field of Hortatory studies and linguistics overall. More specifically, the need for automatic genre detection on the Interned is an area of concern for researchers such as Santini. It is posited that further research into specific sub-genres (of online advertising such as golf, bodybuilding, etc.) would give telling evidence to scholars looking further up the taxonomical hierarchy and it would aide them in constructing search designs for genre identification.

It is felt that all of these areas of further study would greatly benefit the investigation of the largest communication platform known to mankind, the Internet. It also felt that the future of applied text/discourse and genre analysis will be found in this platform. The macro field of linguistics would greatly be aided if tools and methods can be further developed for this cyber/digital milieu. It is to this end that this research has been conducted.