

LINGUISTIC REPRESENTATION - A SYSTEMIC FUNCTIONAL LINGUISTIC STUDY OF BLURBS

Bhupinder Kaur

Abstract

Blurb typically is a short excerpt or description of a book that appears on the book jacket or at the back of the book. It gives a brief insight into the piece of writing. In common parlance, it gives brief information about the written as well as the content of the book. The Oxford English dictionary defines it as " a short description of a book, film or other products written for promotional purposes." The Blurb, therefore, draws attention and evokes the quest of the potential readers, thereby persuading the reader to purchase the book of their interest. For a blurb to stand out, it has to be informative as well as persuasive. The language thus, used for blurbs perform a communicative, informational and persuasive function. In the present study, using *Systemic Functional Linguistics*, more indicatively the tools of *Ideational MetaFunction* of language, blurbs have been analyzed to examine how the content in blurbs is presented to the readers to achieve its purpose. This Linguistic theory focuses on the study of languages as source of meaning which centralizes the study on discourse analysis. Also, by applying the stages of *genre* analysis, structural features of blurbs have been analyzed.

Key Terms: Systemic Functional Linguistics, discourse, Ideational Metafunction.

Blurbs as a Social discourse

Language is strategically used in advertisement as a marketing tact to achieve economic success by increasing promotion of the product. "Advertising is a prominent discourse type in virtually all contemporary societies and we live in a society where it is already well established or rapidly gaining ground" avers Cook. Advertisement, therefore, is of prime importance in the field of marketing. The sole aim of using languages in advertising field is not just to inform the evidence about new launch of a product but also to impress them with innovative advertising skills. So, the choice of languages plays an essential role.

The term discourse analysis is widely used for scrutinizing the ways in which language is used both in written and spoken forms between the people. It observes the conversation of a writer's text and its reader. In discourse analysis, social and cultural content is chiefly taken into account.

A type of discourse that has a social purpose or some social characteristic in its communication is social discourse. Social discourse is something what is spoken or written in a given state of a society. It can be represented through electronic media or it can be in printed form. It can also be in non-verbal features of communication like tone and gestures.

Languages plays an important role in social discourse as it is only through language that people express their feelings emotions, thoughts and can also give meaning to their symbols and sounds. In case of blurbs, the content should be such that is should engage the reader with appropriate tone. It should not be lengthy and should provide the particulars of the book thoroughly.

"Blurb means 'Publisher's short description of the contents of a book, usually printed on the jacket or cover' (OALD n.p)". A good blurb is beneficial to the reader it briefs the content clearly and attracts the reader with significant tone.

"According to Swales (1990) and Bhatia (1993) as cited in Valor (n.p), ' the main communicative purpose of blurbs is to persuade potential readers to buy the book by providing both information and positive evaluation'. This purpose is reflected in the rhetorical organization of the blurb. " (Al-Shehly, Mohsin, n.p)

Hence, we can conclude that blurbs not only perform persuasive function but is also interrelated with advertising discourse in two ways - Firstly, it reveals the idea of content and its structure and secondly, it describes persuasion and also the prominent characteristics that are used in blurbs. So, we can assume that blurb is a persuasive and communicative text for the reason that it influences readers to buy the book, and also, blurb is a type of advertising. Taking into account the importance of blurbs in persuading the readers, publishers spend a lot of time and money in defining the cover of the books to attract readers. When a reader buys a book he firstly looks at the front cover of the book and then to get more information of the book looks at the back cover.

Blurbs as Genre

According to Martin and Rose, "*Genre* is a staged goal oriented social process. Social, because we participate in *genres* with other people, goal oriented, because we get *genres* to get things done ; staged because it usually takes us a few steps to reach our goal". (P.7)

Genre is commonly assigned to different types of social contexts. The moves or stages of a *genre* are the stable constituents of its structure, so we can easily figure out the form of the text after text of the *genre*.

As for the *genre* of advertisement, it is observed that it brings out a social function i.e. it attracts the attention of the buyers to buy the product by providing a detailed information about the product. Buyer can recognize, choose and comprehend more correctly the products which will increase the utilization of the product.

The *genre* of blurbs has a main character i.e. communication. It has to persuade the readers to buy the book by providing the complete information of the book i.e. about its content and its features. This can also be done by presenting the positive rating about the book. This aim can be clearly seen in the rhetorical organization of the blurb. For the sake of communication and persuasion of blurb, many schematic patterns are used. Thus, *genre* of blurb is characterized by its communicative goal and rhetorical organization.

Conceptual Framework

Language is an important ethical tool. It is through this tool that human beings are able to exchange their ideas, beliefs, feelings, knowledge etc. Language is a consequence of social and cultural environment. According to Halliday, "language is interpreted as a system of meanings accompanied by forms through which the meaning can be realized and answer the question, how are these meanings expressed? This puts the forms of a language in a perspective as means to an end rather than as an end in themselves". (XIV)

Egins considers, "Languages as a strategic meaning making resource" (P.2). Language mainly involves two functions from the systemic Functional view i.e. the *ideational meaning* and *interpersonal meaning*. The knowledge given by *ideational meaning* and *interpersonal meaning* is compiled into a text with the help of *textual metafunction*. Therefore, these three functions i.e. *ideational*, *interpersonal* and *textual* are regarded as the metafunctions of language and all these three metafunctions work at the same time.

In the present study, using the tools of *ideational metafunction* of language blurbs have been scrutinized to examine how the content is presented. *Systemic Functional Linguistics* is chiefly concerned to know the form and structure of language used in many ways. Thus, SFL plays a significant role in disclosing author planned meaning which is inferable in the text i.e. blurbs.

AIM OF THE PAPER

Based on the theory of *Systemic Functional Linguistics* introduced by M.A.K Halliday, the objective of the present research is to show how the content is represented to achieve its communicative purpose and persuasive function in the blurbs. It also to analyze structural features of blurbs by applying the stages of *genre* analysis. The present study focuses to answer the question who does what to whom? The term 'Actor' is used to refer to a person who performs an action that requires energy and strong determination to have a positive effect on others and to this actor can be an author or receiver or the book.

DATA COLLECTION

The data for present study constitutes thirty (30) blurbs taken from the books published by *Routledge classics*. The reason for choosing *Routledge classics* is that they are most widely read publishers. These publishers provide guidance essential for literary studies. In the present study, analysis of thirty blurbs is conducted from perspective of *transitivity* and *genre* analysis. The selected blurbs are related to famous writers like Roland Barthes, Jung, Sartre, Eagleton, Said, Foucault etc; whose works are highly rated in

literature. More than one blurb has been taken from the book written by the same another as the concepts given vary in different books.

DATA ANALYSIS

In the present research, the main focus is on *transitivity* model of *ideational metafunction*. Language is used to express reality through *transitivity*. The system of *transitivity* is reflected through the experience going on inside ourselves (in the world of consciousness) and the outside experiences (the experiences of actions and events). Simply, we can say that language gives a reflection to our view of the world which consists of happenings (verbs), things involved (nouns), or having attributes and also showing background details of place, time, manner etc (adverbial).

Simpson claims that *transitivity* refers generally to how meaning is represented in the clause (88). Halliday developed *transitivity* as an analytical device of language. It deals with the grammar of *ideational or Experiential function*. It deals with field of discourse.

There are three main constituents of it.

- Process (Represented by verbal group)
- Participants (Represented by nominal group)
- Circumstances (Represented by adverbial group or prepositional group)

Mainly there are six types of processes in *transitivity* system namely *Material*, *Mental*, *Behavioral*, *Verbal*, *Relational* and *Existential*. Out of these, *Material*, *Mental* and *Relational* are the three main types of processes.

MATERIAL PROCESS

This is a process of doing or happening. In this process entity does something physically. There are two participants in this process. One obligatory participant is Actor who performs action, and other participant is Goal which experiences action. The other optional participants are Range, Beneficiary and Scope.

Pal Ahluwalia	Teaches	Politics	At the university of Adelaide
Actor	Pr:mat	Goal	Cir:loc

Range is the extension of the process. Beneficiary is the participant which benefits from the process. A Beneficiary can be a recipient (the one to whom something is given) and a client (the one for whom something is done)

In the blurbs, the agent or participant is animate (author or reviewer) as well as inanimate (book reviewed). Being a process of action, the *Material* processes are commonly used in the blurbs to give maximum knowledge about the content of the book and create such a curiosity so that the reader likes the book. So, in almost all the blurbs, the role of the *Actor* is given to author or reviewer or the book that provides information about the content of the book and the role of the *Goal* is-given to reader who reads the book/or to the content/theme of the book.

<i>Structuralist Poetics</i>	shows	clearly	how it can help us learn to read literature in different ways.
Actor	Pr :mat	Circ:manner	Goal

Cl. No.6	In the Undiscovered Self	Jung	Explains	The essence of teaching	For a readership unfamiliar with his ideas.
	Circ: loc	Actor	Pr:mat	Goal	beneficiary

In some-blurbs, it is seen that by the use of Material Processes referred by the second personal pronoun 'you' has the role of Actor. This is done with the aim to take the reader in confidence. This is shown in clause such as:

Cl. No.2	You	need	no previous knowledge of the languages.
	Actor	Pr:mat	goal

MENTAL PROCESS

It is a process of sensing in which nothing concrete happens. As sensing is the property of living beings, so one participant is living and is called Sensor and other is Phenomenon the entity which is sensed, felt, thought or seen. This gives the reflection of the world of consciousness involving cognition, affection and perception.

Through Mental process we can gain the insight into the perception and thinking of the writer. These processes tell us how much knowledge the author has and how he uses that knowledge to influence the reader. This process also tells about the author's specialty in a particular field. Through these processes the reviewer tries to show the importance of the concept discussed in the book to the reader.

Example 8:

Cl. No.3 a	He	Is	known	for his controversial journalism on the Palestinian political situation.
	Sensor		Pr:mental	Phenomenon

RELATIONAL PROCESS

These are the processes of 'being'. It establishes the relationship between two entities. Two participants are there in this process. In this, one participant is identified with the help of other Identified entity is called Token and identifying is Value. In other type, a quality is assigned to an entity. The entity becomes Carrier and quality Attribute. Other types are intensive, circumstantial and possessive Relational processes

This process captures the attention and interest of the buyer by describing, explaining or outlining and attributing the value to the book and also by comparing it with other books or concepts. In the clauses of the blurbs, the participants in the Relational Process are appraised in a positive way. In these processes, the author or the book occurring in blurbs is represented in the role as carrier/token and the features or the characteristics of the author or book are represented as attribute/values.

Example:4

Cl. No.1	Russell West	Is	Professor of English.	At the university of Pretoria, South Africa.
	Carrier	Pr:rel	Attribute	Cir:Loc

Example:5

Cl. No.8	Paul de Man	Is	To many a driving force behind the critical movement of deconstruction.
	Token	Pr:rel	Value

The second kind of Relational processes found in the analysis is Possessive Relational processes. These clauses have processes as: 'includes' 'has' or 'have'. Out of these 'includes' is more common. Through Possessive Relational clauses information is given about the author and the content of the book. And also that the concept presented by the author shows that the given concept also relates to other concepts as it has the characteristics of other concepts, so it is presented as possessor and the values or characteristics that it possesses are presented as possessed.

Example: 6

Cl.NO:2	He	Has	A remarkable angle of vision, a highly disciplined and coherent one, that informs his work to such a degree as to make the work Sui Generis original.
	Possessor	Pr:rel	Possessed

VERBAL PROCESS

It is a process of saying. The participants which are associated with this process are Sayer(the one who says), Receiver(to one to whom something is addressed) and Verbiage(something said).

Verbal processes are used to tell directly the ideas that are there in the book. This process provides information about the book given by the experts or authorities or specialists and they are called Sayers and their views or experiences is called verbiage.

Example 9:

Cl.NO:4	He	Called	The new process 'deconstruction'
	sayer	Pr:verbal	verbiage

BEHAVIORAL PROCESS

It is a process of physiological and psychological behavior. This process is the interface between Material and Mental processes. It is a process which represents both the sensing and the doing. The main participant in this process is Behavior.

Behavioral process tells us about the experience which the reader will have after reading the book.

Example 10: c.f Blurb 14

Cl.NO:11 a	(It)	awaken	many individual to the new life of the self.
	Behavior	Pr: beh	Behaved

EXISTENTIAL PROCESS

This asserts that something exists or happens. Dummy-subject 'there' is used to tell about the existence. The author gives information about the content of the material the book has and how much that material is useful to the readers.

Example 1 1 :c.f Blurb 1

CI.NO:2	Until now however	There	has been	no clear introduction to his crucial work on art, language and poetry for students of literary and cultural studies.
		-	Pr:exist	existent

The following table shows the results of transitivity analysis of the thirty blanks.

Blurb/process type	Material process	Mental process	Relational process	Verbal Process	Behavioral process	Existential process	total
1	12	1	5	-	-	1	19
2	13	1	9	-	-	-	23
3	13	2	7	-	-	-	22
4	12	1	5	-	-	-	18
5	10	1	11	-	-	-	22
6	14	1	7	-	-	-	22
7	10	1	7	-	-	-	18
8	15	1	3	2	-	-	21
9	21	4	7	1	-	-	33
10	18	1	5	-	-	-	24
11	8	1	7	-	-	-	16
12	7	-	2	-	-	-	9
13	3	1	4	-	-	-	8
14	10	1	5	1	1	-	16
15	14	2	2	1	-	-	18
16	10	-	2	-	-	-	12
17	6	-	6	1	1	-	12
18	10	1	7	-	-	-	18
19	10	2	8	1	-	-	21
20	11	-	6	1	-	-	18
21	7	1	10	-	-	-	18
22	7	-	7	-	2	-	16

23	11	1	8	1	-	-	21
24	9	-	2	2	-	-	13
25	13	1	9	2	-	-	24
26	12	-	4	3	1	-	20
27	6	1	6	-	-	-	13
28	8	-	7	-	-	-	15
29	8	-	3	-	-	1	12
30	9	-	6	1	-	-	16
	317	26	171	17	5	2	538

In the configuration of the *genre* of thirty (30) blurbs, the stages given in the *genre* analysis of the *Amazon U.K Blurb* by Neslihan Onder are suitable for the present research. Besides the stages that are in *Amazon U.K Blurb* analysis, some more stages and steps have been added. Each stage and step serves its own purpose. In the configuration of genre, it is seen that there are nine moves and thirteen steps. Each stage is named and sentences which are appropriate are taken for that stage and are arranged accordingly. The are chosen in their original form. The following stages have been observed in the genre analysis of thirty blurbs.

Move 1: Complimenting the author.

Move 2: Book Description

Step 1. Brief information about the book.

Step 2. Summary of the Book

Step 3. Description of the Character (s)

Step 4. Quotation from the book.

Step 5. Concept in general

Step 6. Accompaniment with book.

Move 3. Justifying the book by establishing a niche.

Move 4. Book Promotion

Step 1. Complimenting the book.

Step 2. Review

Step 3. Recommendation to read.

- Move 5.** Author's Background
- Step 1. Establishing Credentials.
- Step 2. Personal Life
- Step 3. Compliment for the author.
- Step 4. Compliment by the author.
- Move 7. Publisher's Website
- Move 8. Publisher's and Distribution's Website
- Move 9.** Analysis by the author.

It is observed in the *genre* analysis that each stage serves its own purpose. There is clear marking out of the stages. There is no embedding of any of the stages. Each and every stage is easy to identify from its heading. For example, in blurb/stage/ is *complimenting the author*. This stage gives the information about the author's important works or praising the author in general.

In the *genre* analysis of thirty blurbs, it is observed that there are nine moves and thirteen steps. Each move and step has its own contribution. The main moves and steps that are found more common in the analysis are; *Establishing Credential* 29(97%), *Publisher's Website* 27(98%), *Complimenting the author* 23(77%), *Summary of the book* 22(74%), *Complimenting the book* 19(64%), *Brief information about the book* 16(54%), *Review* 15(50%) and *Justifying the book by establishing a niche* 14(47%) respectively. Rest of the moves or steps are found more or less in the blurbs, for example:-*Description of the character* 10(34%), *Quotation from the book* 2(7%), *Concept in general* (7%) etc. One of the important finding is that one move—move *Author's Website/blog* is found nowhere in the analysis.

Most of the blurbs begin with the move 1 but some begin with move 2 or move 4.

Move 1	Complimenting the author	This move is one of the common moves in the genre analysis of the blurbs. This move gives information about the author as a whole. It tells us about the author's particular book or about narrative skills or success stories by appreciating the author in general or in particular field. For example, in Blurb-3-Move 1 (<i>give the information about the Bill Ashcroft and Pal Ahluwalia who have published extensively in the field of post colonial studies.</i>)
Move 2	Book Description	This move includes many steps. It gives information about the book, its content, character etc. This move is found in almost all the blurbs. This gives information about the book by following one or the more steps.
Step 1.	<i>Brief Information about the book</i>	It briefly outlines the plot and the content of the book. It does not give detailed information. It is generally of two or three sentences. In Blurb -7-Move 2- Step 1- (<i>This guide offers a way in to the full range of his work, from the critical essays to the wartime in journalism.</i>)
Step 2.	<i>Summary of the book</i>	This describes the book content in detail. It is mainly of one paragraph or move. As in Blurb-12-Move2--Step2-- (<i>The author explores temporality's relationship with a diverse range of related concepts. including historiography, psychology, gender, economics, postmodernism, postcolonialism.</i>)
Step 3.	<i>Description of the character (s)</i>	This step gives the information about the character regarding his particular work, age, job, family details. For example, in Blurb-3-Move 2—Step 3— (<i>Edward Said is perhaps best known as the author of Orientalism (1978). A book which changed the face of critical theory and shaped the</i>

		<i>emerging of field of post colonial studies.</i>
Step 4.	<i>Quotation from the book</i>	It produces the author's own sentences or sentence from the book. As in Blurb-20- Move 2—Step 4 (<i>Foucault is able to identify 'that opening up of the concrete individual, for the first time in Western history, to the language of rationality, that major event I the relationship of man to himself and of language'.</i>)
Step 5.	<i>Concept in general</i>	This step gives information about the concept which acts as a base and the whole book is based on it. As in Blurb-13- Move 2—Step 5— (<i>Genre is a key means by which we categories the many forms of literature and culture. However, it is also much more than that in talk and writing, in music and images, in film and television, genre actively generates and shapes our knowledge of the world.</i>)
Step 6.	<i>Accompaniment with the book</i>	It provides information about the extra material which helps in study of the book. This may include audio cassette, video CD's etc. As in Blurb-29- Move 2—Step6--- (<i>An accompanying cassette is available. Listening to the pronunciation guide, conversations and texts spoken by native Japanese speakers will improve both your speaking and comprehension skills.</i>)
Move 3.	<i>Justifying the book by establishing a niche</i>	It relates to the plot which is not available in other text . For example, in Blurb-1- Move 3 (<i>This accessible volume transformation the daunting task of redding Heidegger into an exciting and necessary challenge.</i>)
Move 4.	<i>Book Promotion</i>	This move appreciates the book through blurbs. It includes three main steps.
Step 1.	<i>Complimenting the book</i>	This step describes the book by using encouraging, useful or suitable words. As in Blurb-11- Move 4—Step 3 (<i>Structuralist Poetics remains an arresting and vital tome and an essential guide.</i>)
Step 2.	<i>Review</i>	This step refers to the reviews of the book or of the

		author by magazines, journals, newspapers, etc. They are mostly favorable. Reviews mainly consists the name of the reviewer or publication only or information about both the reviewer and the related publication. For example, in Blurb-26- Move4—Step 2 --('Almost from the moment deconstruction emerged as a glittering force on the academic scene, its many detractors have been saying that it is "dead". And yet the term deconstruction has penetrated almost every aspect of culture'. ---New York Times.)
Step 3.	<i>Recommendation to read</i>	It generally relates to the statements that immediately affect readers. As in Blurb-6- Move 4—Step4 - ('extremely useful for the novice to Barthes'. -Robert Harvey, State University of New York at Stony Brook)
Move 5.	<i>Author's background</i>	This move gives information and promotional information about the author. It is observed through one or more steps.
<i>Step 1</i>	<i>Establishing Credentials</i>	It tells us about the author's experience, work or job, TV programs, Success stories, awards, education publications etc. For example, in Blurb-2- Move 5 – Step.1 —(Richard J. Lane is senior Lecturer in postcolonial theory, drama and literature at south Bank University Landon.)
Step 2.	<i>Personal Life.</i>	This step gives information about the place or year of birth, family background, place of living, place of or death. For example in Blurb-26- Move 5—step 2 (<i>Jacques Derrida was born in Algeria.</i>)
Step 3.	<i>Compliment for the author</i>	It tells us about the view point of other about author. It includes favorable words regarding author's important work or about the author's specialization some field. As in Blurb-27- Move5-Step3 - (' Terry Eagleton is that rare bird among literary critics real writer'.-Colin McCabe, The Guardian.)
Step 4	<i>Compliment by the author</i>	This tells us about the view point of the author

		either about himself or about the book. For instance in Blurb 25- Move5--Step4 —'Since critics condemn me name of literature without ever saying what they mean of literature without ever saying them is to examine the art of writing without prejudice. What is writing? does one write? For whom ?The fact is, it seems nobody has ever asked himself these questions---Paul Sartre.
Move 7	<i>Publisher's Website</i>	This tells us about publisher Web address In Blurb-9 Move7- (www.roulledge.com)
Move 8.	<i>Publisher's and Distributor's Website</i>	This step provides information about web address of the publisher and distributor who published and distributed the book For example as in Blurb-13 Move7 —(www.atlanticbooks.com)
Move 9.	<i>Analysis by author</i>	This move gives information about the analysis or examination done by the author. For example, in Blurb-12- Move9- (<i>Russell West—Pavlov examines time crucial part of the critical theories of Newton, Ft Ricoeur and Benjamin and explores the treatment time in a broad range of texts, ranging from the writing of St. Augustine and Sterne's Tristram Shand to Woolf's Mrs. Dalloway and the poetry of Philp Larkin.</i>)

Hence, by using the symbols as stated in Eggins the occurrence of stages in schematic structure of blurbs is described. The symbols < > indicates that a particular stage is recursive, symbol () indicates that stage is optional and parentheses [] are used to enclose a sequence of stages.

[Complimenting the author ^ Brief information about the book ^ Summary of the book ^ (Description of the character/s) ^ (Quotation from the book) ^ (concept in general) ^ (Accompaniment with book) ^ Justifying the book by establishing a niche ^ Complimenting the book ^ Review ^ (Recommendation to read) ^ Establishing Credentials ^ (Personal life) ^ (Compliment for the author) ^ (Compliment by the author) ^ Publisher's website] ^ (Publisher and distributor's website) ^ (Analysis by the author)

Thus, *Establishing Credential, Publisher 's Website, Complimenting the author* and *Summary of the book* are the main moves and steps, and other moves and steps are optional.

CONCLUSION

In the present research by applying *transitivity* and *genre* analysis of thirty blurbs it is found how the content is presented and how the blurbs are structured. It also represents how blurbs are used to achieve its communicative purpose and persuasive function.

In the analysis of thirty blurbs by applying *transitivity* model it is observed that out of 538 evaluated clauses *Material processes* are the dominant types of processes in the present research. As *material process* is the process of doing so there is always an agent who performs an action. The agent in blurbs is living (author/reviewer) as well as non- living. These processes provides information about the content of the book and help the readers by providing relevant and necessary information about the book.

The second dominating process type in the blurbs is *Relational process*. In these processes, the author or the book occurring in the blurbs is represented as *Carrier/Token* and features or the characteristics of the author or book as *Attribute/Value*. This process praises the book as well author in a positive way.

The second type of *Relational processes* found in the analysis is *Possessive Relational process*. They act as *Material processes* i.e., they also give the information about the content of the book and also about the author.

The *Mental processes* as: 'known, saw' etc represents the psychological experience of the author. This process tells us how much knowledge the author has and how he uses that knowledge to influence the reader. *Verbal processes* are used to tell directly the ideas that are there in the book with the help of reviewer. There are very few *Behavioral* and *Existential* processes found in the research.

Different type of processes contributed in the text of the blurbs. The principal use of the *Material processes* followed by *Relational processes* provides maximum information about the content of the book and also about the author or the reviewer.

Through the *genre* analysis of blurbs it is evaluated that how the blurbs are structured. The linear description of the schematic structure of the blurbs is as: Complimenting the author ^ Brief information about the book ^ Summary of the book ^ Description of the character/s ^ Quotation from the book ^ Concept in general ^ Accompaniment with book ^ Justifying the book by establishing a niche ^ Complimenting the book A Review ^ Recommendation to read ^ Establishing credentials ^ Personal life ^ Compliment for the author ^ Compliment by the author ^ Publisher's website ^ Publisher and Distributor's website ^ Analysis by the author.

In the *genre* analysis of thirty blurbs, it is observed that the predominating type of step of **move 5** is *Establishing Credentials*. It tells about the author's experience, work or job, T.V programs, success stories, awards, education publications etc. In addition to this, the dominating *move* is *Publisher's Website* which provides information about the publisher's web address. The third recursive step is *Complimenting the author* that gives information about the author as a whole. It tells us about author's particular book or about

his success stories or by appreciating the author in general. The fourth dominating step, *Summary of the book* describes the book content in detail in one paragraph.

The other moves and steps like *Book description, Justifying the book by establishing a niche, Author's background, etc.* occurs less.

In the rhetorical structure of the blurbs which consists of stages reflects its communicative goals, by providing detailed information about the book and the author/reviewer.

Hence, in the present research it is observed that by applying *transitivity* model an insight is given to the reader that how the content is presented and by configuring *genre* it is observed how blurbs are structured and how they perform communicative purpose and persuasive function.

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Biographical Note

My name is Bhupinder Kaur Chhina. I am a research scholar in English department at Guru Nanak Dev University. I have done B.A. (Hons in English), M.A (Hons in English), M.Phil (English) from Guru Nanak Dev University. I am pursuing Ph.D under the guidance of Dr. Sukhdev Singh (Professor Department of English).

