



Promotional Genre in Research Article Abstracts (RAAs) in the Applied Linguistics

Discipline

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Article Info	Abstract
Received: 2026 - 06- 01 Revised: 2026 06-18 Accepted: 2026 06-30 Keywords: Applied linguistics discipline, communicative strategies, promotional genre, research article abstracts (RAAs). DOI: 10.24256/ideasv14i1.11654 Corresponding Author: Warsidi warsidi.dty@uim- makassar.ac.id English Literature, Universitas Islam Makassar	<i>While understanding promotional genre in research article abstracts (RAAs) has important role to promote research and attract targeted audiences, studies in these potential topics are still limited in the literature. This study aims to analyze promotional genre, communicative functions to promote research, in English RAAs by addressing two important goals: identifying to what extent is research promoted in the abstract section in the applied linguistics discipline, and discover communicative strategies employed to promote research in the RAAs. In responding these goals, it used genre approach to analyze 30 RAAs in the applied linguistics discipline published in reputable journals in Q1 Scopus indexed journals with Scimago Journal Rank (SJR) higher than 1.0 using a qualitative genre analysis. The results revealed that 29 of 30 RAAs promote their research in this section, and they used three communicative strategies to promote their research. These three communicative strategies include: promoting the importance of the current research topics, promoting the importance of the findings, and promoting the implication and contribution of the study. This study may contribute to expand genre studies in the literature and contribute to academic writing in research practices and writing pedagogies.</i>

1. Introduction

Genre analysis in research articles (RAs) has been becoming a growing concern in all over the world in various disciplinary research (Afshar et al, 2018; Arsyad, 2013; Behnam & Golpour, 2014; El-Dakhs, 2018; Warsidi, 2021). Besides, such studies on genre of RAs were also conducted in various language backgrounds, such as Indonesian (Alkamillah et al., 2022; Arsyad & Adila, 2018; Arsyad & Arono,

2016; Warsidi, 2025; Warsidi et al., 2024; 2025a; Warsidi & Maniam, 2024; Warsidi, 2026), Thai language (Amnuai, 2021; Sirijanchuen & Gampper, 2018; Wannaruk & Amnuai, 2016), and many more.

Moreover, genre analysis in RAs has also been conducted in all sections of RAs, such as in the abstract section (Al-Khasawneh, 2017; Arianto et al., 2021; Ekoç, 2020; Warsidi, 2022; Xu, 2024; Богинская, 2024), introduction (Sawaki, 2023; Warsidi, 2024; Warsidi et al., 2025b; Warsidi et al., 2023; Zainuddin & Shaari, 2021), method section (Zhang & Wannaruk, 2016), results and discussion (Warsidi et al., 2025a), and conclusion section (Deng & He, 2023; Ruiying & Allison, 2003). These genre studies in RAs suggest that genre has important roles and become comprehensive approach in academic writing, particularly research articles.

However, although RAAs have received many scholarly attentions in various disciplines and language backgrounds, relatively few genre analysis in the RAAs conducted to discover promotional genre in this potential section. Abstract section has important roles to promote research because it summarizes the research and most scholars read the abstract section before reading the research thoroughly. This paper also reviews genre analyses in the RAAs to identify to what extent this promoting section has been analyzed this far.

First, although boosting and hedging strategies in RAAs have been studied by Ekoç (2020), the purpose was to discover how university students prepare their abstract to join an academic conference, not research articles published in academic journals. Second, rhetorical analyses or move analyses in RAAs have been carried out in the Arabic RAAs and the results showed five obligatory moves and one optional one (Alzarieni et al., 2019), Turkish and foreign authors' abstracts that indicate no significant difference between them (Fatma & YAĞIZ, 2020).

While genre analysis is more focusing on rhetorical organization of RAs, such as move analysis (Swales, 1990), genre analysis in the RAAs seems to be more conducted to discover rhetorical moves, but hardly did such genre analysis investigate promotional genre in the RAAs. Research promotion analyses were mostly conducted in other sections of RAs. For example, research promotion in the introduction section is conducted through claiming centrality, and in this regard, authors claimed that the current research topics is significant (Abdi & Sadeghi, 2018; Deng et al., 2024).

English RAIs contained more claiming centrality as promotion than Japanese RAIs (Sawaki, 2023). In employing claiming centrality, applied linguists found four types of employment; they are appeals to salience, to magnitude, to topicality, and to problematic issues (Wang & Yang, 2015). Appeals to salience means the Importance or significance of the topics; appeals to magnitude refer to the size, extent, or prevalence; appeals to topicality imply to timing concern or current interest such as timing relevance; appeals to problematic issues mean the existing problem or research gap has not been addressed.

Promotional genre has been investigated in IMRD sections of RAs and the

results showed two promotional strategies: claiming centrality that indicates authors' current research topics are significant, and promoting the contribution of their study (Warsidi, 2023). However, this study did not cover the abstract section, while the roles of abstract in promoting research seem important to attract targeted audiences. The only promotional genre analysis in the RAAs as reviewed in this study was conducted in the conference abstract papers (Zibalas & Šinkūnienė, 2019).

This study focused on analyzing rhetorical structures and promotional genre using 100 RAAs in an academic conference, and the analysis results found four moves: Background, Purpose, Methods, and Results. However, two additional moves were found: Niche Opening (highlighting research gaps) and Announcing Position (explicitly stating the author's argument). Then, promotional genre in the RAAs is an attempt to be more promoting research necessity (Zibalas & Šinkūnienė, 2019). These findings may contribute to expand genre analysis theoretically in additional to earlier genre studies and to practical teaching writings for academic purposes.

The review above implies that while genre analysis in research articles has received big numbers of scholarly attention, including in the abstract section, promotional genre in RAAs has limited attention this far. The only found promotional genre in RAAs in the literature was conducted in abstract conferences (Zibalas & Šinkūnienė, 2019) and RAAs in the Sociology discipline (Li et al., 2025), while hardly found promotional genre in the literature focuses on RAAs lexically and explicitly. Finding this limited attention in the field, this study intends to investigate promotional genre in RAAs in the applied linguistics disciplines by addressing the following research questions:

1. To what extent is research promoted in the abstract section in the applied linguistics discipline?
2. What communicative strategies do authors employed to promote their research in their abstracts?

Addressing the two research questions above may contribute to expand genre studies in promotional abstract and may potentially contain practical contribution for teaching academic writings for publication purposes. By understanding these potential contributions, thus, this study focuses on analyzing RAAs published in high reputable journals by using the following conceptual framework: using 30 RAAs as corpus analyses, identifying communicative moves, discovering promotional functions or academic promotion. Further description about analysis is explored in the method section in following section.

2. Method

Research design

This study used genre approach for the data analysis and employed qualitative approach to report the analysis results. The reason for employing these

approaches is that while genre was employed for an analytical approach and identified promotional genre in each communicative event within the abstract section, qualitative approach was used to discover textual functions, purposes, and ensure the context of texts. Thus, combining these two approaches may support the data analysis results and convince reliabilities of data analysis results.

Data and data collection

Data in this study are 30 research article abstracts published in three quartile 1 (Q1) Scopus indexed journals in the discipline of applied linguistics: Applied Linguistics (Q1, SJR 2.21), English for Academic Purposes (Q1, SJR 1.45), and English for Specific Purposes (Q1, SJR 1.13). These journals were selected as data because they are reputable, high ranks, and the quality of papers published in these selected journals are consistent. Then, to get 30 research article abstracts from these selected journals, 10 were selected from each journal that were published from 2021 to 2025 because these covering years of publications are considered as still new. In this regard, all selected articles are from empirical research. Any papers meeting these criteria were then selected randomly to reach 30 RAAs.

Data analysis

This study employed a genre theory as an approach for investigating the data pioneered in Swales (Swales, 1990) and some earlier genre studies in research articles (Adnan, 2010; Warsidi, 2023; 2024). For analyzing data, it used a manual analysis by identifying lexical signals associated with promotional strategies, such as importance, gap, novelty, originality, value, contribution, significance, implication, impact, etc. For example, “**Most common** words in English have multiple different meanings, **but relatively little...**” 01.

The justification term ‘most common’ indicates important, and this term may be included in coded data. However, before coding was conducted, the meaning and the context were ensured that the purpose of the strategies is to promote research. Then, after coding was conducted, the author re-read, re-analyzed, and re-examined the coded data to ensure that the communicative strategies are to promote research. By doing multiple stages of analysis, the analysis results may become reliable and convincing.

3. Result

Promoting research in the abstract section

The analysis results in the present study showed that promoting research is quasi-obligatory in the research article abstracts because 29 of 30 research article abstract (96.67%) contain promotional genre. More findings about the promotional genre in the present study are illustrated in Figure 1.

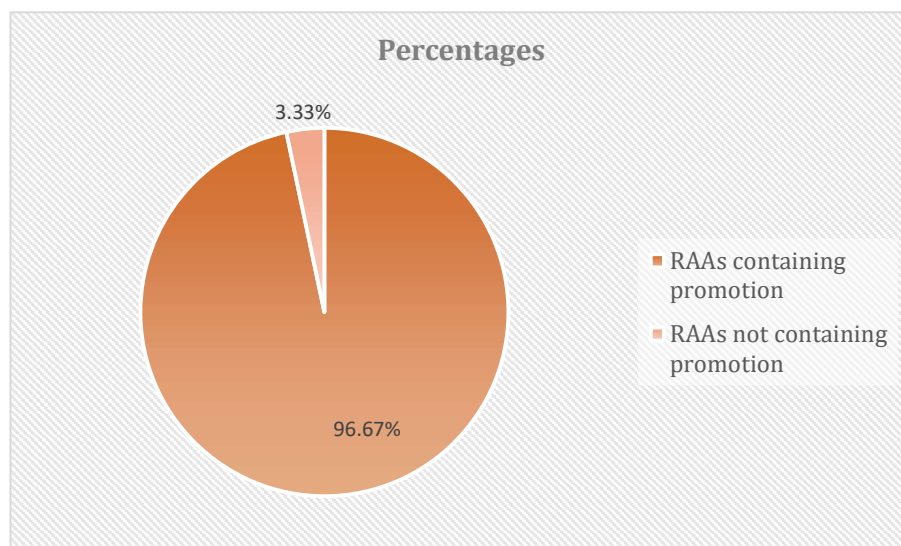


Figure 1. Promotional genre in RAAs in the applied linguistics discipline

As illustrated in Figure 1, most RAAs contain promotional genre because 29 of 30 promote their research in the abstract section. This finding implies that only one RAA doesn't contain promotional genre, and thus, this finding suggests that promoting research has an important role in the abstract section. The employment of promotional genre in this study is illustrated in the following sub-section.

Communicative strategies to promote research in the abstract section

The analysis results showed three communicative strategies to promote research in the abstract section in the applied linguistics discipline. However, of these three communicative strategies, promoting the implication and contribution of the research has the highest appearance in the present study. For more details, Figure 2 illustrates communicative strategies to promote research in the abstract section.

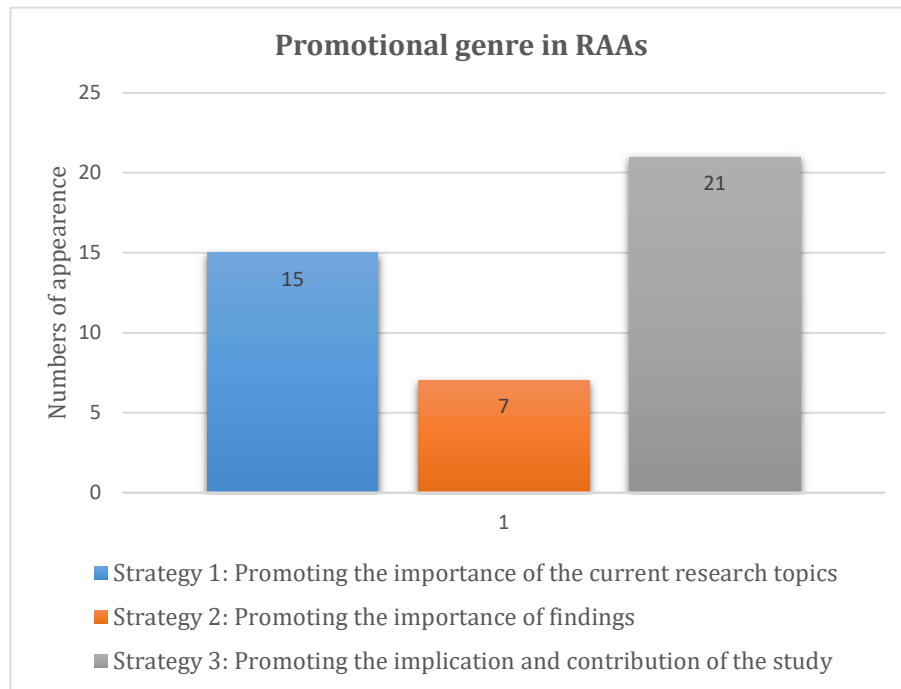


Figure 2. Communicative strategies to promote research in the abstract section

As illustrated in Figure 2, among the three communicative strategies, promoting the implication and contribution of the study (70%) becomes the most employed strategy to promote research in the abstract section, and then followed by promoting the importance of the current research topics (50%) and promoting the importance of the findings (23.33%), respectively. This finding suggests that these communicative strategies have important roles for promoting research. More details about these three communicative strategies are exemplified as follows:

Strategy 1: Promoting the importance of the current research topics

This strategy is likely claiming centrality that authors use to promote their research topics. In this regard, authors mostly promote that their current research topics is important, significant, crucial, or critical to be further investigated. By promoting the importance of the current research topics, their current research may attract audiences' attention. The ways authors promoting the importance of their current research topics are exemplified below:

Example 1: "Active engagement in interactions **is crucial** for the development of identity, social competence, and cognitive abilities. For children with severe speech impairment (SSI) who have little or no intelligible speech, active participation in conversations **is challenging and can be critical** for their social inclusion and participation." 03

Example 2: "**The need** for genre literacy **is increasingly becoming** evident in academic writing courses, particularly in the realm of research article (RA) writing." 15

Example 3: "Research on the frequency of transitions, or transition markers, **has led to contested claims**." 16

The three examples above have demonstrated that their current research

topics are important to be investigated. Sometimes, authors also explicitly reveal that the research topics need further investigation by showing a research gap in the abstract section. For example, “Most common words in English have multiple different meanings, **but relatively little** is known about why children grasp some meanings better than others (data 01)”. In this regard, authors explicitly state that only little is known about the research to indicate needs for further investigation. All these examples indicate that authors promote their current research topics to their audiences.

Strategy 2: Promoting the importance of the findings

In this strategy, authors promote that their research contain significant findings to the field. By doing so, they present their research findings and convince their target audiences that the findings are critical, significant, notable, pivotal, and so on. The ways of promoting the importance of their research findings are exemplified as follows:

Example 4: “**The analysis demonstrates** that translanguaging appears to **be a critical resource** and that several social factors, including the teacher’s personal belief, history, sociocultural, and pedagogical knowledge, play a role in constructing playful talk.” 02

Example 5: “**Our results** revealed **significant disciplinary variation** in terms of the syntactic complexity of sentences realizing each of six rhetorical move-steps commonly found in RA introductions.” 10

Example 6: “**The results** indicate that a **notable change** has occurred in the social sciences, which suggests that...” 13

As exemplified above, authors explicitly revealed that their research have significant findings. This way is signaled in the bolded texts within each example above. This strategy is intended to promote authors’ research in their abstract section, and thus, they may attract more audiences.

Strategy 3: Promoting the implication and contribution of the study

In this strategy, authors promote that their study has implication and contribution to the field. In employing this strategy, they explicitly mention the implication and contribution as exemplified as follows:

Example 7: “**This greater understanding** of why some word meanings are known better than others **has significant implications** for vocabulary learning.” 01

Example 8: “Our findings **contribute** to the emerging understanding of disciplinary variation in function-form mappings in RA writing and have useful implications for genre-based academic writing research and pedagogy.” 10

Example 9: “Our study **contributes** to both these areas with evidence from a contrastive analysis of transition use by Chinese and English writers in the Han CH-EN corpus, a closely matched corpus of successful university student writing in English.” 16

In the three examples above, authors explicitly mention the significance and contribution of their study. These are signaled in the bolded texts that show significance and contribution of the study. By employing this strategy, authors may expect to promote their research in their abstract section.

In short, the analysis results showed that promoting research in the abstract section is quasi-obligatory because nearly all authors promote their research this short section. Besides, the analysis also suggested that communicative strategies to promote research in this section include three promotional genres; they are promoting the importance of the current research topics, promoting the importance of the findings, and promoting the implication and contribution of the study. However, of the three promotional genres, promoting the implication and contribution of the study becomes the most employed strategy for selling research in the abstract section. These findings and their possible reasons are further discussed in the discussion section in the following section.

4. Discussion

The analysis results of this study revealed that the role of promotional genre in RAAs is quasi-obligatory 29 of 30 RAAs promote their research in this section. This finding implies that promoting research in this summarized research section is necessary and important. The reason is possibly that authors intend to attract their targeted audiences, including journals' editors and reviewers, and thus, they promote their research in this summarized research section. This finding seem to support earlier studies that RAAs contain promotional genre that are embedded in rhetorical moves (Li et al., 2025), and even in other sectional RAs (Pang & Dai, 2013; Warsidi, 2023). These findings suggest that promotional genre in research is also required, and the purpose is possibly to influence audience that their research are important and contain contribution in their field. These findings may expand genre theory that RAAs contain promotional genre of academic discourse, and its' role is quasi-obligatory.

Then, to realize promotional genre, the present study found three communicative strategies to promote research in RAAs. They are promoting the importance of the current research topics, promoting the importance of the findings, and promoting the implication and contribution of the study. These finding strategies strengthen earlier study that promoting research is also embedded in rhetorical moves (Li et al., 2025). These three communicative strategies are discussed in the following paragraphs.

The first communicative strategy is promoting the importance of the current research topics. In realizing this strategy, authors promote that current research topic is important to be further investigated. This finding implies that research topics is required to be promoted because its role can influence whether the research is interesting (Martín & Burgess, 2024). To realize this strategy, authors may promote the importance of the topics, by showing the growing size research, the timing concern relevance or the existing problem (Wang & Yang, 2015).

Second communicative strategy is promoting the importance of the findings. This finding suggests that authors need to show and promote to their audiences that their research findings contain value and benefits, and authors need to this

communicative functions persuasively in their RAAs (Martín & Burgess, 2024) and research grant abstracts (Богинская, 2025). It implies that showing and explicit benefits of the research findings in RAAs are used to promote research and may influence journal gate keepers to accept and publish authors' manuscripts.

Third communicative strategy is promoting the implication and contribution of the study, and this strategy has highest appearances in the present study. This finding indicates that showing the contribution and implication of the findings is the most important promotional genre in the present study. The reason is possibly that showing contribution is an explicit benefit of the research, either theoretically or practically. Showing contribution of the study is also presented in the introduction section and the conclusion section (Nicholson et al., 2018; Warsidi, 2023). This communicative strategy is also found in earlier study about promotional genre by stating the implication in the RAAs (Li et al., 2025) and benefits of the study (Богинская, 2025).

In short, the present findings accomplish earlier promotional genre studies in the abstract section of research articles that promotional genre in RAAs is quasi-obligatory. The realization of the promotional genre is conducted through three communicative strategies: promoting the importance of the research topics, findings, and contribution or implication of the study. The implication of this study is presented in the conclusion section.

5. Conclusion

After analyzing data, reporting the results, and discussing the findings, this study draws two important findings. First, promotional genre in RAAs is quasi-obligatory and indicates very important. Second, to realize this promotional genre, the findings showed three communicative strategies: promoting the importance of the research topics, findings, and contribution or implication of the study. These two important findings may contribute to expand genre analysis that promotional genre in RAAs has significant role. Besides, these findings may also be used as practical guides in writing RAAs for novice authors or to design teaching material for teaching practices.

However, this study is limited to only promotional genre in RAAs, but it neglects some other potential genre within RAAs, such as pragmatics, lexical resources for promotion and other linguistic features for promotional purposes in RAAs. Besides, comparison between journals was not conducted in the present study. Because of these limitations, this study recommends future research in promotional genre in different linguistics features, and thus, the results may expand deeper comprehension in promoting research, particularly in RAAs.

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