

Process Analysis on Business Advertisement Text Data: A Systemic Functional Analysis Approach

Jerry Wilson¹, Mukhlis Lubis²

¹Department of Patiseri Management, Politeknik Pariwisata Medan, Kabupaten Deli Serdang, Indonesia Email: jerrywilson@poltekparmedan.ac.id

²Department of Islamic law, Sekolah Tinggi Agama Islam Negeri Mandailing Natal, Kabupaten Mandailing Natal, Indonesia Email: mukhlizlubiz@gmail.com

Abstract

This research is motivated by the significance of advertisements in influencing consumer behavior through the use of persuasive and strategic language. Advertisements not only serve to inform but also to shape consumer perceptions and preferences through emotional and visually appealing messages. This study identifies a significant knowledge gap regarding how various advertising techniques interact with the psychological and social factors of consumers. The research methodology employed a Systemic Functional Linguistics (SFL) approach to analyze business advertisement texts published in print and digital media. The main findings indicate that business advertisement texts tend to be dominated by material processes focused on physical actions such as "buy," "use," and "get," which are effective in driving consumer behavior. Mental and relational processes also play significant roles in influencing thoughts and forming relationships between products and consumers. Additionally, the presence of verbal, existential, and behavioral processes enriches advertisement messages with direct communication, emphasis on the existence of products, and specific behavioral actions. This research highlights the importance of a multidisciplinary approach in analyzing advertisements to understand the complex interactions between advertisements and consumers' socio-psychological factors. The implications of this study provide practical guidance for marketing practitioners in designing more effective and impactful advertisements.

Keywords: Marketing, Business Advertisement, (SFL), Systemic Functional.

Advertisements are a form of communication aimed at influencing consumer behavior through the use of persuasive and strategic language. In the business world, advertisements play a vital role in reaching target audiences, creating brand awareness, and driving sales (Frissen et al., 2023). Through various techniques and media, advertisements are designed to capture consumer

attention, generate interest, and ultimately drive purchasing actions. One of the primary functions of advertisements is to inform the target audience about the products, services, or ideas offered by a company (Alcaraz-Mármol & Medina-Albaladejo, 2019). The information conveyed includes the features, benefits, and value of the advertised products. Through this approach,

advertisements help consumers understand what is being offered and how these products can meet their needs or desires.

In addition to informing, advertisements also function to influence consumer attitudes and behaviors. By using persuasive messages, emotional appeals, and attractive visuals, advertisements aim to shape consumer perceptions and preferences (Anataichuk et al., 2020). For example, Coca-Cola advertisements often depict moments of togetherness and happiness, creating positive associations with the brand, which in turn influence consumer purchase decisions. Advertisements also play a role in enhancing a brand's competitive advantage. In highly competitive markets, companies must highlight the unique features and advantages of their products through advertisements (Ivanović, 2022). Thus, advertisements help build brand equity and strengthen brand image in consumers' minds. Apple's "Think Different" campaign, for instance, successfully positioned Apple as an innovative and original brand, highly valued by consumers who appreciate creativity.

Furthermore, advertisements play a crucial role in shaping consumer perceptions of a brand. Through consistent and repetitive advertising, companies can build positive associations with quality, reliability, and value (Dalamu & Yang, 2022). For example, advertising campaigns that highlight a brand's commitment to sustainability can attract environmentally conscious consumers, thereby building brand loyalty among this consumer segment. In this digital era, technology has brought significant changes in how advertisements are delivered and received (Woffor & Smith, 2022). The use of artificial intelligence, data analytics, and new technologies such as augmented and virtual reality allows advertisements to become more personalized and effective in reaching the right audience (Davenport et al., 2020). This trend demonstrates how advertisements continue to evolve to remain relevant and impactful amidst changing consumer behaviors and preferences.

In linguistic analysis, advertisement texts can be dissected through various approaches to understand how language is used to persuade and attract the target audience's attention (O'Hagan, 2021). One frequently used approach is Discourse Analysis, which views advertisements as structured and meaningful forms of communication. This approach examines elements such as sentence structure, word choice, and the use of imagery to uncover how advertisements create persuasive messages. Another common approach is Systemic Functional Linguistics (SFL), developed by Michael Halliday (Danis, 2022). SFL focuses on how language is used to fulfill three primary functions: ideational (representing experiences of the world), interpersonal (building and maintaining social relationships), and textual (organizing messages cohesively). In the context of advertisements, SFL helps identify how advertising texts construct the reality of the product, build relationships with the audience, and create an engaging structure.

Semiotic Analysis is also crucial in understanding advertisement texts. Semiotics views advertisements as systems of signs consisting of symbols that carry specific meanings. By analyzing these signs, we can comprehend how advertisements create associations between products and certain concepts, such as luxury, happiness, or success (Devira & Westin, 2021). For example, the use of gold color in advertisements is often associated with luxury and prestige. Furthermore, the Pragmatic approach examines the context of language use in advertisements. Pragmatics looks at how meaning is generated in specific communication situations, including how advertisements tailor their messages to particular audiences (Stosic, 2022). This approach helps understand how factors such as culture, social norms, and audience expectations influence the design and reception of advertisements.

Rhetorical Analysis also provides valuable insights into advertisement texts. This approach

explores how rhetorical tools such as ethos (credibility), pathos (emotion), and logos (logic) are used to construct persuasive arguments (Yang, 2021). In advertisements, the use of emotional storytelling (pathos), endorsements from experts or celebrities (ethos), and logical arguments about product benefits (logos) are often employed to influence the audience (Morton, 2023). By utilizing these various linguistic analysis approaches, researchers can uncover the complex ways in which advertisement texts work to attract attention, persuade, and influence consumer decisions. This analysis not only enriches our understanding of advertisements as a form of communication but also provides useful insights for marketing practitioners in designing more effective and impactful advertisements.

The Systemic Functional Linguistics approach allows us to categorize verbs in advertisement texts into six types of processes: material, mental, relational, existential, verbal, and behavioral (Trojan, 2021). These categories help in understanding how actions, feelings, relationships, existence, speech, and behaviors are represented in advertisement texts (Darong, 2024). For example, material processes include physical actions performed by the subject, such as "buying" or "using," which are often found in advertisements to demonstrate activities that consumers can engage in with the advertised product.

Mental processes refer to cognitive or emotional actions, such as "thinking," "feeling," or "understanding." In advertisements, these processes are often used to associate the product with specific emotional experiences or perceptions (Anghelcev et al., 2024). For instance, a perfume ad might use words that describe the feelings of confidence or attraction experienced by the product's user. Relational processes are used to describe relationships between entities, often using verbs like "is" or "has." In advertisement texts, these processes can help establish the identity or attributes of a product, such as "This product is the best

solution for dry skin" or "This brand has an outstanding reputation for quality."

Existential processes involve statements about the existence of something, using words like "exists" or "there is." Advertisements employing these processes might emphasize the presence of the product in the market or its availability, for example, "There is a big discount on this product only at our store" or "Now available with improved features." Verbal processes include actions of speaking or communicating, such as "saying," "mentioning," or "claiming." Advertisements often use verbal processes to convey direct messages from users or experts, as seen in testimonials or quotes from reviews, for example, "Doctors recommend this product for skin care" or "Users say this is the best product they have ever tried."

Furthermore, behavioral processes describe actions related to behavior or physical reactions, although these are rarely used in advertisement texts (Zorina & Amirkhanova, 2022). This process might appear in contexts depicting actions performed by characters in the advertisement, for example, "Consumers enjoy every sip of this beverage" or "Children play with this toy for hours." By categorizing verbs in advertisement texts into these six types of processes, research can delve deeper into understanding how various aspects of experiences and interactions with the product are conveyed through the language of advertisements. This approach not only aids in linguistic analysis but also provides insights that marketers can use to design more effective and engaging advertisements.

In the context of research on the impact of textual reviews on movie sales, Deng (2020) posits that user reviews and critic reviews have different influences on box office sales. From the perspective of heuristic-systematic information processing, this study found that user reviews impact sales more through aggregate numeric ratings, whereas critic reviews are more influential through textual narratives. This finding underscores the importance of narrative

in critical reviews, which not only provide qualitative assessments but also deeper context that can influence consumer decisions. This aligns with the view that the quality of narrative in reviews is more significant in shaping perceptions and purchase decisions than mere numbers or numeric ratings.

Furthermore, the research by Fodor et al. (2021) highlights the importance of higher education in supporting sustainability goals through a data-driven approach. This approach uses text mining techniques to identify the skills needed in the job market based on job advertisements. The results indicate that some key concepts in green supply chain management, such as repair and recovery, are scarcely mentioned in job advertisements. These findings reveal a gap between the skills taught in the curriculum and those needed in the job market. Therefore, the study suggests that higher education curricula need to be adjusted to better align with sustainability skill requirements, ultimately accelerating progress towards sustainable development goals.

The study by Seal et al. (2020) also supports the argument that there is a gap between the skills required in the job market and those taught at universities, particularly in the field of business analytics. Using text mining on job advertisements and course descriptions, the study found that some skills needed by the industry are not taught in sufficient depth in business analytics programs. Conversely, some traditional topics are overemphasized compared to market demand. The implication of this research is that educational institutions need to be more responsive to job market needs to ensure graduates possess relevant and industry-demanded skills.

The research by Chae and Kim (2021) focuses on how content affects click-through rates and online content consumption. Using clickstream data from a major news organization, the study found that the topics revealed in article titles have a greater impact on reader engagement than the topics within the

article content itself. These findings suggest that compelling and relevant titles are crucial in capturing reader attention and driving higher engagement. This also underscores the need for more effective content writing strategies to boost user engagement and, ultimately, advertising revenue.

In the literature on online reviews, researchers have found that narrative in reviews plays a crucial role in influencing consumer perceptions. For instance, previous studies have shown that reviews presented with strong and detailed narratives are more effective in shaping the product's image compared to reviews that only provide numerical ratings. A systemic functional linguistics (SFL) approach to analyzing business advertisement texts can expand this understanding by emphasizing how the structure and function of language in advertisements affect consumer perceptions and responses. Thus, this research can offer deeper insights into the role of language in marketing communication.

These studies highlight the importance of textual narratives in various contexts, ranging from film reviews to education and digital marketing. An SFL approach to business advertisement texts can provide a new perspective on how language is used to influence and shape consumer perceptions. By combining text mining techniques and linguistic analysis, this research can make significant contributions to the literature on marketing communication and advertising strategies. This is not only relevant for academics but also for practitioners seeking to optimize their marketing strategies based on a better understanding of the role of language in advertisements.

Although advertisements play a vital role in influencing consumer behavior, there is still a significant lack of in-depth research on how various advertising techniques interact with consumers' psychological and social factors. Most studies tend to focus on the overall effectiveness of advertisements without exploring the more complex interactions

between advertisements and socio-psychological dynamics. On the other hand, while linguistic analysis has been used to understand advertisement texts, the application of the SFL approach in the context of advertisements is still underdeveloped. Many studies tend to overlook how ideational, interpersonal, and textual functions can synergistically work to shape consumer perceptions.

Moreover, although semiotics offer valuable insights into signs and meanings in advertisements, there is still a gap in the application of semiotic analysis to digital advertisements utilizing new technologies such as augmented and virtual reality. Existing studies have not fully captured the symbolic complexities introduced by these technologies in modern advertising.

Additionally, while pragmatics can explain how context influences meaning in advertisements, research examining the role of pragmatics in specifically targeted advertisements based on data analytics and artificial intelligence remains inadequate. Studies often fail to consider how modern technology modifies the context of communication and meaning in advertisements. Despite the importance of narrative in reviews and advertisements, there is a lack of research that systematically combines text mining and rhetorical analysis to understand how various rhetorical elements are strategically used in advertisements. Existing studies tend to focus on a single approach without integrating multidisciplinary approaches for a more comprehensive understanding.

This research is both important and urgent due to the significant gap in understanding how various advertising techniques interact with consumers' psychological and social factors. Advertisements play a crucial role in shaping consumer behavior, yet much of the existing research only scratches the surface of this phenomenon without exploring the deeper and more complex interactions. Moreover, the application of systemic functional linguistics

(SFL) analysis in the context of advertisements is still rare, although this approach can provide a more holistic understanding of how ideational, interpersonal, and textual functions work together in shaping consumer perceptions. There is also an urgent need to better understand symbolism in digital advertisements that use advanced technologies such as augmented and virtual reality, given the rapid developments in digital advertising media. This research is crucial because it can address the issue of the lack of in-depth understanding of the dynamics of language and symbolism in advertisements and how they influence consumer decisions.

Therefore, this study aims to explore the complex interactions between various advertising techniques and the psychological and social factors of consumers through a systemic functional linguistics (SFL) approach. The study also aims to apply semiotic and pragmatic analyses in the context of digital advertisements using augmented and virtual reality technologies to understand how these technologies modify the context of communication and meaning in advertisements. Additionally, this research intends to integrate text mining and rhetorical analysis to provide more comprehensive insights into the use of rhetorical elements in advertisements. Thus, this research not only enriches the literature on marketing communication but also provides practical guidance for practitioners in designing more effective and impactful advertisements.

Methodology

The research employed a text analysis design using the Systemic Functional Linguistics (SFL) approach. This approach was chosen because it effectively reveals the structure and function of language in business advertisement texts (Fife, 2020). The population of the study comprised business advertisement texts published in print and digital media over the past year (Kawamura, 2020). A stratified random sampling method was used to ensure the representativeness of various

types of advertisements. A total of 100 business advertisement texts were analyzed.

The research instruments included an analysis guide developed based on SFL theory. This guide encompassed categories of material, mental, relational, verbal, existential, and behavioral processes (Clair, 2003). Each advertisement text was manually analyzed by the researcher with the aid of linguistic software to ensure the accuracy of the results. The validity of the instruments was tested through triangulation involving two independent linguistics experts. The analysis results were re-verified to ensure data consistency and reliability.

The research procedure began with the collection of advertisement texts from various media sources. The collected texts were then selected and classified according to the process categories in SFL. Each text was analyzed to identify and count the frequency of each process category. The collected data were processed and presented in tables and graphs to facilitate interpretation. The final step was the preparation of the research report, which included the main findings and theoretical as well as practical implications.

Results And Discussion

Analysis of business advertisement texts shows that material processes dominate, accounting for 50.26%. This indicates that these advertisements focus on physical actions that invite or encourage consumers to take direct action. For example, verbs such as "buy," "use," and "get" frequently appear in advertisement texts, reflecting a strong push towards consumerist actions. Mental and relational processes are also significant, with percentages of 17.05% and 10.30%, respectively, indicating efforts to influence thoughts and establish connections between the product and the consumer.

Furthermore, the study found that verbal, existential, and behavioral processes have respective percentages of 8.17%, 9.76%, and

4.44%. Verbal processes indicate the use of direct communication to promote products, while existential processes highlight the existence of products or services. Behavioral processes, the least frequent, show specific behavioral actions desired from consumers. This research demonstrates that business advertisement texts heavily rely on material processes to drive consumer actions, supported by other processes to reinforce the advertisement's message and build emotional and cognitive relationships with the audience. The following are some advertising excerpts that illustrate the use of material, mental, relational, verbal, existential, and behavioral processes in business advertising texts.

Table 1: Ad Text by Process Type

Process Type	Description	Ad Text	Percentage
Material	Material processes describe the physical actions performed.	"Buy now and save 20%!" "Use our product for better results." "Get your free sample today!"	50.26%
Mental	Mental processes describe actions that relate to thoughts or feelings.	"Imagine the possibilities with our new technology." "Feel the difference with our premium materials." "Believe in the quality of our products."	17.05%
Relational	The relational process connects the product and the consumer.	"Our product is your best solution for daily needs." "This is the ultimate gadget for tech enthusiasts."	10.30%

		"You deserve the best, and we deliver it."	
Verbal	Verbal processes involve direct communication.	"Call now for a special offer!" "Ask our experts about the benefits of using our service." "Tell your friends about our amazing deals."	8.17 %
Existential	The existential process highlights the existence of the product or service.	"There is a new way to clean your home efficiently." "Here lies the future of mobile technology." "A new era of comfort has arrived."	9.76 %
Behavior	The behavioral process describes the specific desired action of the consumer.	"Experience the thrill of driving our new car model." "Enjoy the luxury of our premium services." "Participate in our customer loyalty program and get rewards."	4.44 %

Source: Data processed in 2024

The table above illustrates the distribution of process types found in business advertisement texts. The data indicates that material processes dominate, accounting for 50.26% of the total processes. This reflects the heavy emphasis on actions and tangible activities that advertisements encourage consumers to undertake, such as buying, using, and obtaining products.

One unexpected finding is the relatively low percentage of behavioral processes, which constitute only 4.44% of the total. This is intriguing as it suggests that advertisements are less focused on influencing specific behavioral actions compared to encouraging material actions. This may indicate a strategic choice by advertisers to emphasize direct, action-oriented language that prompts immediate consumer engagement rather than subtle behavioral cues. Another unique observation is the significant presence of mental and relational processes, with percentages of 17.05% and 10.30%, respectively. This underscores the importance of cognitive engagement and relational connections in advertisements, which aim to influence consumer thoughts and establish a perceived relationship between the product and the consumer.

The dominance of material processes aligns with the primary goal of advertisements to drive consumer actions that lead to purchases. The substantial use of mental processes reveals the advertisers' effort to engage consumers cognitively, making them think about the benefits and features of the products. Relational processes help in building a narrative that connects the product to the consumer's lifestyle or identity, enhancing the appeal and personal relevance of the advertisement. The relatively low emphasis on behavioral processes could be due to the direct nature of most advertising messages, which prefer clear calls to action over nuanced behavioral suggestions. This strategic approach ensures that the advertisement's message is straightforward and easily actionable by the consumer.

In discussing the findings of this study, it can be seen that the dominance of material processes in business advertisement texts has significant implications for understanding advertisements as a powerful persuasive tool. This supports the view that advertisements focusing on physical actions such as "buy," "use," and "get" have strong appeal in driving consumer behavior. These findings align with the theory of action in

marketing communication, which emphasizes the importance of direct calls to action in influencing consumer behavior. Therefore, the use of material processes can be considered an effective strategy in creating consumerist impulses.

Moreover, the significant presence of mental and relational processes in advertisements indicates a deeper effort to influence consumers' psychology and relationships with products. The mental processes, accounting for 17.05%, suggest that advertisements also aim to affect consumers' thoughts and perceptions. This supports consumer psychology theories stating that consumer thoughts and emotions can be influenced by advertising messages. Meanwhile, the relational processes, accounting for 10.30%, show that advertisements strive to build deeper connections between products and consumers, which is crucial for creating brand loyalty.

In the context of using the systemic functional linguistics (SFL) approach, this study illustrates how the ideational, interpersonal, and textual functions in advertisement texts can work synergistically. For example, the dominance of material processes and the presence of mental and relational processes demonstrate the complex interaction between the ideational and interpersonal aspects of advertisement texts. This enriches the understanding of how various elements in advertisements can work together to shape consumer perceptions. Thus, this study makes an important contribution to filling the gap in existing literature regarding the use of SFL in advertisement analysis.

Although semiotics offers valuable insights into signs and meanings in advertisements, this research shows that there is still a lack of application of semiotic analysis in digital advertisements that use new technologies. The results of this study indicate that verbal and existential processes play a significant role in advertisements, reflecting the use of symbols and signs to highlight the existence and direct communication of products. This study demonstrates that semiotic analysis must

consider the symbolic complexities introduced by new technologies in modern advertising.

Pragmatics can explain how context influences meaning in advertisements, and this research finds that verbal and existential processes are used to modify the context of communication and meaning in advertisements. This indicates that modern technologies, such as data analytics and artificial intelligence, alter how advertisements communicate with their audiences. This research enriches the understanding of the role of pragmatics in targeted advertisements and how modern technologies affect the communication context of advertisements.

This study identifies gaps in research that combine text mining and rhetorical analysis to understand the use of rhetorical elements in advertisements. The findings show that verbal, existential, and behavioral processes are strategically used in advertisements to shape consumer actions and perceptions. This indicates that a multidisciplinary approach can provide a more comprehensive understanding of how rhetorical elements work in advertisement texts. Thus, this research makes a significant contribution to filling gaps in existing literature regarding the use of multidisciplinary approaches in advertisement analysis.

To address the gaps or issues present in research on the influence of advertisements on consumer behavior, it is recommended to expand the analysis by using systemic functional linguistics (SFL) and semiotic approaches, while also deeply considering pragmatic and rhetorical aspects. Stakeholders should integrate these various analytical techniques to gain a more comprehensive understanding of how advertisements interact with the psychological and social factors of consumers. If one is already facing these gaps or issues, there is no need to worry as solutions have been identified in the results section of this research. The findings that highlight the dominant role of material processes, as well as the use of mental, relational, verbal, existential, and behavioral processes in

advertisement texts, provide clear guidance on how to address these challenges. Therefore, applying these findings will help in optimizing advertising strategies and enhancing their effectiveness in influencing consumer behavior.

Conclusion

The conclusions of this study confirm that business advertisement texts tend to be dominated by material processes focused on physical actions, such as "buy," "use," and "get," which are effective in driving consumerist behavior. Mental and relational processes also play significant roles in influencing thoughts and forming relationships between products and consumers. The presence of verbal, existential, and behavioral processes enriches the advertisement messages with direct communication, emphasis on the existence of products, and specific behavioral actions. This research highlights the importance of a multidisciplinary approach in analyzing advertisements to understand the complex interactions between advertisements and consumers' socio-psychological factors. These

results make a significant contribution to filling gaps in the literature and provide guidance for more effective advertising strategies.

The benefits of these findings are twofold. Theoretically, they enrich the understanding of how various elements in advertisement texts work together to influence consumers, strengthen the theory of action in marketing communication, and extend the application of systemic functional linguistics (SFL) in the context of advertisements. Practically, these findings provide clear guidance for marketing practitioners in designing more effective advertisements by utilizing material, mental, relational, verbal, existential, and behavioral processes. Additionally, these findings help address challenges in semiotic and pragmatic analysis of modern advertisements using new technologies. The limitations of this study lie in its focus on business advertisement texts, suggesting that future research should explore various types of advertisements and digital platforms. Further research is also needed to examine how these advertisement elements interact in different cultural contexts to provide broader insights.

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