

## Company brochures: Move-specific linguistic realizations of the self and the other

### 1. Introduction

This paper describes a corpus study of the use of pronouns and determiners in expressing the self and the other in the genre of web-based English company brochures in engineering companies in Hong Kong (Cheng, 2011). The design, construction and consumption of English company brochures constitute professional communication in English, which has been an important focus of teaching and research within the English Department of The Hong Kong Polytechnic University. The departments' Research Centre for Professional Communication (RCPCE) has been set up since 2006, with the mission "To pursue applied research and consultancy to deepen our understanding of professional communication in English and better serve the communication needs of professional communities".

The present study usefully combines the research approaches of genre analysis (Bhatia, 2004) and corpus linguistics (Sinclair, 1991), and combines different corpus linguistic programs. This study was designed to examine how *Ba* theory (場) can be employed in the discussion of project findings. *Ba* theory holds that "living organisms live in the *ba* of non-separation of the self and the other" (Professor Emeritus Hiroshi Shimizu) and stresses "non-separation of subject and object, and non-separation of the self and the other" and that "they do co-exist in their relativity" (Professor Masayuki Otsuka). In *ba*, both the subject and the object and both the self and the other are encompassed. So the subject 'I', for instance, exists both independently and dependently with the other.

Otsuka compares the notion of 'context' in Pragmatics and the *ba* theory. Context is considered to be "*dynamic*, not a static concept: it is to be understood as the continually changing surroundings, in the widest sense, that enable the participants in the communication process to interact, and in which the linguistic expressions of their interaction become intelligible" (Mey, 2001: 39). In *ba*, the 'environment' includes, rather than between, both the speaker and the listener in the "shared ground beyond a

mutual body perception held by both the speaker and the listener” (Otsuka). In *ba*, the unity of the self and the other is born.

Company brochures, similar to other publicity materials, such as booklets, leaflets, pamphlets and flyers, are brief, sales-oriented pieces of writing presented in a limited space with the widespread use of visuals (Bivins, 1999: 168; Newsom & Carrell, 2001: 413). Company brochures are found to fulfill multiple communicative purposes simultaneously: to inform or educate customers and clients, by answering questions and providing sources for additional information (Bivins, 1999; Newsom & Carrell, 2001; Osman, 2006), to persuade customers to buy a product, service or idea (Bhatia, 1993; Dyer, 1993; McLaren, 2001; Askehave & Swales, 2001; Osman, 2006), and to impress upon potential customers or trading partners for long-lasting trading relationships (Askehave, 1998: 199).

Cheng (2011) conducted a corpus linguistic genre study of company brochures (N=20) obtained from the websites of twenty companies with engineering or surveying operations in Hong Kong. The Corpus of Company Brochures (CCB) contained 49,228 words. The aim of Cheng’s (2011) study was to describe the move-structure of the twenty brochures and the lexico-grammar and semantic fields that constitute the CCB and individual moves in order to reveal the ‘aboutness’ (Phillips, 1983, 1989) of the engineering company brochures so that professionals and practitioners become competent members of their professional community.

The present corpus-based genre study, also based on the CCB, sets out to examine the use of pronouns and determiners in the moves of the company brochures, and findings will be accounted for in light of *Ba* theory. Pronouns and determiners are words that express meanings related to the self and the other. By examining the kinds of pronouns and determiners, as well as the relative distribution of use in the environments of specific moves within the broader environment of the company brochures in surveying and engineering in Hong Kong, the study aims to find out how the speakers, represented in the company brochures, perceive their relations with the listeners, represented by the intended readers of the company brochures.

## 2. Method of study

The data examined in this study were twenty company brochures obtained from the websites of twenty companies with engineering or surveying operations in Hong Kong. Individual brochures in the Corpus of Company Brochures (CCB) (49,228 words) ranged from 486 to 10,478 words, with an average length of 2,530 words.

The corpus linguistic programs used were ConcGram 1.0 (Graves, 2009) and *Wmatrix* (Rayson, 2008). *ConcGram 1.0* (Graves, 2009) was designed specifically to fully automatically find co-occurrences of words and/or phrases, i.e. concgrams, across a wide span irrespective of constituency and/or positional variation. A concgram is made up of words which co-occur contiguously and/or non-contiguously, and includes all instances when one or more words are found between the co-occurring words (i.e. constituency variation), and if the co-occurring words are in different positions relative to one another (i.e. positional variation), e.g., ‘play a role’, ‘play a key role’, ‘have a role to play’ (Cheng, et al., 2006; Cheng, et al., 2009). *Wmatrix* (Rayson, 2008) is a software tool for corpus analysis and comparison (Fig. 1).



**Wmatrix tag wizard** Wmatrix

You are logged in as: polyu81

[ **Tagging** > Tag Wizard... | My Tag Wizard... | Domain Tag Wizard... | Load file without tagging... ]

[ **Folders** > My folders | Details | Create... | Delete... | Archive... | Extract... | Join... | Share... | Empty TRASH ]

[ **Options** > Switch to Simple Interface | Edit user options... ]

[ **Help** > Contents | Availability | Tagsets: POS & Semantic | USAS: Lexicon & MWEs & Context rules | Updates | Feedback ]

[ You are here > My folders ]

Upload file → Part-of-speech tagging → Semantic tagging → Frequency lists

1. Enter new folder name:

2. Click the browse button to select a file:

3. Upload now

 The Wmatrix tag wizard takes you automatically through the POS (CLAWS tagger) and Semantic analysis (USAS tagger) stages, and produces frequency lists from your text file. Please do not run large texts (e.g. with more than 100,000 words) through the tag wizard. These are better run off-line and loaded into Wmatrix afterwards. Please get in touch with Paul to do this.

**File types:**  
The **raw text type** is plain ASCII, as created by Windows notepad for example. If you have a MS Word file, you should convert it to a 'txt' file before uploading to Wmatrix. Open the file in MS Word, select 'save as' and then the file type should be set to 'text only with line breaks' with MS-Word 2000 and earlier. If using MS-Word 2003 select 'plain text', then in the dialog box click 'insert line breaks' and 'allow character substitution' and then save. This last option is required for replacing Windows apostrophes for ASCII equivalents. Raw files will have their contents enclosed in a <pre> tag to enable CLAWS tagging. Wmatrix is also capable of dealing with text in HTML, SGML or XML format. The taggers do not require parsable encoding, it is necessary only that left and right angled brackets are well-balanced.

Further **input format guidelines** are available including for example how to avoid problems with less-than and greater-than symbols in the input text.

**One text per folder:**  
If you do not specify a folder, one will be created with a unique name. It is recommended that you use a **new folder for each file**. If your corpus consists of more than one file, then we recommend concatenating the files together first.

**Large texts:**  
Please do not run large texts (e.g. with more than 100,000 words) through the tag wizard. These are better run off-line and loaded into Wmatrix afterwards. Please get in touch with Paul to do this. Since Wmatrix does not pre-index the texts, speed of concordancing is proportional to the text size. Producing a concordance from larger texts may take up to 1 minute and may cause the web browser to timeout. A good rule of thumb is that texts should not exceed 1 million words (even when run through the tag wizard offline).

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Figure 1. *Wmatrix*

### 3. Findings and discussion

In Cheng (2011), the twenty company brochures were analysed as a genre and seven moves, with Move 4 consisting of four steps, were identified (Table 1). Three moves, Move 1, Move 4 and Move 7, were found to be obligatory.

**Table 1. Move-structure of company brochures in surveying and construction engineering in Hong Kong**

Move Structure	%	Word count (49,228)
Move 1: Establishing the company's professional image	100% (obligatory)	267
Move 2: Introducing contents and organisation of brochure	35%	285
Move 3: Establishing relationships with potential partners	20%	1,058
Move 4: Promoting the company	100% (obligatory)	42,581
Step 1: Providing the company's background information	95% (obligatory)	14,160
Step 2: Detailing products and/or services	85%	14,840
Step 3: Highlighting the value of significant products or projects	35%	7,563
Step 4: Listing job reference	70%	6,018
Move 5: Describing corporate social responsibility	20%	2,134
Move 6: Looking to the future	10%	122
Move 7: Soliciting response	95% (obligatory)	2,781

In addition to move analysis, the CBC was also analysed in terms of semantic fields (Cheng, 2011), using *Wmatrix*. Table 2 below shows the most frequent twenty semantic fields. It is noted that the semantic field of ‘Pronouns’ ranks seventh. In this study, this will be examined and discussed with reference to *ba* theory (Otsuka, Shimizu).

**Table 2. Most frequent twenty semantic fields in CBC**

Semantic fields 1-10	Semantic fields 11-20
1. Grammatical bin	11. Location and direction
2. Unmatched	12. Business: Selling
3. Numbers	13. Objects generally
4. Personal names	14. Helping
5. Business: Generally	15. In power
6. Geographical names	16. Belonging to a group
7. (7) Pronouns	17. Science and technology in general
8. General actions / making	18. Getting and possession
9. Architecture, houses and buildings	19. Time: Period
10. Places	20. Other proper names

Analysis of move-specific semantic fields in the CBC shows frequent use of ‘Pronouns’ in a number of moves (Table 3), with the semantic field of ‘Pronouns’ ranking second, after Grammatical bin, in Move 3: Establishing relationships with potential partners, Move 4 Step 3: Highlighting the value of significant products and projects, Move 5: Describing corporate social responsibility, and Move 6: Looking to the future. In Move 2:

Introducing contents and organisation of brochure and Move 4 Step 2: Detailing products and/or services, ‘Pronouns’ rank 4<sup>th</sup>.

**Table 3. Move-specific semantic field analysis**

Move Structure	Top ten semantic fields
<b>Move 1: Establishing a professional image of the company</b>	Grammatical bin; Unmatched; Architecture, houses and buildings; Business: Generally; General actions/making; Science and technology in general; Substances and materials: Solid; Personal names; <b>(9) Pronouns</b> ; Putting, pulling, pushing, transporting
<b>Move 2: Introducing contents and organisation of brochure</b>	Numbers; Grammatical bin; Paper documents and writing; <b>(4) Pronouns</b> ; Business: Generally; Geographical names; Speech acts; Science and technology in general; Personal names; Education in general
<b>Move 3: Establishing relationships with potential partners</b>	Grammatical bin; <b>(2) Pronouns</b> ; In power; Unmatched; Business: Selling; Belonging to a group; General actions / making; Helping; Architecture, houses and buildings; Location and direction
<p><b>Move 4: Promoting the company</b></p> <p><b>Step 1: Providing background information of the company</b></p> <p><b>Step 2: Detailing products and/or services</b></p> <p><b>Step 3: Highlighting the value of significant products or projects</b></p> <p><b>Step 4: Listing job reference</b></p>	<ol style="list-style-type: none"> <li>1. <b>Step 1:</b> Grammatical bin; Unmatched; <b>(3) Pronouns</b>; Business: Generally; Personal names; General actions/making; Numbers; Geographical names; Architecture, houses and buildings; In power</li> <li>2. <b>Step 2:</b> Grammatical bin; Unmatched; General actions/making; <b>(4) Pronouns</b>; Objects generally; Helping; Business: Generally; Business: Selling; Geographical names; Education in general</li> <li>3. <b>Step 3:</b> Grammatical bin; <b>(2) Personal names</b>; Business: Generally; Unmatched; Architecture, houses and buildings; Numbers; Time: Period; Places; Geographical names; General actions/ making</li> <li>4. <b>Step 4:</b> Unmatched; Personal names; Numbers; Business: Generally; Grammatical bin; Geographical names; Substances and materials: Solid; Places; Money generally; Architecture, houses and buildings</li> </ol>
<b>Move 5: Describing corporate social responsibility</b>	Grammatical bin; <b>(2) Pronouns</b> ; Helping; Belonging to a group; Unmatched; Personal names; Green issues; Education in general;

	Giving; General actions/making
<b>Move 6: Looking to the future</b>	Grammatical bin; <b>(2) Pronouns</b> ; Time: Future; Numbers; Places; Location and direction; Residence; Existing; Unmatched; Personal names
<b>Move 7: Soliciting response</b>	Numbers; Unmatched; Personal names; Telecommunications; Geographical names; Business: Generally; Grammatical bin; Vehicles and transport on land; Location and direction; Information technology and computing

Also applying *Wmatrix*, the study analyses the CBC in terms of parts-of-speech (POS) in order further examine pronoun usage in the moves. As an illustration, Table 4 shows up to the top ten move-specific POSs in Moves 1-3. It is found that in Move 3: Establishing relationships with potential partners, ‘possessive pronouns’ rank 6<sup>th</sup>.

**Table 4. Top ten POSs in Moves 1-3**

<b>Move Structure</b>	<b>Up to top ten POSs</b>
<b>Move 1: Establishing a professional image of the company</b>	single common noun; general adjective; plural common noun; singular proper noun; base form of lexical verb; article; general preposition; for (as prep); past tense of lexical verb; -ing participle of lexical verb
<b>Move 2: Introducing contents and organisation of brochure</b>	single common noun; cardinal number; general adjective; plural common noun; singular proper noun; base form of lexical verb; article; hyphenated number; single article; coordinating conjunction
<b>Move 3: Establishing relationships with potential partners</b>	single common noun; general adjective; plural common noun; general preposition; coordination conjunction; <b>(6) possessive pronouns</b> , pre-nominal; base form of lexical verb; article; infinitive  <b>[(11) 1<sup>st</sup> person plural subjective personal pronoun (we)]</b>

Table 5 below shows move-specific POSs, meaning that some POSs are found in one move but are not shared between moves. It shows that in Move 3, the move-specific POS is 1<sup>st</sup> person plural subjective personal pronoun (*we*) (ranked 11<sup>th</sup>), and so ‘we’ is used in these company brochures to achieve the communicative function of establishing relationships with potential partners.

**Table 5. Move-specific POSs**

Move	Part-of-speech
Move 1: Establishing a professional image of the company’	past tense of lexical verb
<b>Move 3: Establishing relationships with potential partners</b>	<b>1<sup>st</sup> person plural subjective personal pronoun (<i>we</i>)</b>
Move 4 Step 4: Listing job reference	unit of measurement
Move 7: Soliciting response	single locative nouns’ ‘unclassified words’ containing addresses and URLs
Move 3: Establishing relationships with potential partners	‘infinitive’ to describe purpose and promise action
Move 6: Looking to the future’	‘infinitive’ to describe purpose and promise action

It has been noted in Table 3 Move-specific twenty semantic field analysis that ‘Pronouns’ are frequently used in a few moves, ranking the second after ‘Grammatical bin’. Further analysis was hence carried out to find out what the pronouns were. Table 6 lists up to the top twenty pronouns in Move 3, Move 4 Step 1, Move 5, and Move 6.

**Table 6. Top twenty pronouns and determiners in Moves 3-6**



Move (percentage)	Up to top twenty pronouns and determiners
Move 3: Establishing relationships with potential partners (8.62%)	<i>our, we, its, their, that, us, them, I, they, which, it, this, you, ourselves, itself</i>
Move 4 Step 1: Providing background information of the company (2.69%)	<i>our, we, its, it, that, which, I, their, they, his, one, who, us, my, them, your, its own, what, everything, me</i>
Move 5: Describing corporate social responsibility (5.05%)	<i>our, we, its, it, their, that, which, his, those, who, us, they, everyone, their own, this, ourselves</i>
Move 6: Looking to the future (4.62%)	<i>our, we, that, it, you, our own, this, one, its</i>

It is found that across all the moves (and step), ‘our’ and ‘we’ are the most frequently used pronouns, followed by ‘its’, ‘it’, ‘that’, and ‘their’. As the present study is concerned with examining the linguistic realizations of the self and the other in company brochures, the CBC was analysed by identifying and quantifying pronouns that indicate the self and the other. Table 7 shows the pronouns that indicate the self (*our, we, us, ourselves, I, my, me, ourselves*) and the other (*you, your, they, their, they, them, his, everyone*). Findings show the much more frequent use of pronouns of the self, with ‘our’ and ‘we’ particularly used much more heavily, in the moves, compared to those of the other, particularly ‘they’ and ‘their’.

**Table 7. The self and the other**

Move	Pronouns (frequency)
Move 3: Establishing relationships with potential partners (8.62%)	<ul style="list-style-type: none"> <li>• our (31), we (31), us (2), I (2), ourselves (1)</li> <li>• they (1), you (1)</li> </ul>
Move 4 Step 1: Providing background information of the company (2.69%)	<ul style="list-style-type: none"> <li>• our (98), we (65), I (13), us (6), my (3), me (2)</li> <li>• their (11), they (8), his (5), them (3), your (2)</li> </ul>

<b>Move 5: Describing corporate social responsibility (5.05%)</b>	<ul style="list-style-type: none"> <li>• our (26), we (22), us (2), ourselves (1)</li> <li>• their (6), his (3), they (1), everyone (1)</li> </ul>
<b>Move 6: Looking to the future (4.62%)</b>	<ul style="list-style-type: none"> <li>• our (15), we (5)</li> <li>• you (1)</li> </ul>

After discussing the findings about move and step-specific pronouns, the following discusses the findings from examining three-word concgrams with pronouns, namely ‘our’ and ‘we’, as the user-nominated search words in Moves 3, 4 (1) and 5. Tables 8-10 below illustrate how three-word concgrams reveal the aboutness of the specific moves. Table 8 shows that in Move 3: Establishing relationships with potential partners, ‘our’ is co-selected with positive words such as ‘achievements’, ‘advantage’, ‘appropriately’, ‘encouraging’, ‘satisfaction’, ‘reputation’, ‘achievements’, and with ‘reason’.

**Table 8. Move 3: Establishing relationships with potential partners - Top 20 three-word concgrams with ‘our’**

our	achievements	believe	2
our	achievements	continue	2
our	achievements	Mr	2
our	achievements	operate	2
our	achievements	reputation	2
our	achievements	appropriately	5
our	achievements	because	4
our	achievements	clients	3
our	achievements	Encouraging	2
our	achievements	Mr	2
our	achievements	Nien	3

our	achievements	Robert	3
our	achievements	satisfaction”	2
our	advantage	important	2
our	advantage	most	2
our	advantage	quality	2
our	advantage	achievements	3
our	advantage	appropriately	3
our	advantage	because	2
our	advantage	more	2

Tables 9-10 show ‘our’ and ‘we’ co-selected with words in Move 4 Step 1. The pronouns ‘our’ co-selects with ‘adheres’ and ‘bears’ (Table 9) and the pronoun ‘we’ co-selects with ‘aspire’ and ‘claim’ (Table 10) and other words that provide background information of the company.

**Table 9. Move 4 Step 1: Providing background information of the company - Top 20 three-word concgrams with ‘our’**

Our	adheres	aspect	2
Our	adheres	business	2
Our	adheres	core	2
Our	adheres	Every	2
Our	adheres	markets	2
Our	adheres	mission	2
Our	adheres	bears	4
Our	adheres	customers’	4
Our	adheres	ETHOS	4
Our	adheres	hints	3
Our	adheres	other	5

Our	adheres	trademarks	2
Our	adheres	we	4
Our	bears	Group	2
Our	bears	history	2
Our	bears	members	2
Our	bears	staff	2
Our	bears	thousand	2
Our	bears	witness	2
Our	bears	years	2

**Table 10. Move 4 Step 1: Providing background information of the company - Top 20 three-word congrams with ‘we’**

We	aspire	customer	2
We	aspire	dimension	2
We	aspire	do	2
We	aspire	provide	2
We	aspire	service	2
We	aspire	as	2
We	aspire	claim	5
We	aspire	dimension	5
We	aspire	formerly	3
We	aspire	improved	5
We	aspire	Kong’s	4
We	aspire	local	3
We	aspire	makes	2
We	aspire	Wah	9
We	aspire	wide	4

We	claim	pride	2
We	claim	provide	2
We	claim	Today	2
We	claim	truly	2
We	claim	as	2

The following Figures 2- show the concordance lines of pronouns used in some of the moves. Figure 2 shows the pronoun ‘we’ (N=31) in Move 3: Establishing relationships with potential partners.

1 improves work efficiency and professional ethics. We also believe organizational structure and discipli  
2 ing service systems, maintenance and renovations. We are also backed by Hopewell Construction Company L  
3 than just buildings, we are designing lifestyles. We are at all times understanding the needs and antic  
4 ur customers, shareholders, and business partners we are constantly creating and providing excellent va  
5 rson "We are designing more than just buildings, we are designing lifestyles. We are at all times unde  
6 g - Registered Architect and Authorized Person "We are designing more than just buildings, we are des  
7 and greatest contribution to the society. Today, we are full of proud that EHMIXR has become a top bra  
8 ant advantage is in the quality of our staff, and we are proud to lead such a professional, energetic a  
9 nstruction, and professional facility management. We are solution-focused, environmentally responsible  
10 omotions and sponsorship of continuing education, we award and encourage younger members of our staff f  
11 a small company to a diversified specialist firm. We believe that the reason for our growth and succes  
12 ross the broad spectrum of businesses we operate, we believe our reputation and our achievements will c  
13 e of philosophy and principles towards our work. We believe that teamwork is an unbeaten energy resour  
14 (HITEC) "Fresh thinking comes from fresh minds. We encourage that internally at Hopewell in developin  
15 d information on market potentials. Through them, we envisage our business opportunities." Mr. Andrea  
16 lls through company sponsored education programs. We frequently participate in international competitio  
17 relationship with our customers. It is from them we get our first hand information on market potential  
18 serve our customers with expertise. Furthermore, we have also invested heavily in state-of-the-art har  
19 n since its establishment. Driven by this vision, we have been increasingly committed to provide excell  
20 ng services of construction materials since 1976. We have grown tremendously from a small company to a  
21 staff. In order to maximize corporate potential, we have put in lots of effort to train up a professio  
22 erience in corporate affairs and administration "We invested in the people and created the professiona  
23 's about where they live, work, shop, and play - we look at their lives as a whole and thus deliver co  
24 tions to keep ourselves on the competitive edge. We maintain that our most important advantage is in t  
25 hilosophy across the broad spectrum of businesses we operate, we believe our reputation and our achieve  
26 ment system. Regardless of technology or quality, we pledge to excel in the industry. Customers Come F  
27 ild a Better Future With our excellent products, we pledge to promote green construction for quality l  
28 e strengthens staff loyalty and self-improvement. We provide ample incentive schemes to award our emplo  
29 ssing needs in an immediate and flexible fashion. We treasure long-term relationship with our customers  
30 et-oriented with a holistic approach to business. We understand market needs and tailor our services ap  
31 naging Director's message As the founder of CCE, we welcome you to know more about our company. Throug

**Figure 2. Move 3: Establishing relationships with potential partners: ‘we’ (N=31)**

From the concordance for ‘we’, it is clearly evident that the company brochures describe people (*our clients, our customers, shareholders and business partners, our staff, etc.*) and vision, commitment, practices, achievements and ideologies (*invested in the people, solution-focused, environmentally responsible, award and encourage younger members of our staff, treasure long-term relationship with our customers, etc.*) as well as their products and services in order to build relationships with their potential partners. The

pronoun ‘we’ also co-selects words that show the relationships with the other, such as ‘also backed by Hopewell Construction Company’, ‘Through them ... envisage our business opportunity’, ‘welcome you to know more about our company’, ‘are designing lifestyles’, ‘teamwork’, ‘understand market needs and tailor our services’, explicitly revealing *ba*, where “the unity of the self and the other is born” (Otsuka).

Figure 3 below shows a pronoun of the other, i.e., ‘they’ (N=8), in Move 4 Step 1: Providing background information of the company. The pronoun ‘they’ can refer to projects, customers, or trading partners. Some instances of ‘they’ are observed to co-select with pronouns of the self, i.e., ‘our business’ (line 1), ‘more confident in us’ (line 5), ‘think of nobody but us’ (line 8).

1       ments are an important component of our business. **They** also realise Hongkong Electric’s commitment to gr  
 2       ts SHKP developments apart in the market, whether **they** are large-scale residential projects, luxury resid  
 3       ries has a distinct focus of expertise. Together, **they** drive the success of our group locally and oversea  
 4       e to maintain the new Rolls-Royce engine types as **they** enter the market and become operational. HAESL is  
 5       he clients are more confident in us, so that when **they** have Housing Authority projects to do and need a p  
 6       parts back to a fully restored condition so that **they** have the same integrity and durability as new part  
 7       ts have been comparatively more difficult because **they** require more new techniques and equipment. However  
 8       to do and need a plumbing engineering contractor, **they** will think of nobody but us.” Having built his ca

**Figure 3. Move 4 Step 1: Providing background information of the company: ‘they’ (N=8)**

The last concordance discussed in this paper is ‘our’ (N=15) taken from Move 6: Looking to the future (Figure 4). The unity of the self and the other is clearly revealed in some instances of word co-selection with ‘our’, including ‘customers and the community’ (line 3), ‘endeavour to be a good neighbour’ (line 6), and ‘environment’ (line 7).

1       n this remarkable success, we will continue to do **our** best not only to surpass **our** own standards of reli  
 2       g ample recreation and green space. Demonstrating **our** commitment and confidence in China, Hopewell New T  
 3       service and quality, but also the expectations of **our** customers and the community. 36 Into the future,  
 4       effective and environmentally friendly energy to **our** customers. This remains a constant goal - one that  
 5       ability, and that of **our** environment, is based on **our** effective adoption of new and proven technologies  
 6       customer service will continue unabated, as will **our** endeavour to be a good neighbour and corporate cit  
 7       for excellence. **Our** sustainability, and that of **our** environment, is based on **our** effective adoption of  
 8       r the years and intend to surpass in the future. **Our** focus on setting new benchmarks in excellence for  
 9       serviced residences, and hotels. Here are some of **our** future projects. Hopewell New Town in Guangzhou H  
 10       lace to work and live, while continuing to expand **our** international business, building upon **our** worldwid  
 11       will continue to do **our** best not only to surpass **our** own standards of reliability, service and quality,  
 12       success and will be a momentum for future growth. **Our** property portfolio will include office and retail  
 13       s and the community. 36 Into the future, we see **our** role as continuing to work conscientiously to prov  
 14       ng upon **our** worldwide reputation for excellence. **Our** sustainability, and that of **our** environment, is ba  
 15       expand **our** international business, building upon **our** worldwide reputation for excellence. **Our** sustaina

**Figure 4. Move 6: Looking to the future: ‘our’ (N=15)**

#### **4. Conclusions**

The present corpus-based genre study has analysed a corpus of twenty company brochures in the field of surveying and engineering in Hong Kong. Focusing on pronouns of the self and the other, the study shows important findings about the non-separation of the self and the other. Corpus textual evidence shows that such pronouns co-select with words that emphasise the inter-relations between the self and the other; how they and their thinking and behaviours influence each other; how they co-exist in the professional and business environment; and how they form intricate co-operative and collaborative relationships to work toward common goals.

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