

Mental Verbs in Marketing Texts: Systemic Functional Linguistics Perspectives

Bahtera Sembiring^{a,1,*}, Mulyati Khorina^{b,2}, Danny Gandana Nugraha^{c,3}.

^{abc}Department of English, Politeknik Negeri Bandung, Bandung, Indonesia
¹bahtera.sembiring@polban.ac.id; ²mulyati.khorina@polban.ac.id; ³danny.nugraha@polban.ac.id
*corresponding author

ARTICLE INFO

Article history:

Received: 8/5/2021

Revised: 16/5/2021

Accepted: 2/6/2021

Keywords:

Mental process

Perceptive

Cognitive

Desiderative

ABSTRACT

The aim of this study was to examine mental verbs found in Marketing texts. Thus, the qualitative data were taken from a graduate textbook entitled *Selling Today*. The data were analyzed by applying Systemic Functional Linguistics (SFL) framework. The results showed that mental process of like type appear to be dominant which is realized by various lexical verbs. The mental process occur on all types of mental clauses: perceptive, cognitive, desiderative, and emotive. However, among the four types of mental clauses, cognitive clauses has the highest occurrence frequency with various choices of verbs realizing its mental process. The findings offer opportunity to model English grammar for Marketing students.

I. Introduction

In Systemic Functional Linguistics (SFL), language has various social dimensions in terms of register and genre [1]. Register covering three elements field-mode-tenor, characterizes the type of a text. The field which refers to the content or discipline of a text is in the level of semantic and it belongs to ideational metafunctions [2], [3]. The ideational metafunctions are grammatically realized by clauses as representation working on Transitivity system [4]. The system deals with process, participants, and circumstance. There are six types of process on the system in which the participants of each process are labelled based on the meaning the process served. Among the six process types, three of them are considered as the main ones: material, mental, and relational [3]. Mental process like the other two main processes, operates on two modes: like and please types and working on four types of mental clauses: perceptive, cognitive, desiderative, and emotive. Since, the context in which a text occurs strongly shapes the language used in the text [5], this paper is discussing what mental process appear in characterizing marketing texts.

Mental process is described as a process which serves to represent inner experiences of human. The experiences may be acquired either through cognition, perception, or emotion. Accordingly, mental process consisting of two sub-types: like and please. The differences between these two types can be seen in the examples below.

- 1) Mary liked the gift.
- 2) The gift pleased Mary.

Clause 1) possesses mental process of like type. The mental process is realized by lexical verb of *like*. The participants of mental clause are labelled Senser as the subject or the entity who experiences another entity labelled as Phenomenon (Table 1.). Traditionally, this verb of this clause is classified as transitivity since it requires object. However, the label does not reflect semantic function as served by SFL.

Table 1. Mental process of like type

Mary	liked	the gift
Senser	Process: mental	Phenomenon

Nominal group	Verbal group	Nominal group
---------------	--------------	---------------

Mental process of please type as in 2), has different position of the participants (Table 2.). The Phenomenon appears before the mental process realized by lexical verb *please*. Whereas Senser comes after the process. In other words, the position of the participants do not affect the clauses semantically.

Table 2. Mental process of please type

The gift	pleased	Mary
Phenomenon	Process: mental	Senser
Nominal group	Verbal group	Nominal group

Furthermore, there are four types of mental clauses called perceptive, cognitive, desiderative, and emotive. Halliday and Matthiessen [2] identified that the clauses may operate either on mental process of like type of please type. The lexical verbs realizing the process will determine the type of clause and the type of mental process which occur. The clauses below are the exemplification of the clauses.

- 3) He saw the car. (perceptive)
- 4) He knows the car. (cognitive)
- 5) He wants the car. (desiderative)
- 6) He likes the car. (emotive)

From the four examples above, it can be noticed that the process of sensing experienced by each Senser are different. Clause 3) is called perceptive clause since the process construes experience through perception. The process is realized by lexical verb *see*. Clause 4) is known as cognitive clause because the experience is construed using cognition. The action of know is perceived through cognitively in mind. The other type of mental clause is labelled as desiderative, clause 5). What the Senser experiences is desire. This is realized by lexical verb *want*. The last type of mental clauses is emotive seen in clause 6). This suggest that the experience is construed through emotion. Thus the process is realized by one of emotive verbs, *like*. It is clear that mental process deals with inner experiences of human either through emotion or cognition.

The study focusing on Mental process has been discussed in several papers. This process was used to reveal reflective teaching [6], to examine film [7], and implicit participants found in a novel [8]. It is implied that investigating mental process which occur in marketing texts has not been conducted yet. Hence, this study was applied to find out what mental process and clause types frequently occur in such kind of texts.

Investigating mental process in marketing texts may have certain benefits. First, the finding will help English for Specific (ESP) practitioners model the grammar of marketing texts considering that the problem of comprehending disciplinary texts is the language [9], especially the lexicogrammar [10]. Furthermore, the findings may help the ESP practitioners to improve learners' literacy [11].

II. Method

This study employed qualitative method with descriptive analysis. The data in the form of clauses were taken from a textbook entitled "Selling Today" [12] used as a reference by undergraduate students of Politeknik Negeri Bandung majoring in Marketing.

In analyzing the data, several steps were applied as seen in Figure 1.

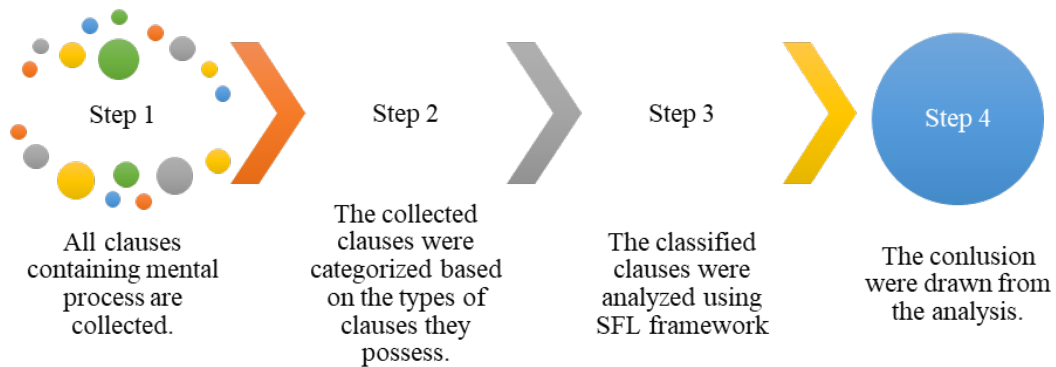


Fig. 1. Steps in analyzing data

III. Results and Discussion

A. Results

The present study reveal that there are 84 clauses containing mental process in the Marketing texts. Both of sub-mental process were found in the data. However, like type occurs dominantly compared with please type (Figure 2.). Unlike mental clauses discussed by Rahmasari and Nurhayati [8], the mental clauses found here are those which have explicit participants. Besides, the like process could be found in four kinds of mental clauses as shown in Figure 3.

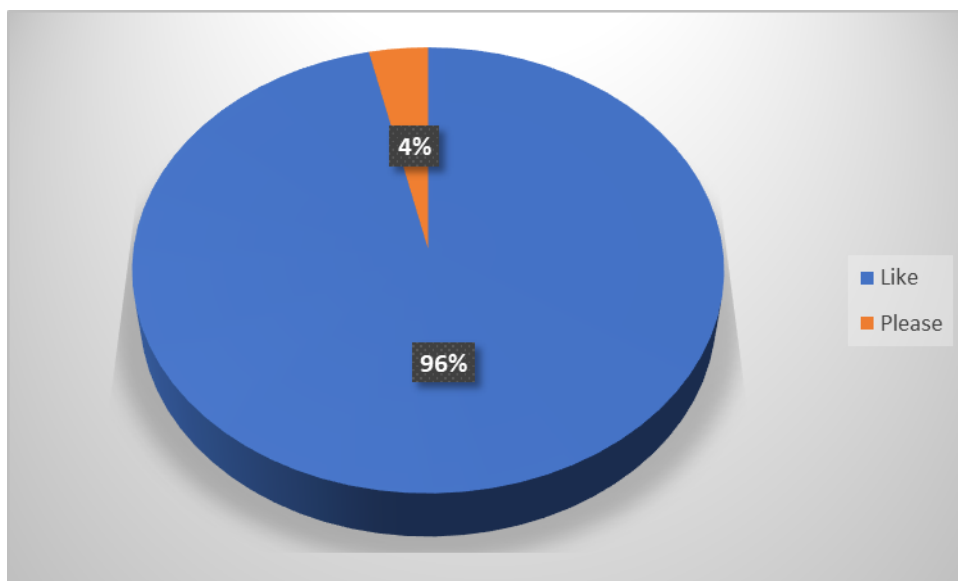


Fig. 2. Sub-tipe mental process in Marketing texts

Further investigation shows (Figure 3.) that cognitive clauses appear to be the most dominant as also found by Fitriafi [13]. It occupies almost half of the data. Whereas, desiderative clause is in the second place, and followed by perceptive and emotive clauses. It may be possible to have cognitive clause as the clause having the most frequent occurrences due to the field of the texts. The texts are

classified as scientific ones whose field is concerned marketing. Thus the inner experience will deal a lot with thinking which has to do with cognition.

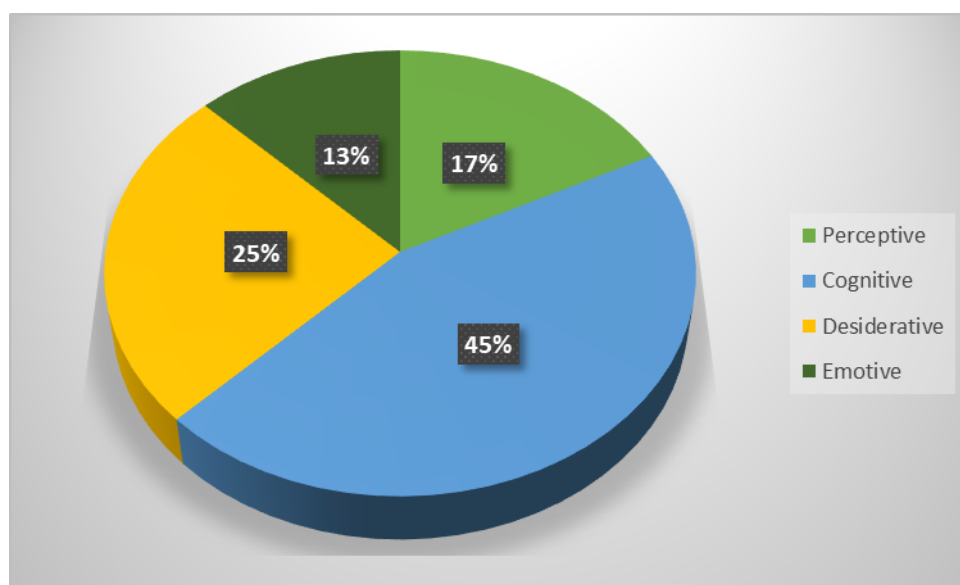


Fig. 3. Percentage of Mental clauses in Marketing texts

Prior to discussion of the findings, Table 3. listed the lexical verbs realizing mental process which occur on each type of mental clause. Cognitive type as the clause which appears dominantly possesses mental process realized by various lexical verbs. Except mental process in perceptive clause which is realized by see and feel, mental clause in desiderative and emotive clauses only realized by single lexical verb: want and like.

Table 3. Verbs of mental process

Type of mental clause	Verb realizing mental process
Perceptive	see; feel
Cognitive	believe; express; think; encourage
Desiderative	want
Emotive	like

B. Discussion

The discussion of the results will be divided based on the types of mental process. However, the discussion of emotive clauses only focus on those with having mental process of like type. Also the discussion of other clause types will be concerned with like type according to the data found.

C. Perception

Perception is an idea, a belief or an image you have as a result of how you see or understand something as defined by OxfordLearnersDictionaries.com. Hence, the language which represents the process is grammatically found in mental process working on perceptive clause. The lexical verbs realizing the mental process in Marketing texts are see and feel as identified by the following samples of data.

- (1) We have seen a power shift
- (2) We are seeing growing opportunities for women in sales
- (3) We sometimes feel different from day to day

Senser is realized by human *We* while Phenomenon is realized by nominal group. In (1) the nominal group has Modifier a power while in (2) it has not only Modifier but also Qualifier for women in sales. Unlike in (1), in (3) it has only Qualifier as seen in the Table 4. The Phenomenons express abstract entities rather than real ones.

Table 4. Perceptive clauses in Marketing texts

Senser	Process: mental	Phenomenon
We	have seen	a power shift
We	are seeing	growing opportunities for women in sales
We sometimes	feel	different from day to day
Nominal group	Verbal group	Nominal group

D. Cognition

According to OxfordLearnersDictionaries.com, cognition is the process by which knowledge and understanding is developed in mind. It suggests that the process is related to what is going on inside human experiences. Mental process in this clause type is realized by lexical verbs *believe*, *express*, *think*, and *encourage*. Senser as the entity which possesses the experience is realized by nominal group of human *Susana*, *Emotive people*, *Some people*, *Top salespeople*. However, the nominal groups realized Phenomenon may be dependent clauses *that if the experience is good for the client*, *that the concept of relationships is too soft and too emotional for a business application*, nominal group *opinions dramatically and impulsively*, or *customer to think more deeply about the problems they face*. When mental process is realized by lexical verb *think* or *believe*, Phenomenon will be realized by dependent clause to represent the entity of cognition. When mental process is realized by lexical verb *express*, Phenomenon is realized by nominal group, and if mental process is realized by lexical verb *encourage*, Phenomenon will be realized by nominal group having Qualifier. This can be seen clearly in Table 5.

- (4) Susana believes that if the experience is good for the client
- (5) Emotive people often express opinions dramatically and impulsively.
- (6) Some people think that the concept of relationships is too soft and too emotional for a business application
- (7) Top salespeople encourage customers to think more deeply about the problems they face

Table 5. Cognitive clauses in Marketing texts

Senser	Process: mental	Phenomenon
Susana	believes	that if the experience is good for the client
Emotive people	often express	opinions dramatically and impulsively.
Some people	think	that the concept of relationships is too soft and too emotional for a business application
Top salespeople	encourage	customers to think more deeply about the problems they face
Nominal group	Verbal group	Nominal group

E. Desire

Desire is a strong wish to have or do something according to www.oxfordlearnersdictionaries.com which is inner process. In SFL, the process called mental process appears in desiderative clause as in the samples below.

- (8) Today's customer wants a quality product and a quality relationship.
- (9) Most people want to achieve some measure of security in their work.
- (10) The Reflective customer wants the facts presented in an orderly and unemotional manner.

Table 6. Desiderative clause in Marketing texts

Senser	Process: mental	Phenomenon
Today's customer	wants	a quality product and a quality relationship
Most people	want to achieve	some measure of security in their work
The Reflective customer	wants	the facts presented in an orderly and unemotional manner.
Nominal group	Verbal group	Nominal group

Mental process in desiderative clauses is only realized by lexical verb *want* in Marketing texts as shown in the samples. Senser as the entity who owns the experiences is realized by nominal group representing human *Today's customer, Most people, the Reflective customer*. Whereas Phenomenon as the entity of the mental process is realized by nominal groups either having Modifier or Modifier and Qualifier as in (9) and (10). The Qualifier may consists of prepositional phrase (9) or embedded clause (10).

F. Emotion

Emotion means a strong feeling such as love, fear or anger; the part of a person's character that consists of feelings (www.oxfordlearnersdictionaries.com). It is implied that emotion has something to do with inner experiences. The experiences are construe grammatically by emotive clause having mental mode. The only lexical verb found in Marketing texts is *like* as seen in the samples below.

- (11) He liked it
- (12) Supportive individuals like to conduct business with sales personnel who are professional but friendly
- (13) Customers like to hear that their salesperson has experience dealing with, and finding solutions to, problems they are encountering

Senser of mental clauses concerning with emotion is nominal group expressing human *He, Supportive individuals, Customers*. The Phenomenon which the entity of mental process is realized by nominal groups *it, business with sales personnel who are professional but friendly, and that their salesperson has experience dealing with, and finding solutions to, problems they are encountering*. The nominal group may be realized by pronoun as in (11) or Nominal group containing Qualifier (12), or dependent clause (13). It is also noticed here that the Qualifier may contain embedded clause which is relative pronoun who are professional but friendly.

Table 7. Emotive clause in marketing texts

Senser	Process: mental	Phenomenon
He	like	it
Supportive individuals	like to conduct	business with sales personnel who are professional but friendly
Customers	like to hear	that their salesperson has experience dealing with, and finding solutions to, problems they are encountering
Nominal group	Verbal group	Nominal group

IV. Conclusion

Mental process as a primary process in Transitivity system may realize by various lexical verbs. In Marketing texts, the mental is process mostly realized by *see, feel, express, think, encourage, want, and like*. These lexical verbs are found only in mental process of like. But al types of mental clauses are found in Marketing texts. These clauses as the terms suggest represent perception, cognition, desire, and emotion. Therefore, Senser of the clauses are realized by nominal group expressing human.

ACKNOWLEDGMENT

This research were funded by UPPM Politeknik Negeri Bandung under contract number: 105.23/PL1.R7/PG.00.03/2021

Reference

- [1] M. J. Schleppegrell, "The knowledge base for language teaching: What is the English to be taught as content?," *Lang. Teach. Res.*, 2020, [Online]. Available: <https://journals.sagepub.com/doi/abs/10.1177/1362168818777519>.
- [2] M. A. K. Halliday and C. M. I. M. Matthiessen, *Halliday's introduction to functional grammar: Fourth edition*. 2013.

- [3] Halliday, "An Introduction to Functional Grammar by M. A. K. Halliday (z-lib.org).pdf." 1994.
- [4] ح. بارانی, ع. س. ن. ع. س. و. ح. بارانی, *No Title* □□□□□□□□ □□□□□□ □ □□□ □□□□ □□□□□□□□ □□□□ □□□□ □□ □□□□ □□ □□□□□□ □□ □□□□□□, vol. 148. .
- [5] M. J. Schleppegrell, *The language of schooling: A functional linguistics perspective*. 2004.
- [6] L. O. Munalim, "Mental processes in teachers' reflection papers: A transitivity analysis in systemic functional linguistics," *3L Lang. Linguist. Lit.*, vol. 23, no. 2, pp. 154–166, 2017, doi: 10.17576/3L-2017-2302-12.
- [7] S. R. R. Wanto, *MENTAL PROCESSES IN ALANI HAPOGOSAN MOVIE*. digilib.unimed.ac.id, 2018.
- [8] G. Rahmasari and I. K. Nurhayati, "Implicit Participants in Mental Process: a Functional Grammar Analysis," *JALL (Journal Appl. Linguist. Literacy)*, vol. 3, no. 2, p. 153, 2019, doi: 10.25157/jall.v3i2.2421.
- [9] J. Wellington and J. Osborne, "Language and Literacy in Science Education," *McGraw-Hill Educ.*, 2001.
- [10] J. R. Martin, J. Martin, and M. A. K. Halliday, "Writing science: Literacy and discursive power." Routledge, 1993.
- [11] C. L. O'Hallaron, A. S. Palincsar, and M. J. Schleppegrell, "Reading science: Using systemic functional linguistics to support critical language awareness," *Linguist. Educ.*, 2015, doi: 10.1016/j.linged.2015.02.002.
- [12] C. Value, *SELLING TODAY*. .
- [13] T. N. Fitriafi, "AN ANALYSIS OF MENTAL PROCESS IN MILK AND HONEY," no. 1970, pp. 55–62.