

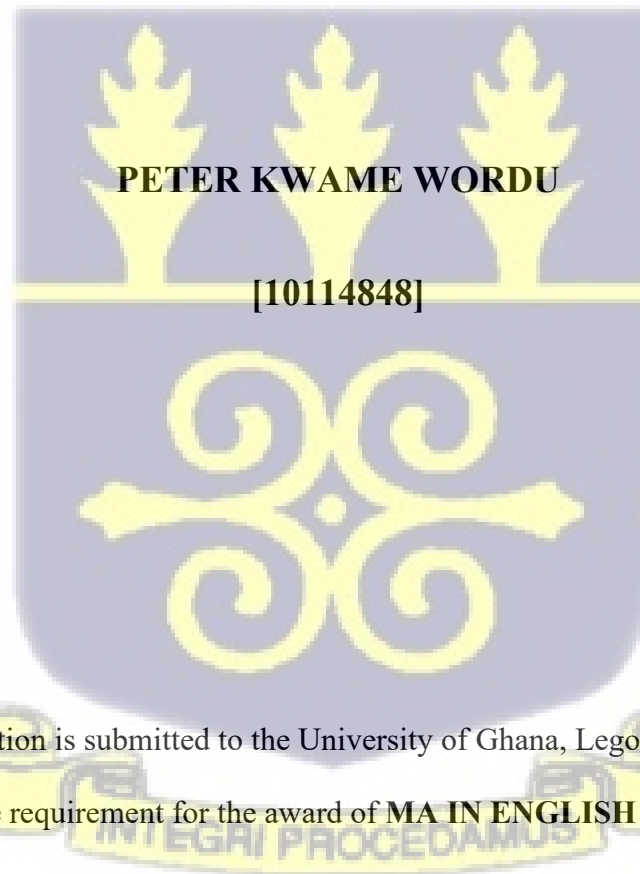
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**UNIVERSITY OF GHANA**

**DEPARTMENT OF ENGLISH**

**POSITIONING THEMATIC ELEMENTS IN TEXT MESSAGES FOR  
EFFECTIVE COMMUNICATION: A STUDY OF BANKS IN GHANA**

**BY:**



This thesis/dissertation is submitted to the University of Ghana, Legon, in partial fulfilment of the requirement for the award of **MA IN ENGLISH** Degree.


**OCTOBER, 2021**

**DECLARATION**

Besides the references to works that have been used and duly acknowledged, I thus declare that the views expressed in this study are the product of my research and that this dissertation or any part thereof has not been submitted for the award of any other degree.

STUDENT

DATE:



March 22, 2023

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SUPERVISOR

DATE:



March 22, 2023

**PROF. J. F. WIREDU**

**INTEGRI PROCEDAMUS**

## ABSTRACT

Different lexical elements get chosen at initial positions of text messages that are used in corporate communication contexts. This study explores factors that could provide explanation to the different choices of lexicogrammatical elements in thematic position of text messages by identifying the elements that get chosen and how choice of certain constituents in clauses function in bringing out effectively the meanings that are associated with such choices.

To explore the possible implications, a textual analysis was adopted to analyse text messages that banks in Ghana used to communicate a Covid-19 message regarding a mandatory fumigation exercise. Descriptive statistical techniques were applied to the text message in order to uncover the nature and function of elements that constitute Theme in the clauses that make up the text messages. The findings depict that choice of specific items at first position has profound effects on meaning that is encoded by the clauses that constitute the respective text messages.

This suggests, possibly, that the differences revealed in choice of specific elements at initial positions of text messages are induced by the particular rhetorical purpose of the communicative act in a specific context. Given that this is so, then corporate entities need to assess their communicative intents in order to effectually compose text messages since linguistic choice in different contexts has significant effects on meaning that is encoded.

## DEDICATION

To the never-forgotten memories

of the love from my mother: Comfort Quarcoo;

and the instructions of my father: Christian Kwame Wordu.



## ACKNOWLEDGEMENT

Without the sustaining grace of God through Jesus Christ, this work would not have been produced. I give all the glory to God.

Indeed, by that same grace, I had been assigned a supervisor whose unparalleled and critical guidance coupled with his unrivalled patience immensely shaped this work from conception to completion; Professor J. F. Wiredu, I am thankful, yet a debtor I remain unto you.

Similarly, I received scholarly direction from Dr. G. K. Frimpong whose continual and firm directions contributed enormously to my research. Furthermore, the assuring words of encouragement and constant reminders from Dr. Edem A. Dzregah served a great purpose in the successful completion of my dissertation. Of a truth, I am appreciative of your demonstration of mentorship.

Moreover, I received support from colleagues and seniors especially Emma K. Pedavoah as well as from Auntie Jemima and Auntie Eunice both of the general office of the department.

Above all, my efforts perhaps might not have yielded much if not for my supportive wife: Faustina Tamakloe -Wordu; whose persistent reminders and inspirations provided hope unto me even in the most difficult moments. With love, I will always treasure the endurance and understanding from our children – Klenam, Anorkplim, Ziordenu and Mawudeka - who in periods of my absence sacrificed their longings for me. Finally, I was urged and supported in diverse forms by my siblings and other relatives: Joseph Wordu, Obed Wordu, Celestine Afesia, Hope Wordu, Rose Wordu, Matthias Wordu and Agatha Agawu.

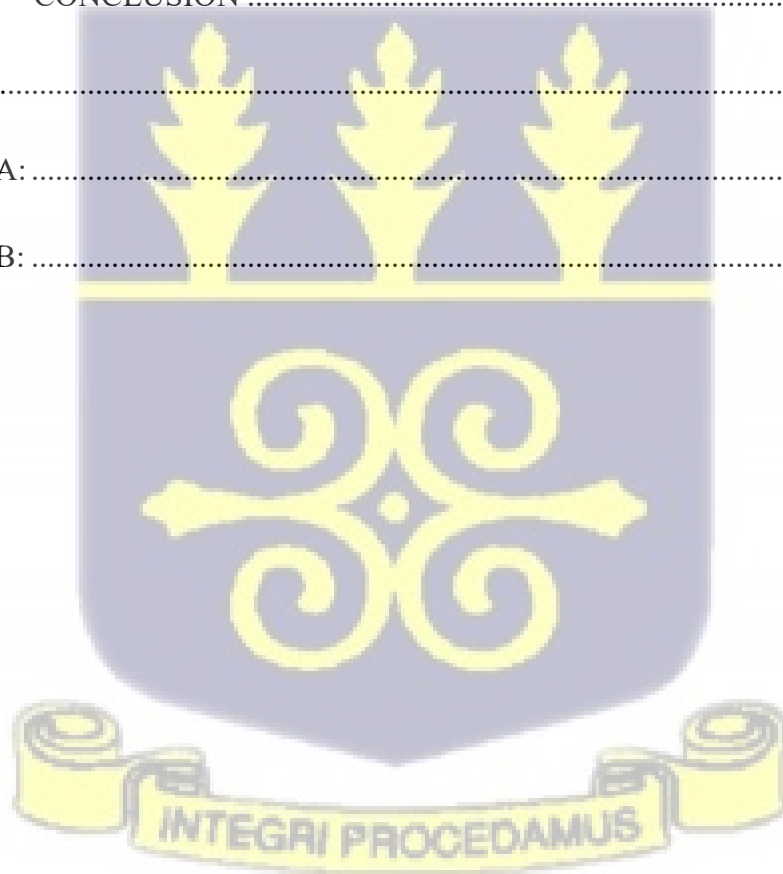
May God's blessings be upon you all.

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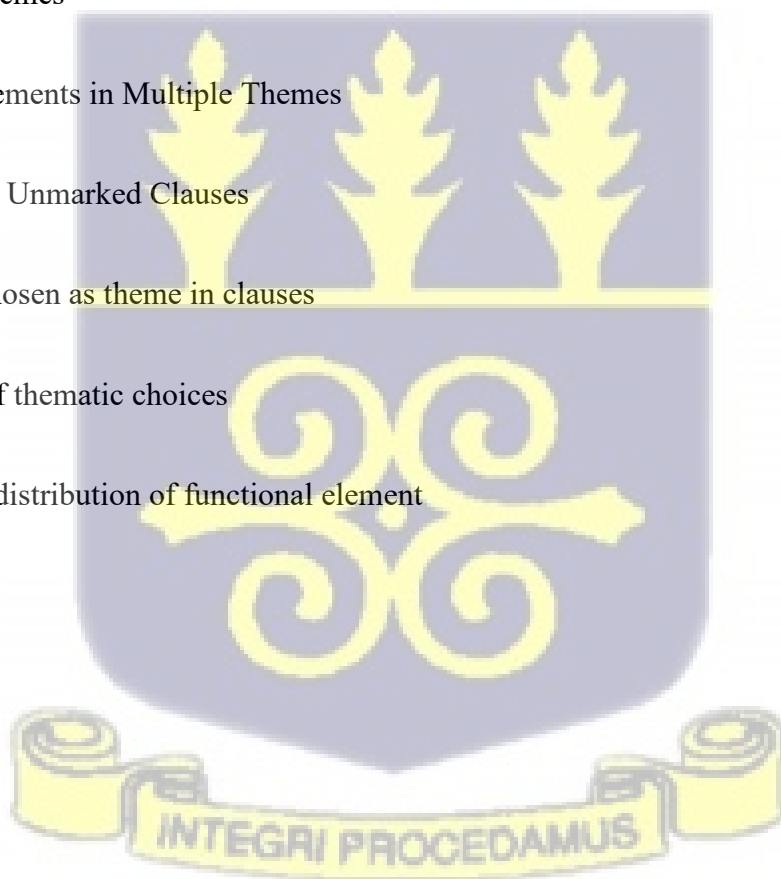
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**NOTATIONAL CONVENTIONS**

<b>Capitalization</b>	<b>Convention</b>	<b>Example</b>
initial capital	structural function (element)	<b>Theme/Subject/Rheme</b>

**Operators in realisation statements**

<b>Operator</b>	<b>Symbol</b>	<b>Example</b>
Order	^	<b>Textual^interpersonal^topical</b>



## CHAPTER 1 - INTRODUCTION

### 1.1 Introduction

Studies by linguistic scholars, discourse analysts, communication experts have shown that text messages are not only being used by individuals particularly the youth in instantiating interpersonal communication needs but also by corporate entities. This increasing use of text messages by corporate entities especially during the past few decades is gradually garnering scholarly attention. Some of these findings have demonstrated that corporate use of text messages encompasses use for internal communication purposes as well as in performing externally strategic communicative functions.

The important roles that text messages play in present day corporate communication have been noted by researchers in a number of fields including those in systemic functional linguistics who have classified text messages as one of a host of new text types that companies are leveraging (Halliday & Matthiessen, 2014; 42). This recognition could, therefore, support the assertion that text messages serve as an essential medium that companies employ in disseminating strategic information with clients and other key stakeholders particularly due to their cost-effective and efficient nature.

Though it may be difficult to identify all areas in which text messages get used in corporate contexts, it is clear that most studies have identified text message use in fulfilling communicative functions of corporate entities as well as how the linguistic features that text messages exhibit perform relevant rhetorical functions. These empirical inquiries into text messages as linguistic phenomena have positioned text messages, therefore, as playing crucial roles in accomplishing strategic goals with immense impacts on the survival and success of a given corporate entity.

Communication needs of corporate entities have been studied by many management theorists –Cornelissen, Bekkum & Ruler (2006), Riel & Fombrun (2010), Dolphin (1999) – who have unanimously concurred that communication is a crucial function upon which organizations depend. They argue that communication is very central to an entity and therefore “too important to be left solely to [the] discretion” of top managers irrespective of their dexterity (Riel & Fombrun, 2007; 16). The broad and essential nature of corporate communication probably led many of these theorists to define it as a function that encompasses advertising, public relations, marketing communication and even management communication (Dolphin, 1999). Since use of text messages is increasingly being employed in these corporate contexts, studying them becomes very pertinent to pedagogical investigations.

One specific but common use of text messages is the way in which many banks use them in communicating their operational as well as strategic issues with internal and external stakeholders in routine as well as non-routine situational contexts. A case in this regard was when in 2020, many banks, just like other corporate entities, disseminated information regarding a Covi-19 fumigation exercise mandated by metropolitan assemblies concerning closure of most branches of banks to make way for a fumigation exercise.

Though one may, indubitably, notice several other features on these messages, a strikingly distinct characteristic that becomes evident even in a cursory observation of the text messages is that most of them have chosen different elements as their starting points.



## 1.2 Problem Statement

The motivation to carry out this study came from this observation (indicated above, of text messages) regarding choice of different elements that got selected as the starting points for the different text messages used by the respective banks in this communicative event with their

clients. This apparent difference in the elements that constitute the starting points for the various messages seems to have some implications for the meanings that they encode; and understanding this would require a systematic investigation.

Given the increasing preference for text messages (Mahatanankoon & O’Sullivan, 2008) especially as evident in the rate at which companies are trying to leverage this emergent and technology-backed medium of communication (Halliday & Matthiessen, 2014; 42; Bamba and Barnes, 2007), a number of calls have been made and concerns have been raised regarding lack of data regarding general linguistic interest in texting (Tagg, 2009). This seems even more imperative in light of scarcity of linguistically-induced empirical studies on texting in corporate contexts (Forey, 2002).

Though a few studies have directed their interest at various aspects of texting in general including attitudes towards use of text messages, linguistic features of text messages and their communicative functions (Tagg, 2009), there is lack of empirical work on corporate context text messages from linguistic perspectives. As instances of language use, lexicogrammatical choices made in text message have functional implications particularly when different elements realised the starting points in messages that have even the same topic.

Hence, exploring the implications of choice of different elements as starting points of the text messages to ascertain their communicative success warrants empirical inquiry especially that calls have come from scholars that “the literature on texting indicates the need for a thorough linguistic investigation” and with the assertion that “there has as yet been little attempt to conduct a thorough linguistic analysis of texting” (Tagg, 2009).

In an effort to explore the underlying meanings of the distinct choices in what is placed in thematic position, the present study attempts to, using SFG’s Theme-Rheme model, explore

the functions that are performed by choice of elements that occupy thematic position in text messages that corporate entities employ in accomplishing their communicative strategies.

### 1.3 Objective of the Study

Though text message in corporate communicative contexts has been identified by scholars as a text type on which companies are leveraging (Halliday & Matthiessen, 2014; 42), empirical research from systemic functional perspectives does not seem to match the rate at which they are being employed, particularly in the past two decades. Given the recent ubiquity of text message use for corporate communicative functions, examining the implications of choice of different elements as Theme in messages might offer insights into the underlying functional meanings of these choices.

In pursuit of this, my study seeks to explore the implications of choice of different lexicogrammatical elements in thematic positions of text messages that are used in corporate communicative acts in order to ascertain the relevant functional roles played by these particular choices in enhancing the communicative success of the respective text messages.

### 1.4 Research Questions

In order to explore the implications of choice of different lexicogrammatical elements as Theme in text messages that are used in corporate communication, the study seeks to provide answers to the following research questions:

- (1) What elements get chosen as Theme in text messages used for corporate communication?
- (2) What functional roles do these thematic choices play?

(3) How does the choice of a particular element (instead of another) as Theme contribute to communicative effectiveness?

### 1.5 Justification for the Study

Thematic analysis of text messages used for corporate communicative purposes “provides an insight into [the] texture” of the messages (Halliday & Matthiessen, 2014; 133). This has the potential of providing a benchmark against which the success or otherwise of a text message can be judged since one of “the two notions most fundamental to text-ness of a text” and therefore separating text from non-text is texture (Hasan, 2014; 229). As a result, an investigation into the implications for choice of particular linguistic elements within thematic structure of text messages is likely to provide a framework within which similar messages can be judged for effectiveness of communicative purpose. This is important given the rate at which companies are leveraging on text messages (Halliday & Matthiessen, 2014; 42).

Exploring text messages from a textual metafunctional perspective using the Theme-Rheme model with specific regard to how the choice of specific elements function to achieve communicative success has the potential benefit of packaging the ideational and interpersonal meanings that are expressed in the clauses that make up the messages of each text. From the systemic functional perspective, the meaning potential of both the interpersonal and ideational metafunctions can only be ‘enabled’ by the textual strand of meaning (Halliday, 1974, in Eggins, 2004; 296). Therefore, the order or the arrangement of constituents in a text with regard to what is placed in first position in each set of clauses speaks about the level of prominence attached to the point from which the message departs. And this has useful implications for the meanings that are encoded in the text messages.

As noted by Michael Halliday and Christian Matthiessen, text messages belong to a group of emerging “host of new options” that corporate entities are increasingly leveraging on (Halliday & Matthiessen, 2014; 42) for accomplishing strategic functions (Faulkner & Culwin, 2003). This assertion is echoed by a number of researchers who concur that use of text messages is not only common with individuals but their use is prevalent in “professional and commercial” contexts as well (Tagg, 2009; 2).

Premised on this, a textual metafunctional analysis of text messages that are employed in corporate contexts is likely to provide an indication of the underlying concerns and values of the respective banks that issue such messages. (Halliday & Matthiessen, 2014; 133) in addition to serving as a way of establishing appropriate ways of arranging elements depending on contextual factors.

### 1.6 Scope of the Study

In order to explore the degree to which the functional role played by choice of clausal constituents that are realised in thematic position of the selected text messages can be shown to contribute to overall communicative success of the texts, procedures and principles in SFG will be applied.

However, the size of data for this study will be restricted to eight (8) text messages each from different banks in Ghana only. This is to allow for, particularly due to the limited nature of resources, adequate evaluation of the linguistic features selected for measurement.

In addition, though there are several categories of text message types for instantiating communicative acts, such as messages on systems downtime, transactional alerts, advertising of new services, announcements to shareholders on AGMs, among others, this study has chosen

to use a set of selected text messages that, in 2020, were employed by banks to communicate with their clients regarding closure of certain branches on certain dates due to a Covid-19 fumigation exercise directed by metropolitan assemblies. The rationale for this decision is that many other rhetorical functions performed by text messages in corporate contexts may be of recurrent nature and therefore have fixed structural instantiations. In contrast, the type of messages selected – to communicate a non-recurrent message - is not in the normal course of operational activities of the respective banks and hence is more likely to contain elements that can exhibit sufficient differences for analysis. Moreover, the messages on Covid-19 fumigation did not originate from the respective banks but from an outside authority hence the possibility of ideological and attitudinal differences that express how the banks align or distance themselves from the message in question can reflect in the choice of what gets thematised.

This study did not, in any way, purport to exhaust the whole gamut of systemic functional grammatical analytical tools that can be used to evaluate even its present subject matter of interest – text messages in corporate contexts; nor can it purport to represent an in-depth study on the Theme-Rheme system of the textual metafunction. Rather, it only employs one of the several systemic functional systems which is the Theme-Rheme model, with aid, whenever required, from any other relevant analytical tools such as Transitivity and Mood systems (determining what constitutes topical Theme and markedness respectively) - to achieve the stated aim of ascertaining the implications of choice of particular thematic structural elements in the construction of the text messages employed in the communicative acts by corporate entities.

In order to not compromise the objectives of my study, I have decided to keep to the purely systemic functional tenets of the Theme-Rheme model, while acknowledging that other equally practical fields such as discourse analysis have made extensive use of the model in exploring meaning of various texts.

### 1.7 Methodology

In order to ensure validity and reliability of the findings, I identified text specimens from banks and analysed these specimens principally using the Theme-Rheme system and where necessary applying Mood and Transitivity systems to corroborate any interrelatedness. For example, in determining the boundary between Theme and Rheme, elements that have a role to play in the Transitivity system had to be determined to establish what is considered to be in “first position”. Similarly, determination of markedness was hinged on the Mood system of declarative, interrogative or imperative. The data was extracted from a COVID-19 fumigation messages that the selected banks sent out to their clients during 2020 per a directive from metropolitan assemblies.

The unit of analysis comprised the clauses of each set of text messages. These were divided into their Thematic or Rhematic components in order to analyse the structural and functional constituency of each. This was done to allow for comparison of the difference that was observed in the structural arrangement of each respective bank’s text message. The use of descriptive statistical techniques was applied in a quantitative paradigm.

### 1.8 Limitations of the Study

The study was not without hindrances. A few challenges were encountered with the main one pertaining to the data type chosen for manipulation. In designing the research, text messages instantiated in a communicative act regarding fumigation exercises to counter Covid-19 spread in major cities were selected. The scope of the study did not permit similar messages from other countries or at least from many other cities in Ghana. This could have allowed results that shed significant light on the various element that were realised in thematic position to permit analysis of trends that could enhance the rigour of reliability of analysis of data.

The above limitation may be principally due to the fact that the study did not have access to funding that can permit design of research procedures to facilitate sufficient exploration of the variables selected for measurement to provide rigorously reliable findings hence a larger scale type investigation into the subject of inquiry might be desirable. Further, due to time and cost limitations, only two of the three major systems of Theme received consideration. That is, “choice of type of Theme and choice of marked or unmarked Theme” leaving out Theme predication (Eggins, 2004; 299). Related to this, thematic progression analysis was also left out while these could have enhanced the findings with more rigour.

Finally, a significant challenge was lack of access to pertinent material on textual analyses of text messages in corporate communication. The few that have been found are not insightful enough and those that present insightful discussions are on other metafunctions such as the experiential and interpersonal analysis.

### 1.9 **Outline of the Study**

The organisation of the study is as follows: chapter one introduces the entire study firstly by providing background information on the increasing use of SMSs (text messages) by banks to communicate information to their clients, this is followed by stating the research problem around which research questions and objectives were formulated to facilitate the execution of the study. The significance, scope and limitations are then presented. Chapter two explores existing works that focus on the textual metafunction using the Theme-Rheme model in systemic functional grammar as a linguistic analytic tool which in turn serve as a theoretical framework to evaluating the research problem of what the different choices of linguistic resources as Theme in text messages indicate of the text messages as text. Chapter three is on the general methodological approach and analytical methods employed in the study. The

analysis of the study is contained in chapter four; thus providing a basis for the discussion of the findings from the study in chapter five. Finally, chapter six recapitulates the whole study. An appendix of the detailed clause analysis and raw data that was gathered for the study is presented at the end.



## CHAPTER 2 - LITERATURE REVIEW

### 2.1 Introduction

One possible way of approaching the literature on text messages may be to divide them into two categories based on whether they are carried out from a linguistic or non-linguistic perspective. Most studies that focus on non-linguistic aspects of text messages discuss issues such as cost-benefit analyses of use of text messages, use of text messages in accomplishing various ‘interpersonal’ functions, and recently how technology is empowering text message use. Though these concerns regarding text messages have useful implications, they may not possess sufficient linguistic focus that might be helpful in analysing text messages from a linguistic perspective. As such, linguistic related studies would offer more useful insights in exploring the implications of choice of elements that get chosen in the thematic structure of text messages that are employed in corporate communicative events.

#### 2.1.1 Use of Text Messages as a Linguistic Phenomenon

Evaluating linguistic interest in text messages can be done through categorizing them into two: those that are used for general (non-corporate) purposes and those used for corporate communication purposes in various linguistic social contexts. A number of studies have been conducted on text messages as a general linguistic phenomenon. According to Caroline Tagg (2009), “research into the medium ranges from the technological to the ethnographic” (p. 3).

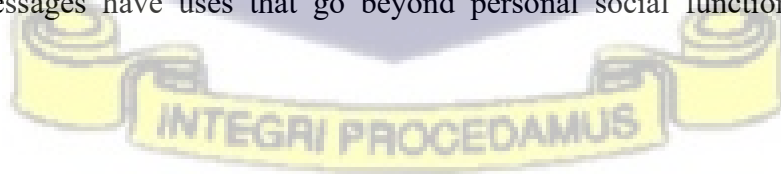
A few of the recurrent themes in the literature on text messages deal with communicative functions, linguistic features and effects of text messages on personal, academic and professional competence of users. Majority of these studies tends to investigate the use of text messages in performing intimate and friendly social functions among defining social groups

especially the youth (Ling, 2008; Oksman & Turtiainen, 2004; Taylor & Harper, 2003). There are others who argue that text messages have negative impacts on the communicative competence of users while others refute such claims asserting the benefits that texting offers to users (Crystal, 2008; Taylor & Harper, 2003).

A useful contribution is rendered by Sven Frueh (2019) who applied a corpus-based method to investigate linguistic features of text messages with a focus on how certain linguistic features of text messages influence the meaning and legibility of the messages exchanged. This study is a build-up on extensive work by David Crystal (2008) and Swan (2005) among others whose studies, from a discourse analysis perspective, describe and evaluate texting as a linguistic phenomenon. Notably, David Crystal (2008) contends that text messaging be construed as both a global and 21st century phenomenon - a view shared by several scholars including Jim Macnamara (cited in Halliday, 2014;42) and that it has a lot of positive sides in contrast to the popular negative view that is held by most people.

An observable trend in the literature on text messages used for general purposes is that it is characterised with high polemical orientations. While some scholars assert the possible negative effects of text messages on writing and literacy skills of users, another group refutes this notion, contending that for one to utilize the so-called destructive features of text messages, one should have had the capacity of understanding and articulating the actual lexical items.

Hence, text messages have uses that go beyond personal social functions to encompass corporate uses.



### 2.1.2 Text Messages in Corporate Communication

Use of text messages in corporate contexts does not have sufficient pertinent empirical studies from linguistic perspectives and this is one justification for this study. The few studies on text messages in corporate contexts tend to provide statistics on the number of companies using text messages and of the gains to be made in using text messages for communicating in corporate contexts.

In spite of the apparent lack of literature on text messages in corporate communication context, studies have been conducted on text types that are analogous to text messages. These are studied from linguistic perspectives in general and systemic functional perspectives in particular and therefore could have some relevance for this study. Text types studied by these analogous works include letters, memos and reports which have been extensively studied by Forey (2002). Just like the model adopted in this study, Forey's study used the Theme-Rheme model to evaluate workplace texts.

Forey's (2002) work has been comprehensively devoted to looking at the topic from a Systemic Functional Linguistics (SFL) perspective focusing on "how texts are organised" and on the linguistic choices writers make in constructing these texts (Forey, 2002). The findings from these studies reflected in investigations of which choices are made in these texts, the context in which they occur and the participants involved. The goal of Forey Gail's work is to assess how meaning is made through linguistic choices made in these texts which aligns with the first research question in this study. The meanings that are construed in these texts, Gail Forey (2002) maintains, are influenced by interpersonal, textual and ideational metafunctions. Specifically, his study deals with Theme in workplace texts.

In all these linguistic oriented studies on communication in corporate contexts, there has been little attention on text message use as a corporate communicative medium in spite of

observations that companies are increasingly leveraging it (Halliday & Matthiessen, 2014) as a mode of reaching their key stakeholders. The scarcity of studies from systemic functional perspective on use of text messages in corporate contexts provides justification for this present study which aimed to bring out insightful findings regarding text message use in corporate contexts.

However, one key concern of a systemic functional exploration of text messages used for corporate communication would be the establishment of whether or not the text messages instantiated qualify as ‘text’ to be studied.

### 2.1.3 Textness of Text Messages

According to Eggins (1997; 5), for a piece of language use - written or spoken - to qualify as text, it should be made up of at least two communicative moves. It should be, she further asserts, “a complete linguistic interaction, preferably, from beginning to end” (ibid). This is augmented by Hasan’s (2014) explanation of what determines textness. She posits that there are two fundamental ingredients of textness: texture and structure.

Eggins (2004) and Hasan (2014) in addition to others have put forward that (a) text refers to that which forms a “unified whole”. This means that it makes meaning as a unit. To be considered as a unified whole, Halliday & Hasan (1976) cited in Eggins (2004) proffer that “the concept of texture” is an integral component of textness.

It is texture that sets a text apart from non-text, according to Hasan (2014). Additionally, it is this same notion of text that “holds the clauses of a text together to give them unity” (Eggins, 2004). Put simply, text in the systemic functional approach refers to “any unified piece of language that has the properties of texture” and this notion is further emphasized in Suzanne

Eggin's (2004; 28) that "a text is a unit of meaning which expresses, simultaneously, ideational, interpersonal and textual meanings".

The importance of texture of text is echoed in Hasan (2014) that "the two notions most fundamental to the text-ness of text" are texture and structure. To explain this further, she put forward that the lexico-grammatical units that make up a text are what make them hang together. The effect of these is that when text messages that are used by corporate entities in disseminating information to clients or key stakeholders are judged according to all the above, it can be established that they constitute text. This is because they concern a unified piece of message that hang together by cohesive devices.

In addition, the principles of the systemic functional approach require that a text be configured according to a structural formula. This refers to any well-defined configuration of the elements of a text. Integral to the structural formula of a text are obligatory and optional elements that have to follow a pattern of occurrence (Hasan, 2014). A cursory observation of the text messages reveals that they all have certain elements that are fixed as components in the sampled text messages.

In summary, the text messages that are used by companies in communicating with their clients or key resource- (stake) holders possess texture and structure and therefore can be studied using systemic functional model of Theme-Rheme.

#### **2.1.4 The SF Approach: Suitability for Corporate Communication**

Communicating with internal and external stakeholders of entities has been widely regarded as a critical function that impacts on the survival and success of corporate entities. According to Van Riel & Fombrun (2007), the success of "organisations depends to a large extent on [] the

task of communicating” (p. 16). Researchers in management science have noted that though strategic managers play major roles in directing corporate entities towards their visions and missions, “communicating is too important to be left solely to their discretion”; as such, specialists such as communication experts are normally engaged to augment their roles to be effectively executed (ibid).

Richard Dolphin (1999), puts forth that the fundamental role of corporate communication is to manage a company’s reputation in the eyes of its stakeholders from whom “it desires a favourable attitude” based on reputation. Dolphin (1999) also asserts that corporate communication is broad and encompasses marketing communication, “organisational and management communication” (p. 4), a view echoed by many scholars that the function of corporate communication goes beyond specialist functions such as brand management, advertising, public relations and internal communication but rather “brings together all communication which involves the organization as a corporate entity” (Harrison, 1995, cited in Dolphin 1999; 4). In summary, Cornelissen, Bekkum, & Ruler (2006) echoed the current “practice perspective” that, in conjunction with corporate brand management, corporate communication is about how entities “build and maintain strong corporate reputations with stakeholders” (p. 94).

The literature on corporate communication to a large extent demonstrate a wide unanimity that communication lies at the heart of a company’s strategic goals and in delivering this function, language is employed as a crucial driver of the reputation that an entity wants to carve and maintain for itself.

There are many goals that companies exist to achieve; this notwithstanding, a constant variable in almost all these is the need to build and maintain a favourable reputation with stake- and resource-holders possibly because it has significant impacts on profitability and long-term

survival. Key elements of reputation that stakeholders keep concerning an entity emanate from variables such as the entity's core values of ethics, its responsibility towards society and its community among a host other. In situations as their daily operations, crisis situations and especially during global catastrophes, entities are expected by some stakeholders to demonstrate their corporate citizenship while others, such as resource-holders, may expect additionally a commitment to returns on their investments. This situation demands an integrated approach to communicating effectively in an efficient manner that meets the differing expectations of the diverse entities with stakes in the entity concerned.

This crucial task can be accomplished by language use; and with the concomitant complexity that it requires in an integrated manner, a comprehensive approach that the systemic functional perspective embodies would be relevant in exploring the meanings made by choice of different elements that form the thematic structure of text messages that were used by banks in Ghana in communicating a 2020 Covid-19 fumigation exercise message to clients.

### **2.1.5 Using the Systemic Functional Approach**

A fundamental position in the systemic functional approach to linguistic analysis is the claim that language use is “functional, semantic, contextual and semiotic” (Eggins, 2004). They contend that language use is functional and as such attempt to find out about how people employ language and how they structure language for accomplishing various functions.

Exploring the use of language for achieving communicative goals is enhanced if it is carried out from a systemic functional perspective. This is because the systemic functional approach views language as a meaning-making resource (Halliday, 2014), which presents a plethora of

opportunities unto users in making linguistic choices which shape meanings that are made from the use of language in various communicative events.

This available potential to make linguistic choices from language as a resource has informed the call by several scholars in the systemic functional tradition to explore the grammar of language “in functional terms” (Halliday, 2014) which in turn triggers the hypothesis that the fundamental organising principle of language is a “functional” one (Eggins, 2004; Halliday, 1994, cited in Forey, 2002; 46) and further that the “traditional compositional thinking about language needs to be, at least complemented by, if not replaced, a ‘systems’ thinking” in which consideration is had to the nature and dynamism of the semiosis that characterize the whole network of language (Halliday, 2014).

Conceptualised as a meaning-making resource from which choices are made by actors who express the enactment of their inner and outer worldviews in patterned ways to achieve their communicative purposes, systemic functional grammarians explore language use from a comprehensive and interrelated standpoint. In this perspective, options of meanings are made from a system that allows for the simultaneous encoding of various strands of meanings (Halliday, 1974; Matthiessen, 2014; Eggins, 2004; Thompson, 2014). Premised on the foregoing - of language as a meaning-making resource -, systemicists claim that language use can be exploited to accomplish specific purposes (Butt, Fahey, Feez, Spinks, & Yellon, 2000; Eggins, 2004; Halliday, 1987) – a potential evidently open to not only individual interactants but also to corporate entities.

In order to communicate their policies, decisions, strategies, challenges with their clients, employees and other stakeholders in respective sectors, industries or functions, corporate entities represent phenomena that constitute their experience of the outer and inner world in which they operate (ideational metafunction). The representation of the “goings-on and

happenings” would in turn be related to other private or corporate entities (interpersonal metafunction) and finally, would have to be crafted or “packaged’ in a specific way (textual metafunction) – either calculated or by default – to facilitate comprehension and interpretation by the parties involved in a given communicative event. These three interrelated embodiments of language use is what scholars in the systemic functional tradition refer to as the metafunctions of language: ideational, interpersonal and textual metafunctions (Halliday, 2014, Eggins, 2004, Matthiessen,1992).

Scholars in the systemic functional camp argue that whatever purposes one uses language to accomplish, there is the simultaneous realization of the three metafunctions in the structural composition of the constituents of the clauses that make up a text which carries a message to be communicated (Eggins, 2004; Thompson, 2014; Butt et al, 2000). As noted above, just like individual interactants, corporate bodies employ language to communicate with their clients and other stakeholders; in this, they bring on board their attitudes and roles (interpersonal metafunction), as they represent ideas about policies and objectives (ideational metafunction) in a chosen pattern that is deemed appropriate in a given context (textual metafunction) in order to encode meanings befitting the flow of a particular communicative event.

The realisation of meanings by the ideational and interpersonal metafunctions is achieved by the Transitivity and Mood systems respectively whereas that of the textual metafunction is realised by the Thematic system (Halliday, 2014; Eggins, 2004). The textual metafunction is defined, according to many SF scholars (Halliday & Matthiessen, 2014; Thompson, 2014; Matthiessen, 1992), as the one that organises the message that is carried by the ideational and interpersonal modes of meaning. While the experiential and logical (ideational) meanings are derived from the Transitivity system that analyses clauses of texts into participants that act around process types in circumstances of time, space or manner; and the interpersonal meanings realised via the Mood system of clausal analysis into Subject-Finite in terms of

polarity and modalization; the Theme-Rheme model is adopted in dividing the clause into Thematic and the Rhematic elements to indicate what aspect of the message is deemed prominent in a clause. (Bloor & Bloor, 2004; Eggins, 2004). To study any instance of language use, systemicists attempt to answer whether that instantiation qualifies as text. This has been discussed below to position the sampled text messages used as data for the study as appropriate items to study using the SF approach.



## 2.2 Theoretical Framework

A number of theoretical models can be applied from the systemic functional perspective in studying text messages. Some of these are genre theory and register theory among others. The possibility of using genre theory to analyse text messages may be premised on the following considerations according to Eggins (2004; 56): first, text messages possess certain schematic structural patterns. For example, the compositional structure of text messages exhibits a staged pattern in structural terms. A second factor is that there is “the co-occurrence of a particular contextual cluster” which takes from choice of certain obligatory lexical items. Apart from these factors, studying text messages using genre theory may be possible, thirdly, due to “the realizational patterns” that they exhibit. All these are signals that are imposed by “cultural purpose[s]” for and in which text messages are instantiated and hence they lend themselves to be studied through the generic theoretical lenses (Eggins, 2004; 54).

Likewise, register theory can be applied to analyse the lexico-grammatical choices that are made in various social contexts (Eggins, 2004) in which the text messages are instantiated. That is, register theory has the capacity to be used in the evaluation of text messages according to the three register variables of field, mode and tenor. Regarding field, grammatical patterns of text messages can be analysed to bring out meanings from the Transitivity system in terms of “who is doing what to whom when where why and how” (Eggins, 2004; 110). Additionally, tenor of text messages can be analysed to bring out interpersonal meanings via the Mood system which would permit one to identify attitudes and modality among other things associated with the functions of the choices. The third registerial variable of mode concerns meanings that are encoded in terms of how the text messages are organised to show what is to be projected as prominent and therefore signal how progression in the text is to be achieved through the system of Theme. With these three variables, text messages can be seen as making meanings dependent on their situational context because, choices will be reflecting three

meanings: one, the status and roles of the interactants; two, the types of experiences and ideas being instantiated and finally the organisational orientation of the messages. Register theory can be applied, therefore, and this would bring out meanings that are contained in choices in the lexicogrammatical structure of the text messages.

In spite of all these theoretical possibilities indicated above, this study purposefully adopts the textual metafunctional system of Theme-Rheme as a model on which the study is framed. The reasons for choice of this theory is that it can allow for the identification of the elements that are made prominent and how they function to enhance the communicative effectiveness of the text messages.

### 2.2.1 Theme-Rheme Model

Since the study aimed to explore possible implications of choice of elements that are realised in first position of text messages by attempting to ascertain what elements get chosen and how the functional roles these elements play to contribute to communicative effectiveness, using the Theme-Rheme model (as reproduced on the next page) would be very useful.

The Theme-Rheme model demarcates a clause into two main parts by positioning what is deemed prominent in first position and then what is to be said about that prominent element follows (Halliday & Matthiessen, 2014; Thompson, 2014; Eggins, 2004; Bloor & Bloor, 2004). In English and as in many other languages, Theme is indicated by position and order; however, there are other means of showing Theme in several other languages. For instance, in Japanese, a grammatical particle (wa) is used to signal what is deemed prominent. All these notwithstanding, it has been a consensus of language scholars that all languages recognise

Theme – that is they all have a way of signalling what is deemed prominent in the clause but what is noteworthy is that they show that differently (ibid).

Positioning an element at first position in a clause signals what the starting point of the messages is and as such, choice of what gets Themed has significant implications for the angle of meaning of the message. Since the Theme system is commensurate of both the experiential and interpersonal meanings that are encoded in a clause (as illustrated in the model below), using it presents relatively significant benefits for the meanings that are made in the linguistic choices made. Owing to these, using the Theme-Rheme model to explore the implications of the choice of what gets selected in the thematic structure can provide a helpful means of finding out about the meanings of the choices of elements in first position.

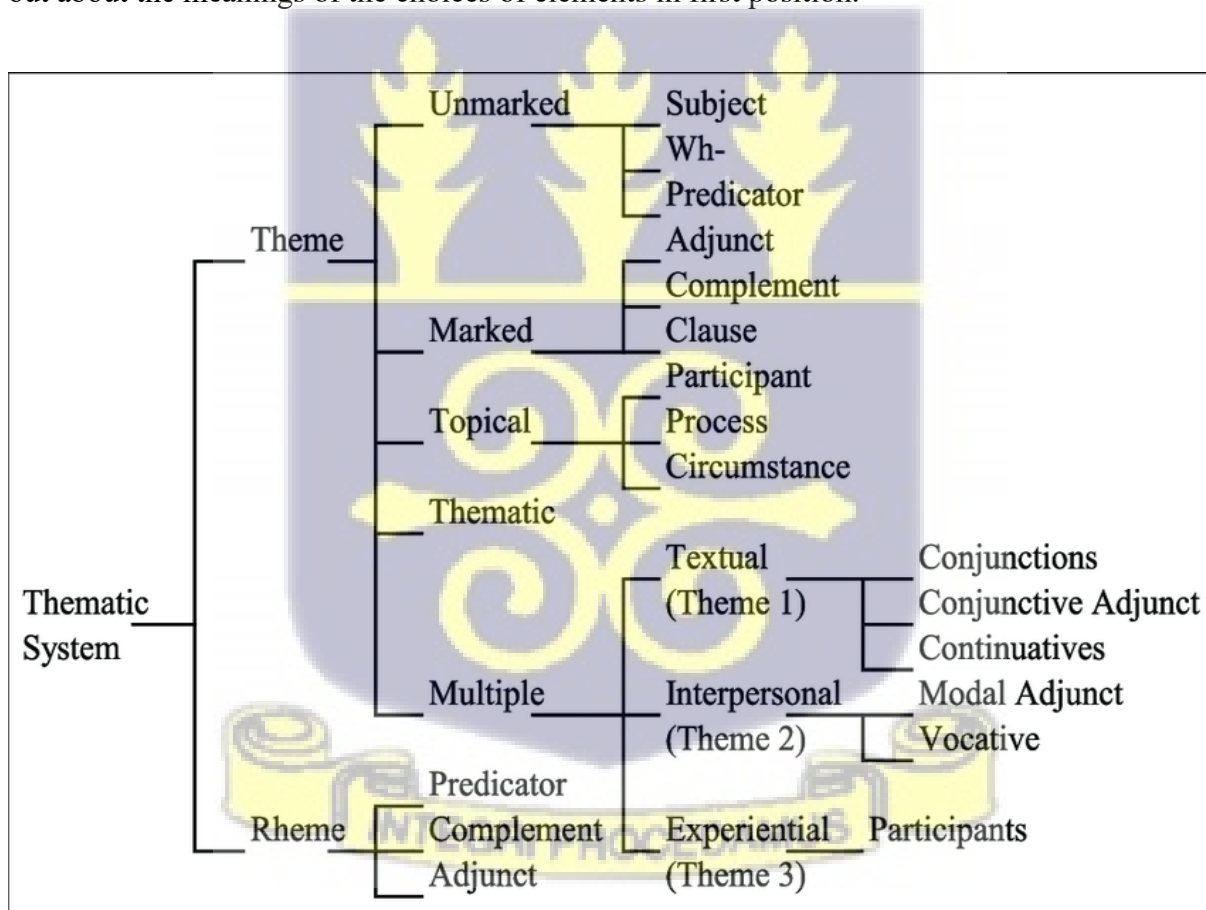


Figure 2-1 The Theme-Rheme Model (Halliday & Matthiessen, 2014)

Another rationale for choosing this model in approaching the study derives primarily from the significance of the textual metafunction as “the enabling” metafunction which organises both the experiential and interpersonal strands of meaning that are contained in the clauses of a text (Halliday & Matthiessen, 2014; Halliday 1974 in Eggins, 2004; 298). This suggests that permutations of a clause with regard to what get selected as Theme can have significant implications for the meanings contained in a given clause.

Hence, the primary significance of using the Theme-Rheme theory is that it contributes to the cohesive development of a text by organising it thematically. This is achieved by the way textual Themes function as devices that link (through choice of textual elements) a clause or a stage in the text to preceding ones in organic ways that enhance overall coherence. Additionally, interpersonal choices may also enhance the effectiveness of a text since that encodes meanings regarding roles and statuses attributed to the various interactants.

Consequently, using Theme as an analytical model contributes to communicative effectiveness by focusing the purpose and context of the text in meeting its rhetorical purpose since the textual mode of meaning rests on four theoretical claims of systemic linguists that “language use is functional, semantic, contextual and semiotic” (Eggins, 2004).

### **2.2.2 The Functional View of Language**

Language has traditionally been conceptualised as a conduit through which meaning is transmitted. This conventional view of language, to a great extent, [mis]guided analytical approaches which were carried out in structural ways with focus on individual grammatical or syntactic units in a quest for deriving meaning. However, this view has been challenged and predominantly re-formed by a more comprehensive perspective that posits that language is a

meaning making tool of choices for encoding human experience (Halliday, 2014; Thompson, 2014; Eggins, 2004; Matthiessen, 1999;). This view is the systemic functional approach developed by Michael Alexander Halliday.

The functionalist approach has been widely applied to many areas of linguistic study and it has immense potential. Despite this inherent advantage, it has been a common consensus among systemic functional scholars that language as a meaning-making resource can be exploited to accomplish specific purposes (Eggins, 2004; Butt et al., 2000; Halliday, 1987).

This idea is extended in the assertion by Halliday (2004) and Martin (2000) that in a given context of instantiation, there is the potential to manipulate the Theme of a text (or clause, for that matter) to achieve certain rhetorical effects. This seems, largely, to correlate with the manner in which lexicogrammatical choices were made in the text messages that this study seeks to explore as its aim through answering such questions as, firstly, what elements get chosen as Theme and secondly, what functional roles these elements play in the enhancing the communicative purpose of the text messages.

The purposes for which language is employed has been categorised into three general categories by systemicists and this is termed the metafunctions (Thompson, 2014; Eggins, 2004). The first of this kind of meaning is at the ideational metafunctional level which is meaning about the real-world experiences and ideas that we express using language. The second is called interpersonal metafunction and is about meanings that come from the attitudes regarding the messages being communicated and roles that are associated with language use in a given context between the writer (speaker) and reader (audience). Last and most important is the textual metafunction. This is the meaning we refer to when we talk of how both the experiential and interpersonal meanings are organized to encode desired meanings in given contexts (Eggins, 2004).

While the ideational metafunction is carried by the systems of Transitivity and Clause-Complex, the interpersonal metafunction is carried through Mood system and the textual strand of meaning is ‘enabled’ via the Theme system which is adopted in exploring the choice of elements that get realised in the thematic structure of text messages that are increasingly being used in communicating corporate social events across the world.

### 2.2.3 Definition, Types and Functions of Theme

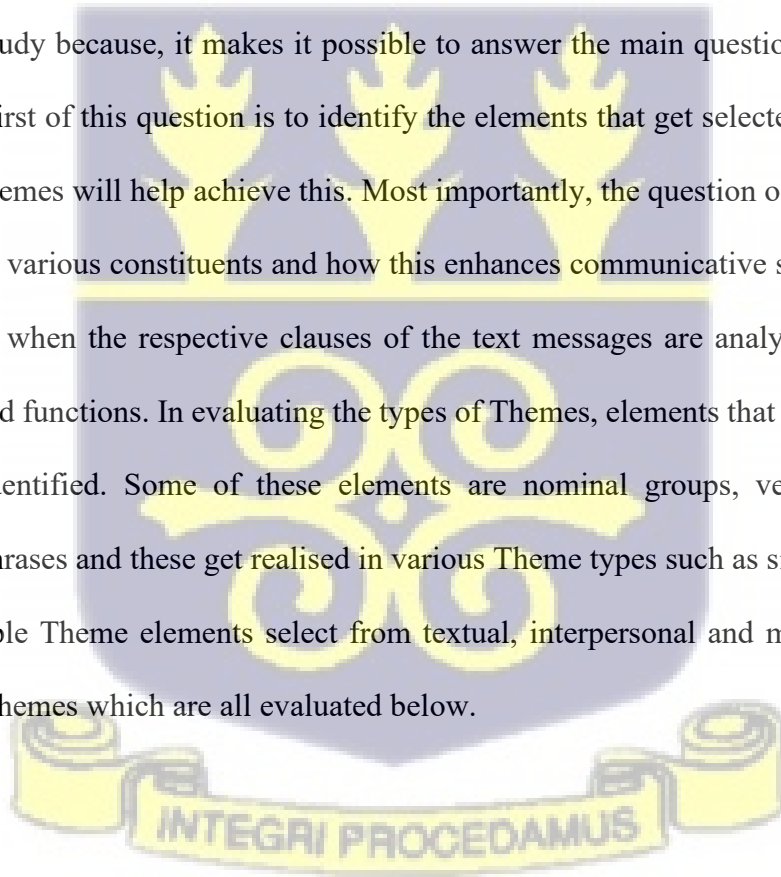
#### THEME

Theme, as defined by Halliday & Matthiessen (2014; 89), is the portion of a clause which “serves as the point of departure of the message; it is that which locates and orients the clause within its context”. Simplified by Bloor & Bloor (2004; 71), Theme is the “idea represented by the constituent at the starting point of the clause”. Choice of a particular element as prominent has the function of guiding “the addressee in developing an interpretation of the message” (Halliday & Matthiessen, 2014). It has been clearly established that Theme is not necessarily what the clauses is about (Thompson, 2014; 147; Halliday & Matthiessen, 2014; Bloor & Bloor, 2004), though Halliday, as noted by Thompson (2014;147), actually held out so. But due to the “problems” that can be caused by such a conceptualization (Thompson, 2014) and how this “can sometimes be misleading” (Bloor & Bloor, 2004), it would be practically useful to keep it out of definitional matters. In the compositional structure of a message the different [thematic] choices reflect differences in ideology of the interactants in a verbal communicative event. This is confirmed by what Halliday (2004), Martin (2000), among others assert that in a context, there is the potential to manipulate the theme to achieve certain rhetorical effects.

Since the Theme-Rheme model of the textual metafunction has the capacity to enable an exploration of text constructed to achieve a particular communicative purpose, this study attempts to use it in achieving its aim of exploring the choice of elements in thematic structure of text messages used in corporate communication contexts.

## TYPES OF THEMES; THEIR ELEMENTS AND FUNCTIONS

Many scholars have categorized Theme based on different criteria. However, a simple and practical classification could be the one that is based on the structural-functional composition. In this, a given clause is analysed into either single or multiple Themes. This categorization is useful to this study because, it makes it possible to answer the main questions that the study aimed to. The first of this question is to identify the elements that get selected in Theme; and categorizing Themes will help achieve this. Most importantly, the question of determining the functions of the various constituents and how this enhances communicative success are likely to be answered when the respective clauses of the text messages are analysed according to Theme types and functions. In evaluating the types of Themes, elements that get selected have been clearly identified. Some of these elements are nominal groups, verbal groups and prepositional phrases and these get realised in various Theme types such as simple or multiple Themes. Multiple Theme elements select from textual, interpersonal and mandatory topical (experiential) Themes which are all evaluated below.



### SIMPLE THEMES

A clause is said to have a simple Theme if the first position is realised by a single structural element, by either a nominal or adverbial group or a prepositional phrase, that performs a

function in the Transitivity system of the clause (Halliday & Matthiessen, 2014). That is if the first position is occupied by an element that functions as process (A4 below), participant (C11 below) or circumstance. The grammatical elements that often get selected at first position of the various clauses are the Verbal Group (VG) and Nominal Group (NG) as illustrated below.

Clause	use	our digital channels
No.	Topical	RHEME
A4	THEME	

**Figure 2-2 Simple Themes Realised by Verbal Group**

Clause	We	apologize for the inconvenience.
No.	Topical	RHEME
C11	THEME	

**Figure 2-3 Simple Themes Realised by Nominal Group**

The above examples of Theme show constituents with only one unit. However, the structure, can comprise compound or complex groups functioning as one element (Halliday &

Matthiessen, 2014; 92) as per clause C10 and H28 below and these would still be classed as simple Themes. This illustrates that it is not single elements that make up simple Theme; there are simple Themes with multiple elements.

Clause No.	All other branches, Blue machine ATMs and digital channels	that some of our Accra Branches located close to markets will be closed on Monday 23rd March to make way for fumigation by AMA.
	C10	RHEME
	THEME	

**Figure 2-4 Simple Themes with Complex Units: Nominal Group with Modifiers**

Clause No.	All other branches and our electronic channels	will be available.
	H28	RHEME
	THEME	

MULTIPLE THEMES

In contrast to simple Theme clauses which realise either a participant, process or circumstance as the topic, the first position can be equally occupied by other important elements that do not have any experiential roles. These, however, can be utilized textual or interpersonal elements that “precedes the experiential element” in the thematic structure of a given clause (Thompson, 2014; 164).

Textual elements can be chosen to precede topical Theme and can be realised by conjunctions, conjunctive Adjuncts or continuatives while interpersonal elements may select modal Adjuncts, vocatives or finite verbal operators (Halliday & Matthiessen, 2014).

Clause	or	visit	any of our Agent points.	
No.	Textual	Topical		
A5	THEME		RHEME	

Clause	For more information,	please	follow	the link below.
No.	Textual	Interpersonal	Topical	
D8	THEME			RHEME

Figure 2-5 Multiple Themes

Unfortunately,	however,	the ‘Un-artist’	proliferated within the art institution as well.
Not surprisingly,	then,	its operations	were viewed with admiration.
Interpersonal	Textual	Topical	
THEME			RHEME

**Figure 2-6 Order of Elements in Multiple Themes: (Thompson, 2014)**

The function of a textual Theme in a clause is that it indicates “a new move in the exchange” using continuatives; or establishes the relationships between the clauses by binding or connecting them using conjunctive Adjuncts and conjunctions (ibid). Interpersonal Themes function primarily to express attitudinal or judgemental disposition regarding the experiential content of the clause. These are modalised or modulated using linguistic resources that indicate evaluation, entreaty, probability, presumption among a lot others (Halliday & Matthiessen, 2014; 109).

In all, choice of multiple Themes in a clause would be serving useful purposes which eventually contributes to the communicative effectiveness of the messages concerned. Specifically, if a clause selects textual and interpersonal Themes in addition to the obligatory topical Theme, it becomes clear that apart from encoding meaning in experiential terms, the choices bring about how relationships between the composer and recipient of the message are projected as well as how the message’s internal parts are related in functional terms.

## ORDER OF ELEMENTS IN MULTIPLE THEMES

If a clause contains all three elements in thematic position, the usual order is

**textual<sup>^</sup>interpersonal<sup>^</sup>topical.**

However, a situation in which both a conjunctive and a modal Adjunct are realised together in thematic structure, the modal Adjunct, usually precedes the conjunctive one with the order thus (Thompson (2014; 164)

**interpersonal<sup>^</sup>textual<sup>^</sup>topical**

It is then clear that sometimes the ordering of elements that form the thematic structure of clauses have to be evaluated to ensure that the most appropriate ordering is used as illustrated below.

### 2.2.4 Functions of Thematic Choice

Halliday, according Suzanne Eggins, describes the textual metafunction as “the relevance or the enabling” one (Eggins, 2004). The textual metafunction is considered as “the level of organisation of the clause which enables the clause to be packaged in ways which make it effective in giving its purpose and its content” (Eggins, 2004).

A key function of choice of Theme is that it contributes to effectiveness of the message in a clause. This is achieved through ordering of the clausal constituents: Theme is positioned first in the clause while Rheme comes last (Halliday, 2014). When one is able to separate a clause this way, the part of the clause which is deemed prominent is brought to bear and this helps in establishing communicative effectiveness.

By selecting what elements get selected in Theme, the reader or recipient of a message get to know what constituent(s) should be perceived as prominent in the whole clause. This helps in focusing the message by delineating elements such as verbal and nominal groups among others that get selected. In addition to that, types of Theme selected shows how that contributes to the rhetorically oriented dimension of the messages. However, these do not become complete without establishing the boundary between Theme and Rheme of a clause as well as determining whether the Theme selected represent a marked or unmarked selection.

### **2.2.5 The Boundary Between Theme and Rheme**

To determine what gets Themed, there is need to establish the boundary between Theme and Rheme in a clause because the first position in a clause is not always occupied by a single constituent: usually, there are two or three structurally distinct elements that can be placed at initial position. In certain situations, some of these elements do not qualify as (topical) Theme - which is the real Theme of a clause. Hence, a textual or interpersonal elements may precede the topical Theme in a clause (Halliday & Matthiessen, 2014; 107) but that specific textual or interpersonal element needs to be separated from the topical Theme. Establishing this boundary has useful implications for Theme analysis as discussed below.

Textual and interpersonal elements may be added to what is described as the thematic structure of a clause. These textual or/and interpersonal constituents play their individual roles such as “relating the clause to its context” (Eggins, 2004; 305) in the meaning that a clause expresses, though not from an experiential strand of meaning creation (Halliday & Matthiessen, 2014).

The existence of different elemental constituents at the starting point of a clause creates a problem in separating Theme from Rheme (Eggins, 2004; 300). This has led to different identification criteria by many scholars but the definition of Theme by Halliday & Matthiessen

(2014) sets the line between Theme and Rheme thereby reducing, if not removing, any vague treatment of this practical issue.

The guidance is that the thematic structure of a clause contains “one and only one” of any of the three elements that function in the experiential meaning of the clause. This points out that any process, participant or circumstance identified to have occurred first in a clause serves as the Theme of that clause (Halliday & Matthiessen, 2014; Thompson, 2014, Bloor & Bloor, 2004; Eggins, 2004). This is the topical Theme from a textual metafunctional perspective and indicates the boundary between Theme and Rheme in a clause.

### 2.2.6 Markedness of Theme

The effectiveness of a message can be enhanced by a number of factors; one of these is through making choices that point to how certain elements are projected as unusual items in order to indicate their rhetorical purposes. This answers the third research question by showing what elements get selected for markedness and accordingly underscoring their functional roles which helps in effecting the communicative effectiveness. According to Eggins (2004), markedness of Theme concerns “the relationship between the Mood and Theme structures of the clause” (p. 318). Suzanne Eggins, further clarifies that markedness affects the functional roles inherent in the Thematic structure vis a vis those in the Mood structure of the clause. There are two options regarding markedness selection of a Theme in a clause: choice between marked or unmarked Theme

It may be necessary here to note that in declarative clauses, Subject is the normal Theme which is usually selected as Theme but anytime a different element is selected, Theme is said to be marked (Halliday, 2014; 98) in a declarative clause, the marked theme is that which “is something other than the Subject” (ibid). This has been simplified by Bloor and Bloor (2004)

that the unmarked Theme in a declarative clause is indicated by the Subject being “the starting point of the clause” (pg. 75). Marked Theme in an imperative clause occurs if something other than the Finite operator is selected. Regarding markedness in interrogative and exclamatory clauses, this study is limited on those due to its scope because the clauses in the study did not realise any.

Marked Theme choices realise other elements in the Mood structure other than the usual ones as indicated above. In these cases, Theme selections realise Adjuncts and Complements in declarative clauses (Halliday & Matthiessen, 2014); while in imperatives, nominal groups are realised by pronouns, Finite as well as Adjuncts can function as marked Themes. One functional motivation for selecting a marked Theme is to add coherence to the text (Eggs, 2004) but more importantly, marked Theme selection creates the effect of foregrounding the part that is deemed prominent (Halliday & Matthiessen, 2014).

The implication of unmarked Theme choice is that “all things are not equal” (Eggs, 2004; 318). Since markedness of Theme in a clause depends on the Mood structure, different classes exhibit markedness in different ways. A Theme in declarative clauses would be labelled unmarked if Theme and Subject are realised by the same element occurring in initial position in the clause. In WH-interrogative, the unmarked choice would have Theme as the WH-element while for polar interrogatives, Theme would conflate with the Finite element. Lastly, in an imperative Mood structure, the unmarked Theme selects the Predicator.



## CHAPTER 3 - METHODOLOGY

### 3.1 Introduction

The study is a descriptive textual analysis of text messages that are employed in corporate contexts. Its goal is to explore how choice of elements that are realised in thematic position of text messages contributes to communicative effectiveness. To achieve this objective, answers were sought to three main questions: first, what lexicogrammatical elements get selected as Theme in respective clauses of the text messages; second, what functions do the selected constituents perform in meaning creation and thirdly, how does choice functions to enhance the communicative success of the messages.

In order to find answers to these research questions, the study adopted a quantitative approach using descriptive statistical techniques such as percentage distributions and cross tabulation of variables to analyse the text messages. The choice of the quantitative method was in response to the need to sample numerical data on the elements that get chosen as Theme as well as to establish the quantities of the various functions played by respective classes of elements in order to explore how these enhance communicative success of the messages. Specifically, establishing the type and consequently number of elements that get selected in thematic structure of the text messages is likely to result in numerical data which has the potential of being highly reliable. In relation to that, the choice of data type – text messages – was in line, though needless to say, with the overall goal of the study. This has an added advantage of eliminating any possibility of researcher bias which is usually an issue associated with primary data collection methods. As a result of this, data for the study can then be collected with ease in a readily available format, given that the sources (banks) are willing to release them.

Likewise, the rationale for adopting descriptive statistical technique was because the study does not aim to extrapolate its conclusions to all situations of corporate text message use; rather it

aimed only to describe text messages that were used to communicate a non-routine message from a textual metafunctional perspective using the Theme-Rheme model. As such there was need to obtain information about the data set that permit the determination of what elements get selected in thematic position and the number of these constituents in order to permit determination of patterns that can be analysed for interpretation and discussions of such results.

### 3.2 Source and Type of Data

In order to answer the question of which elements get selected in the thematic structure of text messages, text messages were collected from various banks in Ghana. The text messages were sourced from corporate communication units or in a few instances from the human resource departments where necessary. Data collection was undertaken between July 2020 and March 2021 from banks in Accra in addition to a few in Kumasi, Takoradi and Tamale. In spite of the fact that many other corporate sector players such as telecommunication companies among others can be used as data source, banks were preferred due to the fact that they represent a variety of source of data for the study relative to other classes of corporate entities. Collection was done in order to populate inter-company data that could permit identification of differences in thematic structure of the text messages that were sampled.

The rationale for choice of text messages as data type, as opposed to (m)any other “workplace” text types such as email, letters, memos (studied by Forey, 2002), was informed by the increasing preference for text messages in corporate communication (Halliday & Matthiessen, 2014; 42). Similarly, preference for corporate context use of text messages as opposed to general use in non-corporate (private) domains was necessitated by the observation that non-corporate text messages have been labelled as replete with non-standard (though not in all situations) features (Crystal, 2008 cited in Farina & Lyddy, 2011; 146). Therefore, to

sufficiently meet the aim of this study through answering the three main research questions, text messages instantiated in corporate contexts of banks have been chosen.

Since the identification of elements that get selected in Theme was one of the main questions the research seeks to answer, the main criterion for selection of text messages was to populate messages that realise different elements in their thematic structure. This means that text messages from different banks but with similar elements in their thematic structure were not sampled to avoid populating redundant samples. As a result, all the text messages selected had to exhibit differences in choice of elements in Theme so that patterns of differences could be established to permit determination of the functions they perform in achievement of overall communicative effectiveness.

To this end, and as affirmed by Thompson (2014), examining the intended function of “a piece of language” cannot be detached from “thinking in terms of choice” (pp. 9). Therefore, it became crucial to select data that exhibit particular characteristics - differences in their thematic configurations; to permit measurement and analysis of the units in the study to facilitate exploration of the meanings that are encoded by choice of what gets Themed in the text messages used by the various corporate entities in achieving their communicative purposes.

The choice of text messages concerning Covid-19 fumigation corporate entities employ text messages to accomplish a plethora of communicative purposes such as in sending alerts on transactions on daily or monthly basis, informing clients about systems downtime, publicizing new products, among others; the decision to choose the Covid-19 fumigation exercise message was informed by its non-routine nature. That is, as opposed to many of the other uses listed above, this type was needed to accomplish an ad-hoc purpose. A second reason for choosing a message on Covid-19 is that the messages did not emanate from the banks’ internal system of communication. In contrast to the source of the above-listed uses of text messages which could,

though arguable, be classed as internal in that they emanate from the internal decision-making systems and processes of the respective banks, the Covid-19 text messages, in contradistinction, emanated from an external source - government agencies/metropolitan assemblies - the banks only served as conduits or agents.

Hence, these two factors - non-routine nature and external source of the Covid-19 text messages - have created the condition to enhance the potential for manipulation of the selection of what gets chosen as Theme to achieve certain rhetorical effects (Halliday, 2004; Martin, 2000). Consequently, the choice of what occupies first position of each message's clauses can be exploited to accomplish specific purposes (Eggins, 2004; Butt et al., 2000; Halliday, 1987, cited in Eggins, 2004).

Finally, since thematization is about what is placed in first position because it is deemed prominent to serve as “the point of departure” for the whole message in terms of its structure (Halliday & Matthiessen, 2014; 89; Bloor & Bloor, 2004; 71; Eggins, 2004; 299), the motivation for choice of a particular kind element to fill the thematic structure of a clause would have some level of correlation with a text message that is non-routine in nature and that which also emanates from a source other than the bank itself; and this certainly has significant implications for linguistic choices made in clauses communicating such a message. With the overall goal of this study, such a phenomenon can be explored by designing appropriate methods to arrive at findings that can be discussed.

### 3.3 Sampling Methods

To collect data that would permit the identification of elements that are selected as Theme in the clauses that make up the text messages, stratified sampling technique was used. This was deemed relevant because of the need to populate text messages that exhibit “certain characteristics” (Jupp, 2006; 290) that can enable the identification of different elements that

get selected in thematic position of the clauses in order to answer the first research question. To achieve this, text messages that realise different elements as Theme in their thematic structure were selected.

This involved (specific steps described in procedures below) selecting text messages to ensure “that the sample has certain characteristics” with key variables represented in the population (Jupp, 2006; 303). In light of the goal, text messages which exhibit differences in their thematic structure were selected to enable possible conclusions to be drawn about the differences in each text message’s distinct lexico-grammatical choices.

Another factor justifying choice of the stratified sampling technique was time and cost limitations imposed on this study (Lynn, 2019; Jupp, 2006; 290). The point here is that other sectors or even more other banks could have been included in a study of this kind conducted in cross-sectional or longitudinal manners to yield more insightful findings. However, in order to permit identification of elements that get selected in Theme of the clauses, there was need for data to be representative of text messages that had certain Theme selection patterns.

However, due to the small size of data sample, purposive sampling was applied to ensure representativeness of the text messages that were to be analysed for Theme selection of elements in first position.

The study sampled eight (8) text messages from different banks. The text messages, sent to the clientele of each bank, were about a mandatory Covid-19 fumigation exercise as directed by various metropolitan assemblies in March - April 2020. All the text messages had one subject matter: information on closure of branches on specific dates. The decision to limit the sample size to eight (8) was due to the fact that many of the text messages exhibit similar choices within their thematic structure and as such only those with variations were selected to be studied. Since the study needed to evaluate choices that exhibit differences, choosing more that

the size (8) would lead to including duplicated elements which may not be relevant. Moreover, a few banks were not willing to participate in the data collection exercise therefore due to time and cost constraints, it was deemed sufficient to operationalise the eight (8) text messages.

### 3.4 Data Collection

Since the goal of the study is to find out the functional semantic roles played by selection of elements as Theme in text messages that were instantiated in corporate contexts, text messages, composed by banks in Ghana to their clients, were collected. The collection was done through phone calls that were followed by email to formally request the data.

There were instances in which a few requests were ignored; however, since the text messages were sent to clients of the respective banks, the researcher contacted individuals who are clients of the various banks and collected the text messages. To ensure that the messages were actually what the banks sent, those collected from the banks directly were compared to determine similarity. Consequently, there was no difference, hence the messages were used so long as the credentials, such as names, websites, and others, of the banks were observable.

### 3.5 Tools and Techniques

The text messages collected were converted into MS Word and Excel in order to permit breaking them down into clauses for relevant analytical procedures to be carried out in order to identify the lexicogrammatical elements that get chosen as Theme. This was necessary because, determining the constituents of Theme in clause requires that structural elements be separately shown to specify their functions which can be used to establish how they contribute to overall communicative success of the text messages.

Since descriptive as opposed to inferential statistics was chosen to identify elements that get chosen as Theme in each clause, there was need to display the results generated. This was made possible by using tools such as cross tabulations, simple percentage distribution and frequency tables to allow for the establishment of patterns and trends that would show the frequencies with which certain elements get selected. To show the functions that these elements perform use was made of graphical representations of the data via bar graphs and pie charts.

These provided usefully accurate ways of deriving frequencies and percentages of the relationships between the elements selected as Theme in terms of their types as well as the functions they perform in the clauses. These were helpful in ascertaining the communicative effectiveness of the messages.

### 3.6 Procedures

The following steps were taken to identify, measure and present on the elements that get selected in the thematic structure of the various linguistic choices realised in the text messages. Specifically, the methodological procedures included the following:

#### (i) Cleaning and preparation of data

The generic structure of each message was altered during the analysis by ignoring greetings, short codes, links to online operations, and other minor elements which formed part of the original messages. This was necessary because in systemic functional text analysis, minor clauses are not (normally) analysed for Theme-Rheme since they do not contain any thematic structure (Halliday & Matthiessen, 2014; 97; Thompson, 2014; 153; Eggins, 2004).

The next preliminary step involved scraping names of the respective banks and other identity traits to ensure anonymity in the text messages that are used in the analytical procedures. This was followed by the following procedures:

(ii) **Breaking text into clauses**

In order to identify the elements that get selected as Theme and to assist in ascertaining functional roles, each text message was divided into clauses by assigning an alpha-numeric code (A1 to H29) to each clause. This was to allow easy identification, referencing and systemic analysis of each clause in the analysis. A total of 29 clauses were identified from all the text messages that were sampled from the banks. The criterion for identifying a clause was guided by principle in the grammar which stipulates that a clause should be identified based on the presence of a verbal group (finite or non-finite) that is realised in its structural configuration (Thomson, 2014; 17).

Dividing the text into clauses is necessary also because some structures form clause-complexes and since, in this study, the basic unit is no other but clauses, the unit is fixed at the clausal level particularly since none of the research questions was on logical relationships that was exhibited by certain structures.

(iii) **Identifying Theme and Rheme in clauses**

In order to answer the first research question of ascertaining which thematic choices are made in texts being analysed, there was need to demarcate the clauses into their Thematic and Rhematic components. This was done by establishing the boundary between Theme and Rheme using the SFG principle that Theme “ends with the first constituent that is either participant, circumstance or process” (Halliday & Matthiessen, 2014; 105). Most clauses contain other elements that do not have any function in the Transitivity system of the clauses but were

nonetheless placed at first position. Therefore, the procedure involved searching for the first element that has a role in the experiential meaning of the clauses in each case.

Hence, all the clauses of the sampled text messages were classified into their Theme-Rheme constituents. The reason for this was to permit analysis of Themes types realised by lexicogrammatical elements that were placed at thematic position. The guiding principle laid down by the systemic functional approach is that Theme is the element that occupies “first position” in each clause. Relying on this principle, elements that occupied first position were picked as Theme (Halliday & Matthiessen, 2014; 97; Thompson, 2014; Eggins, 2004; Bloor & Bloor, 2004). Theme was boldly underlined in each clause while Rheme is left un-underlined. Therefore, the boundary was set between Theme and Rheme based on identifying the first element that has a function in the Transitivity system of each clause either as participant, process or circumstance (Halliday & Matthiessen, 2014).

(iv) **Establishing constituency (class components) of Theme in each clause**

The previous section attempted to identify Theme in each clause in order to ascertain elements that get chosen in Theme. However, that was only a means to an end! The actual identification of the elements would be achieved by identifying what elements are realised in thematic structure of the clauses. According to Suzanne Eggins, exploring meanings contained in choice of lexico-grammatical elements of texts would call for “two fundamental concepts” that are relevant in linguistic analysis. These are constituency and functional labelling (Eggins, 2004; 60). Therefore, having identified Theme in each clause, there was need to establish what constituents make up the Theme. The procedure revealed that many clauses selected Nominal Group as well as Verbal Group elements in their thematic structure. Since the clauses are made

of not only simple Themes but also multiple ones, some clauses selected elements that are Adverbial Groups particularly in the interpersonal and textual dimensions of the clauses.

(v) **Functional labelling**

Since the research sought answers to the question of what functional roles the various elements that are identified in the previous stage play in contributing to communicative effectiveness, the next stage of the procedures focused on labelling these respective constituents according to their functions in creating meaning. This is because according to Eggins (2004), dividing a clause based on class only focuses on similar attributes of the various constituents of a text whereas functional labelling can bring out differences which would have useful implications to determine the roles that each class of constituent identified is playing in the clauses.

Therefore, functional analysis was necessary to determine the functions that each element performs in meaning creation and this was done by labelling the clauses according to functional roles of each element. This resulted in identifying the elements either as Subjects or Predicators or in some cases Complements. Since the clauses exhibit multiple Themes as well as simple ones, there are clauses which selected Adverbial Group elements with functions that encompass modal and conjunctive Adjuncts in addition to conjunctions which function as establishing various meanings at interpersonal and textual meanings.

The functional analysis involved undertaking the steps below:

1. Identifying functional roles of each Theme type in each clause (Thompson, 2004;19).

The goal here is to ascertain the constituent of each thematic structure not only in terms of what structural elements make it up (as in the above procedures) but the function each elemental

component is performing in a particular context. In that regard, textual, interpersonal and topical Themes were analysed from metafunctional perspectives.

2. The textual Themes were analysed at group level to determine the constituents that make up their functional categories. This involved identifying elements that function according to (Halliday & Matthiessen, 2014; 107) as:

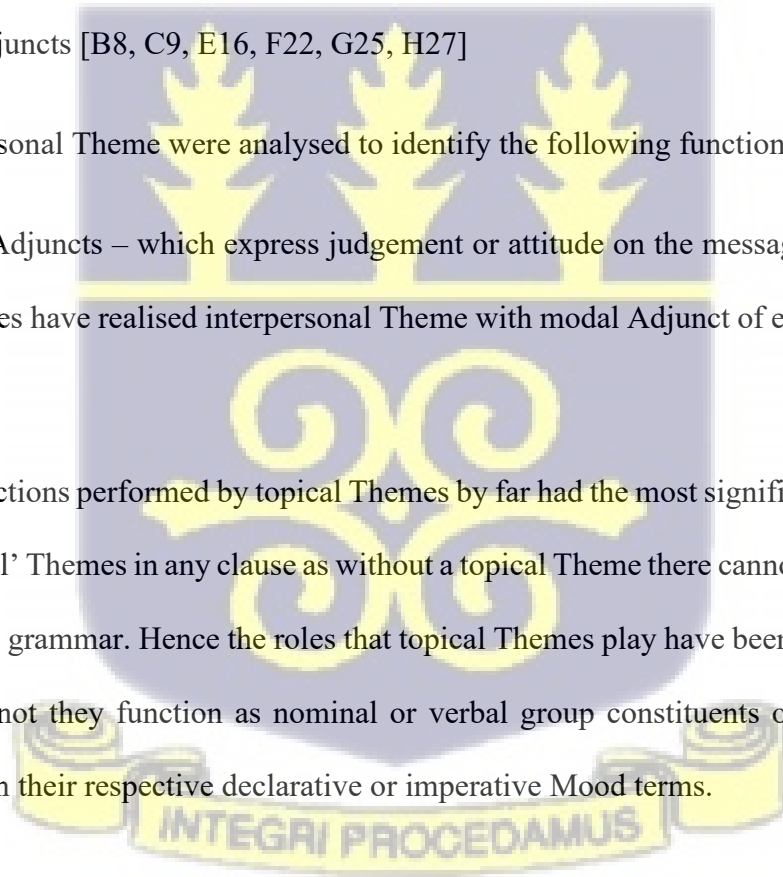
(i) conjunction – a word or group which serves to link or bind one clause to another with clause [A5] identified as a conjunction linking the previous two clauses paratactically.

(ii) conjunctive Adjunct - adverbial groups or prepositional phrases which relate the clause to its preceding text. The following clauses have been identified to have the function of conjunctive Adjuncts [B8, C9, E16, F22, G25, H27]

3. Interpersonal Theme were analysed to identify the following functional elements:

(i) Modal Adjuncts – which express judgement or attitude on the message's content. The following clauses have realised interpersonal Theme with modal Adjunct of entreaty: [A1, A3, B6, D14]

4. The functions performed by topical Themes by far had the most significant role because they are the 'real' Themes in any clause as without a topical Theme there cannot be any mention of Theme in the grammar. Hence the roles that topical Themes play have been identified based on whether or not they function as nominal or verbal group constituents or as Adjuncts or Complements in their respective declarative or imperative Mood terms.



(vi) **How choice of elements in Theme enhances communicative effectiveness**

There are several factors that can contribute to communicative effectiveness of a text - text messages in this case. However, since choice and function are interrelated (Egins, 2004), it would be imperative to evaluate how the type of elements that get chosen and how these function to make the meanings in the clauses effective and efficient. In this regard, three main aspects that can make significant contributions to the communicative effectiveness are considered: elements chosen in Theme, type of Theme selected (simple or multiple) and markedness selections of the choices.

The first two aspects have been covered by previous procedure so only the third one – markedness need to be considered here. To identify whether a choice in Theme is either marked or unmarked, it is important to identify Mood types as well as the dependency relations in the clausal structures. This had significant implications in that Theme selection is affected by two major factors: Mood of a clause - indicative, imperative, or interrogative - (Halliday & Matthiessen, 2014; 97 & 104; Egins, 2004) as well as its dependency relations (Butt et al.,2000) and in multiple Theme analysis, paratactic or hypotactic relations are also crucial (Downing, 1991; 124).

Since each clause has a topical Theme, each clause was then further analysed to determine whether they realised marked or unmarked Themes. This is to permit the determination of whether or not there are any choices that are unusual of the typical choices with regard to the Mood of that clause. This has implications ascertaining communicative effectiveness.

The results obtained from these procedures were all represented with graphical statistical tables, charts and graphs to permit easy analysis and discussion.

### 3.7 Limitations

Collection of the Covid-19 fumigation text messages was fraught with a few challenges. First of all, most staff contacted presumed that retrieving such a message would be difficult or even impossible because it was not one of their routine messages they send on daily basis or monthly basis. Due to this, most of the custodians of the official copies of the text messages did not attach any importance to the release of the data.

Another key challenge erupted when about a quarter of the contacted banks did not release their copies in time, due to failure on the part of the researcher to produce an introduction letter from the English department. As a way of dealing with this challenge, in light of time constraints, the researcher contacted colleagues through social media platforms asking of the said Covid-19 fumigation messages. When the messages were received in torrents via social media platforms, comparisons with the official copies already received were made and upon evidence that what was sent to clients, as per the few official copies received directly from the banks, was indeed same as the ones received from the social media platforms, reliance was placed on text messages that were yet to be officially sent by the few banks.

Other issues which affected the smooth conduct of the study were time and cost problems which could not permit the conduct of a detailed and more insightful work. For example, if there was data from more banks and across, there could have been more statistical significance of the relationships between measurable variables.

Most spectacular was the challenge in accessing to a book on 'Emergent Communication Practices by Jim Macnamara. To handle this issue, I read reviews of the book in question.

Overall, limitations placed by the scope of the study itself could have been evaded if it was done at a higher level.

## CHAPTER 4 - ANALYSIS OF DATA

### 4.1 Introduction

As the study progressed towards achieving its overall objective of exploring how linguistic choices of elements that get Themed in corporate text messages function to enhance communicative effectiveness, the various methods applied to the text messages that were collected needed to be analysed. This would serve as a frame in validating any findings upon which interpretations and discussion may be based.

To do that, analytical principles and steps were needed, in line with the research questions, to ensure that firstly, lexicogrammatical elements that are chosen as Theme in the text messages are sufficiently identified; secondly, the functional roles played by these elements are determined; and thirdly, evaluative measures of how the functional roles played by choice of particular elements contribute to communicative success of the respective text messages are carried out in necessarily sufficient to warrant any interpretations in terms of the possible implications for the meanings they encode.

### 4.2 Units of Analysis

Identifying units to analyse helped in answering the first research question which sought to ascertain the elements that get selected in Theme of the text messages. The analysis was carried out at group level because they are the lexicogrammatical items that make up the thematic structure of the clauses. Units at the group level included Nominal Groups, Verbal Groups and Adverbial Groups. Also, as regard the second question of functional roles that these elements play, the units were the various categories of functions such as Subjects, Predicators, modal Adjuncts and conjunctive Adjuncts in addition to Conjunctions. Analysing the units of both the

constituents and their functions helped in ascertaining how they contributed to answering the third research question of communicative effectiveness achieved through choice of particular elements. Hence, focusing on “basic units” (Ravelli, 2000) of the text messages was very useful in the study.

### 4.3 Results

The table below provides information about what grammatical elements constitute the Theme in the texts.

<b>TEXT MESSAGES</b>										
	<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>	<i>F</i>	<i>G</i>	<i>H</i>	[N]	[%]
<i>Constituents</i>										
NG	1	1	3	3	5	2	1	3	[19]	[43.2%]
VG	4	2	0	1	0	2	1	0	[10]	[22.7%]
Adverbial Group	2	3	1	1	1	2	1	1	[12]	[27.3%]
Conjunction	1	0	0	0	0	1	0	0	[2]	[ 4.5%]
<b>TOTAL</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>4</b>	<b>4</b>	<b>44</b>	<b>[100%]</b>

**Figure 4-1 Elements chosen as theme in clauses**

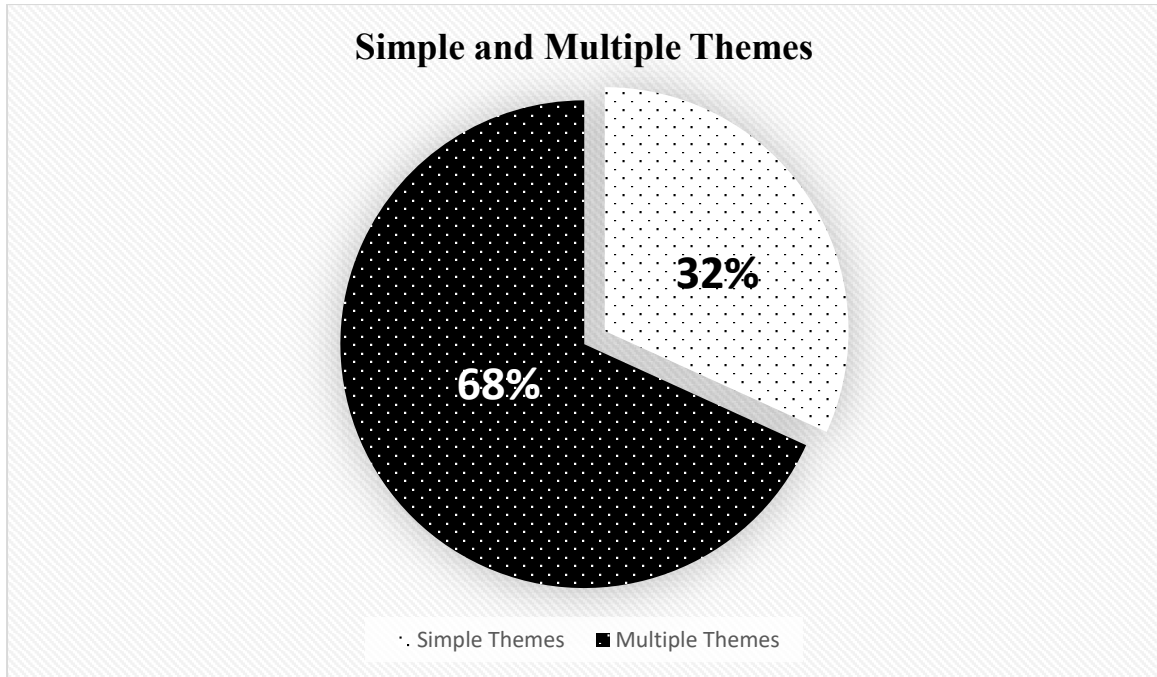
The general selection of Theme in all the clauses of the text messages that were sampled reveals (per Table 4.1) that Nominal Groups are the most frequent (44%) of the selected elements

realised in Theme. This is followed by Verbal Groups that account for approximately half (23%) of the choices.

The next significant Theme choice is realised by Adverbial Groups. This is a little over quarter (25.6%) of all choices of elements in Theme. This, though, derives from Theme choices that pertain to multiple elements that are chosen in addition to topical Themes for special effects on the message in terms of structural configurations but more importantly of the attitudinal and status roles that come from interpersonal meanings encoded. The distribution of these multiple elements in thematic structure is shown in Table 4.2 as well as Figure 4.1 below. It can be seen that multiple Theme choices are more than simple Theme choices: 68% against 32%. The distribution of elements in multiple Theme choices are fairly similar at 8 and 7 Interpersonal and Textual choices respectively.

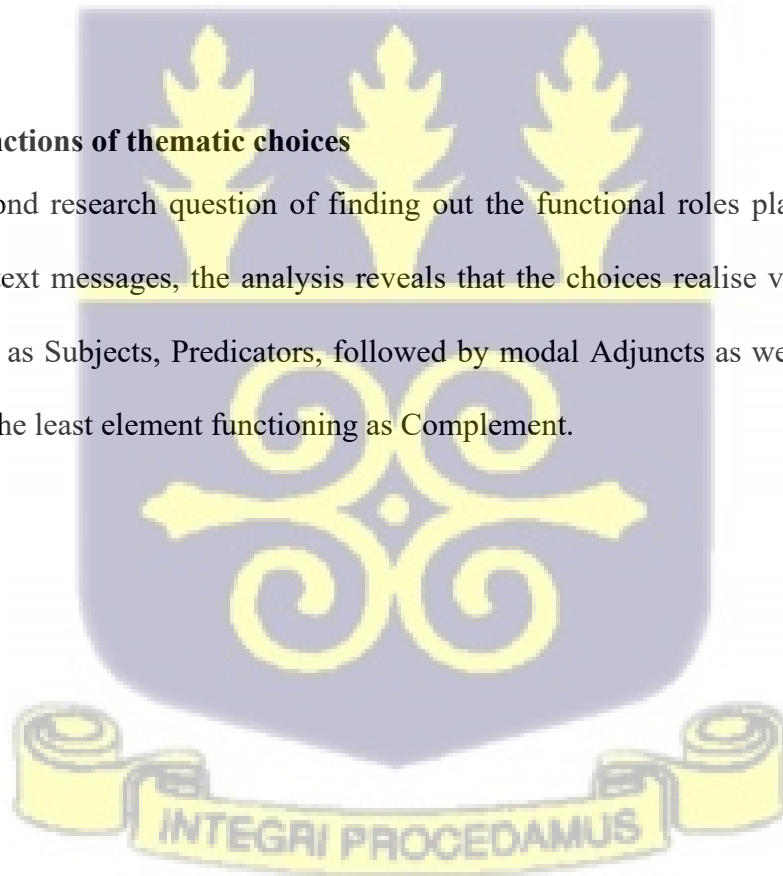
**Table 4-1 Choice of simple and multiple Themes in clauses**

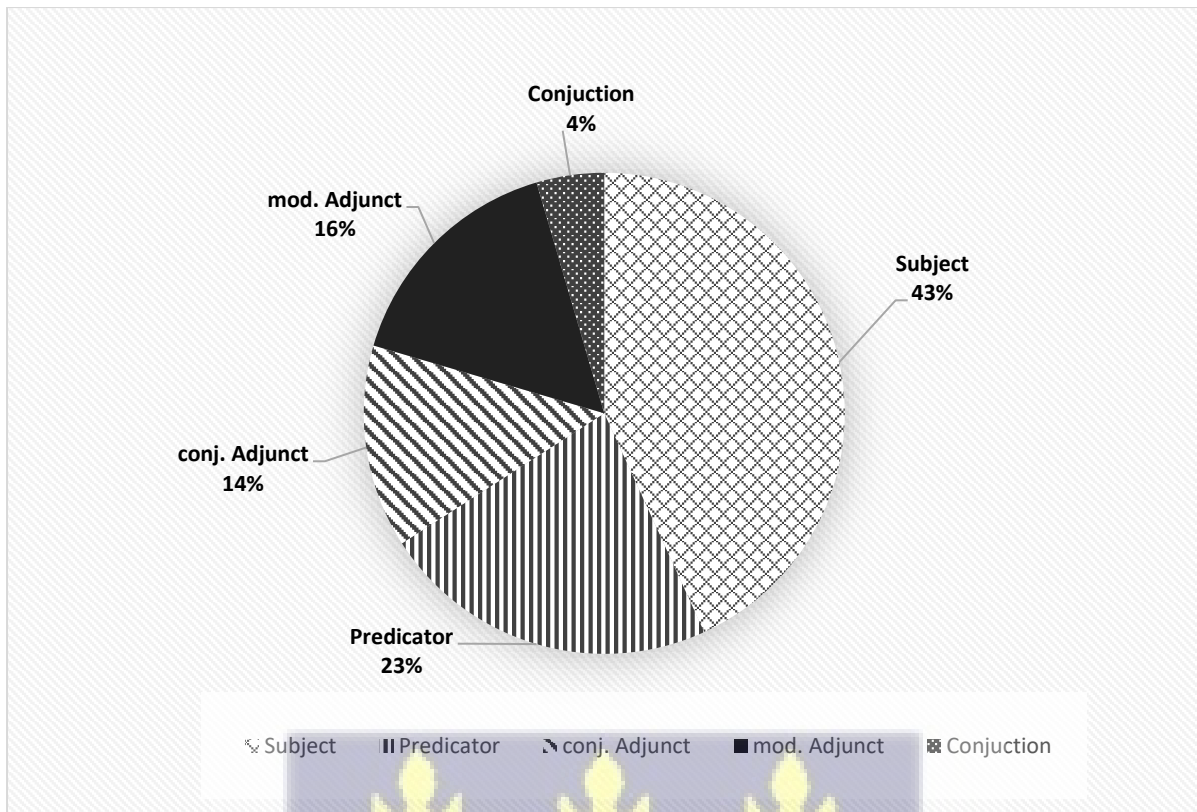
THEME TYPE	TEXTUAL	INTERPERSONAL	TOPICAL (THEME)	TOTAL & (%)
Multiple Theme Choices	7	8	15	30 (68.2%)
Simple Theme Choices	–	–	14	14 (31.8%)
TOTAL THEMES	7 [15.9%]	8 [18.2%]	29 [65.9%]	44



**Figure 4-2 Functions of thematic choices**

As per the second research question of finding out the functional roles played by thematic choices in the text messages, the analysis reveals that the choices realise various functional categories such as Subjects, Predicators, followed by modal Adjuncts as well as conjunctive Adjuncts with the least element functioning as Complement.





**Figure 4-3 Percentage distribution of functional elements**

A cursory observation reveals that the Theme choice which has the highest frequency of functional selection is Subject. It represents 42% of the total functional realisations. This is followed by choices that function as Predicator (23%) which almost correlates with the elements that get chosen by Verbal Groups (22.7%). This relationship seems to be applicable to elements that are realised by Nominal Groups which also recorded a similar pattern of about 43%.

Overall, it appears that elements that get selected in thematic choice of the clauses have some links with the functions they perform in that the function of Subject is played by Nominal Group selections while that of Predicator by Verbal Group elements. Another significant observation is that while modal and Adjuncts play the roles of providing comments on the attitudes of the banks towards the content of the messages (Halliday, 2014), conjunctive

Adjuncts perform the roles of relating the various relevant portions or structures of the messages to other parts to achieve coherence. This is complemented by the roles that Conjunctions (least occurrence, 5%) play by linking and binding the clauses to preceding ones (Halliday, 2004) to enhance the contribution to coherence of the text messages.

#### 4.4 Enhancing Communicative Effectiveness

The first two research questions sought to provide backing for the third one which attempts to find out how choice of elements can function to enhance communicative success. Taking into consideration the social context in which the text messages were disseminated to clients of the respective banks, one agrees that it is characterised by many things including the need to balance meeting customer demands and stakeholder expectations against keeping in view the strategic goals of the respective banks. This suggests that choice of elements and the roles these choices play becomes paramount.

In this regard, focus will be on considerations such as relevance of type of elements selected as shown by the potential of that choice as probable element to enhance communicative effectiveness by functional roles they realise. These include how choice in terms of delicacy of types of elements selected can perform a given role effectively in addition to relevance of markedness selections that have the potential to contribute towards the rhetorical purpose of the respective text messages.

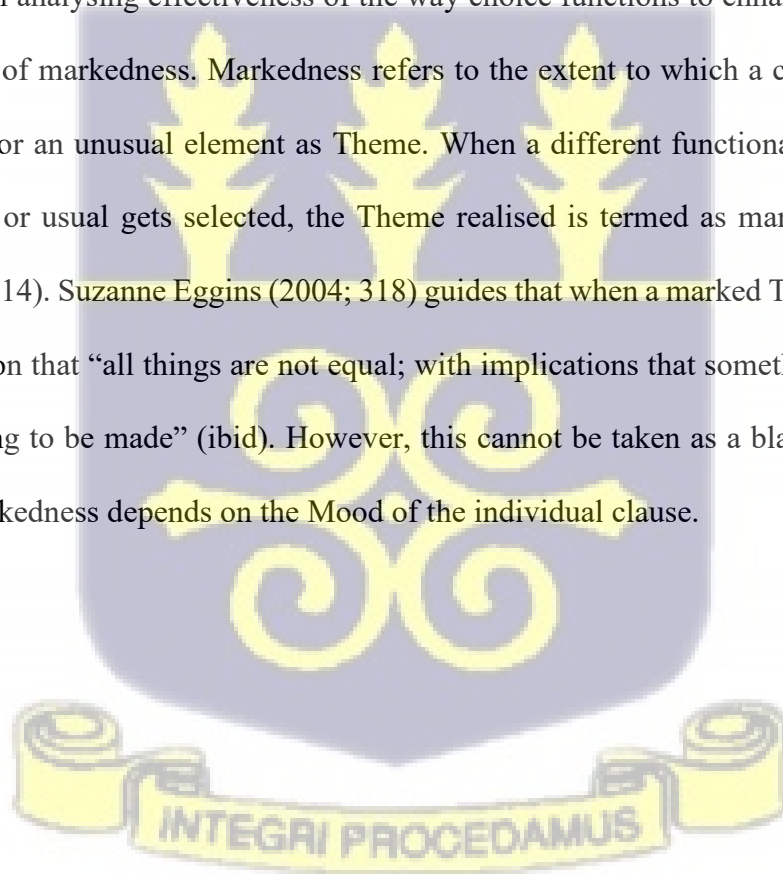
The analysis illustrates that, of the several types of conjunctive and modal Adjuncts that can be chosen to foreground the establishment of structural linkages between clauses as well as to encode the various attitudes between the banks and their clients in the text messages, the choices clearly selected conjunctive Adjuncts of reason/cause (e.g. due to) and modal Adjuncts of entreaty (e.g. kindly, please) in all the cases except in a single instance. The dominance of

choice of use of a certain kind of Adjunct has a lot for the implication of meaning which will be discussed in the next chapter.

With regard to the choice of elements that function as Subject and Predicator, the analysis shows that majority of the choices realised elements that placed in Theme Nominal Groups and Verbal Groups. The effects of this is profound for the meanings that may be made of the text messages.

### THEME MARKEDNESS

A third factor in analysing effectiveness of the way choice functions to enhance effectiveness is the selection of markedness. Markedness refers to the extent to which a clause constituent selects a usual or an unusual element as Theme. When a different functional item other than what is typical or usual gets selected, the Theme realised is termed as marked (Halliday & Matthiessen, 2014). Suzanne Eggins (2004; 318) guides that when a marked Theme is selected, it is an indication that “all things are not equal; with implications that something requires “an atypical meaning to be made” (ibid). However, this cannot be taken as a blanket formula for all clauses: markedness depends on the Mood of the individual clause.



**Table 4-2 Marked and unmarked themes**

**Markedness Selection**

	Marked	Unmarked	Total
Mood Type			
Declarative	2 [22%]	18 [90%]	20 [70%]
Imperative	7 [78%]	2 [10%]	9 [30%]
Total	9	20	29 [100%]

Of the total 29 clauses analysed, 20 (70%) have selected the declarative Mood; with 9 (30%) selecting the imperative Mood. The distribution of the declarative clauses for selecting typical elements as Theme results in 90% unmarked Themes in the declarative Mood while only 10% realised unmarked choices in the imperative Mood choices. In contrast, imperative choices realised 78% marked elements while marked elements chosen in the declarative Mood was only 22%.

This is not surprising given the context in which the text messages were composed: a global crisis situation, with little or no time for planning, to communicate with clients. This could be affirmed by the non-routine nature of the messages which correlated with the inability of the respective banks to plan it thoroughly even though it was delivered in the written mode. This is developed more in chapter five (5) which is devoted to discussing the findings in more details.

## MULTIPLE AND SIMPLE THEMES CHOICES

The analysis depicts that, out of the total proportion of clauses that selected multiple Themes (64%) as per figure 4-1, both topical as well as interpersonal Theme selections (Table 4-2) represents almost equal proportion of choice. The implication of this is perhaps how to achieve an effect of satisfying all interests at stake in this context; that is, while there was use of Adverbial Group elements which function as conjunctive Adjuncts of cause to point out the cause of the issue at stake in the messages, the choices simultaneously employed modal Adjuncts of entreaty to sort of mollify the friction that might have been created in terms of possible wrong perceptions that needed to not only be objectively corrected by the use of conjunctive Adjuncts but also by others that show that the banks have an attitude that is also empathetic of the situation.

Analysing the functional implications of the categories of Theme is indicative that the same number of choices serve to link the clause to its context using devices (conjunctives and conjunctions) functioning as Textual elements. Also, interpersonal Themes, with almost the same number of selections indicate that elements chosen are functioning to specify relations, viewpoints or attitudes in the interactants in the respective clauses (Paltridge, 2012). In a major clause, the mandatory type of Theme is the topical Theme and has an element which possesses ideational meaning; a participant, a process or a circumstance (Halliday, 2014; Thompson, 2014; Eggins, 2004). That has been confirmed by the presence of a topical element in every clause and moreover by the highest proportion (66%) of topical elements in the overall selection of Theme.

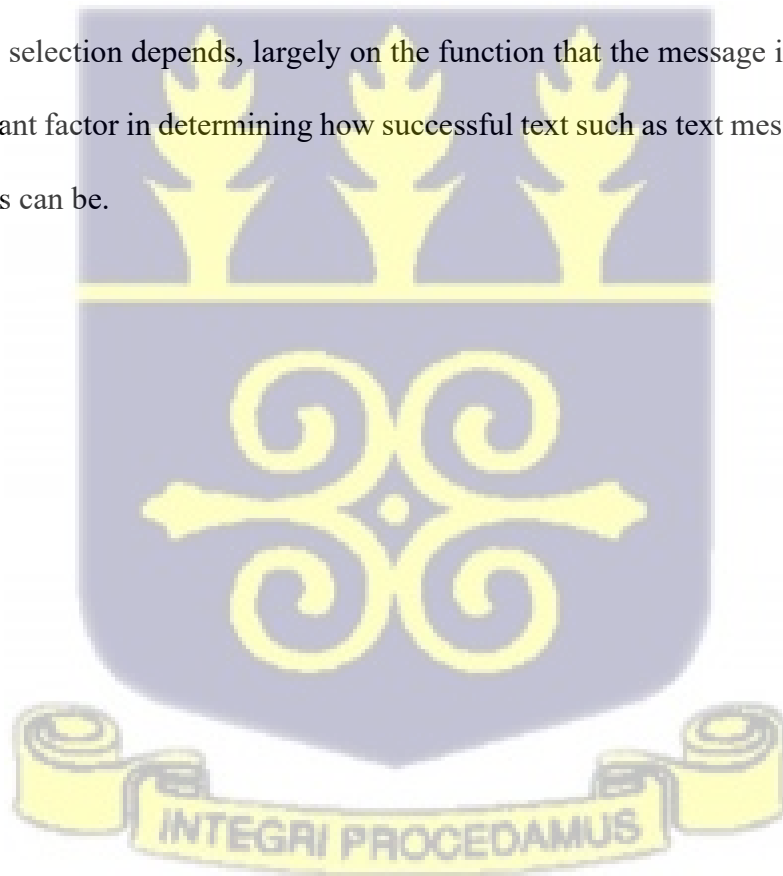
Another significant observation pertaining to the functional dimension of Theme selection concerns interpersonal Themes which selects only Modal Adjuncts of entreaty (100%). Textual Themes on the other hand were realised by two functional elements of conjunctive Adjuncts

of causality (mentioned above) and conjunctions at three-quarters and one-quarter occurrences respectively.

#### 4.5 Conclusion

The analysis revealed a number of interrelationships between variables that are chosen as Theme and measures regarding functional roles these selection play. In addition, the choices pertain to markedness of Themes which also contribute to effectiveness of the communicative act. These interrelationships have a number of logical correlations which may have significant benefits for the discussion of the findings.

Overall, Theme selection depends, largely on the function that the message is performing and this is a significant factor in determining how successful text such as text messages used by the respective banks can be.



## CHAPTER 5 - FINDINGS AND DISCUSSIONS

### 5.1 Introduction

The analysis of Theme choices made in the sampled text messages reveals a number of interrelated patterns that are discussed in this chapter. Details of the analysis are contained in appendixes A and B. However, in order to situate the discussions, a brief description of the contextual situation in which the messages were shared might be helpful (Eggins, 2004).

When Covid-19 was reported in Ghana, the country, like many others across the globe, started implementing measures to contain the spread of this global pandemic. One such measure was a directive from the government to both individuals and corporate entities to take steps that may augment national and global efforts. As an example of such efforts, a specific directive was given that public places be fumigated to reduce the chances of spread of the virus. As a result of this, many public places had to be closed to the public in order to execute the fumigation exercise; this, arguably, represented a disruption in banking operations and, therefore, clients needed to be informed. To do this, text messages were employed as one, if not the most, popular medium of disseminating the messages to clients of the respective banks. As an instance of language use, the text messages were shared arguably in a milieu of heightened corporate social responsibility: during which compliance was expected by stakeholders since the spread of the virus affects everyone. This notwithstanding, these same stakeholders and clients demand the banks to provide services that when interrupted, may have not only reputational repercussions but relational ties, particularly in light of the competitive environment in which entities operate.

This is the context in which corporate communication managers had to compose messages that needed to be effectively efficient; in order to be deemed successful. The success of this communicative act may be considered to be realised in a message in terms of choice of

linguistic resources that are capable of meeting these conflicting and yet competing demands of several different stakeholders in addition to how these choices function to create the effects that can bring out desired meanings.

## 5.2 How Elements Selected Enhance Communicative Effectiveness

An overview from the analysis shows that in respect of elements that get chosen in Theme, nominal group elements get realised the most (43%) with the next preferred item being verbal group elements recording about 23%. These are chosen in terms of simple Theme structures whereas multiple Theme structures realised adverbial groups as the most frequently selected elements (27%) with topical Theme elements in the form of nominal and verbal groups realised in obligatory positions. Another noteworthy choice is in regard to conjunctions and a clause selected as Theme. This blend has the effect of encoding meanings that span the ideational, interpersonal and textual strands of dimensions of the text messages.

### CHOICE OF NOMINAL, VERBAL AND ADVERBIAL GROUP AND OTHERS

The overall effect is that these choices bring out in vivid fashions both the ideational and interpersonal dimensions of the messages that were disseminated. The NGs encode meanings about the names of the ideas and experiences involved such as specific names of the affected branches, alternate means of banking (ATM, Blue Machines, digital channels) among others. In addition, the actions associated with the names of places, banking gadgets and other nominal items are captured by processes of various types through the transitivity choices in the topical elements of Theme that are realised by verbal groups such as “visit”, “note”, “be informed”, “use” as well as others items.

The roles and statuses expressed are captured by the interpersonal choices particularly through the multiple Theme choices that are realised by adverbials that function as modal Adjuncts. The specific roles these modal Adjuncts play is that they serve as a bridge between the sharp divide created by the facts of the messages. For instance, the conjunctive Adjuncts clearly realise elements that express cause of the closure of the branches concerned by attributing this to the Covid-19 directive given by the Metropolitan Assemblies. These choices clearly lift off any burdens of the wrong perception being attributed to the banks as the cause of the predicament. Choice of the conjunctive Adjunct “due to” has been effective in placing the source of the closure not on the banks but on an external entity therefore clearly exculpating the bank from any possible reputational misattributions.

To make up for the possibility of sending the signal that the banks are not just avoiding blame, the choice of modal Adjuncts effectively irons out that perceptive damage equally by using linguistic elements such as “please” and “kindly” which are modal Adjuncts of entreaty to effectively bring out the meaning that the banks, though have clearly indicated that the situation did not result from their side, are very much empathetic and this could help enhance their image in terms of how socially corporate responsible they are especially in these times of global pandemic.

Likewise, use of modal Adjuncts of entreaty functions to soften the imperative Mood of the predicators that realise the process elements in Transitivity of the topical elements that constitute Theme in the selections. Using modal Adjuncts of entreaty speaks about the interpersonal roles played by those elements in thematic structure of the clauses. Effectively, they balance the power relations between the senders of the messages and the recipients in a way that could be claimed to have a neutralizing effect particularly in light of possible disappointment or anger on the part of clients. This shows that while the banks attempt to appeal to the conscience of their clients through entreaty, they also simultaneously maintain an

objective and assertive stance by not sounding complaisant with any other but a forceful imperative Mood in a toned-down fashion.

Another dimension of linguistic choices realising the thematic structure of the clauses is the type of Themes selected. The clauses either selected simple or multiple Themes in the elements that occupy first position. Both simple and multiple Theme choices have almost the same proportionality. Out of the 29 clauses, 15 are realised by multiple Theme while 16 by simple Themes. There is an intersection of 2 which realised both types.

Simple Theme selections, being the dominant ones are realised by declarative clauses, though with no first-person singular pronouns, but primarily with other pronouns (“we” ... “you”) as well as with common nouns as head (“branch” ... “fumigation” ... “channel” ... “plans” .... “service” ...). This is in congruence with what Halliday hypothesised about the selection of items in “sharing contexts” about elements (Halliday & Matthiessen, 2014; 97-98). These choices clearly bring these nominal elements to the fore and makes them prominent as the ideas and points from which the messages are to be developed in Rhematic prominence. One possible implication of this is that the topics around which the selections are made realise the interactants as the respective banks (“we”) and the clients (“you”) in addition to the subjects around which the communicative events revolve – the “branches” that will not be operating on the said dates, the “channels” that represent alternatives in spite of the inconvenience, and the “fumigation” or the “plans” thereof.

A possible implication of this type of choice could mean that there is need to balance the demands of competing interests of different stakeholders of the bank. There are different elements in the multiple Themes which comprise textual and interpersonal elements. The interpersonal elements that perform the roles that serve to show that the banks are not

distancing themselves from the situation and the clients to indicate that they are still showing a level of responsibility particularly in a period when everyone is expected to be.

Multiple Theme choices are very significant in encoding meaning irrespective of their relative proportion. The mix of multiple Theme choices exhibit a strikingly meaningful selection in the text messages as they add interpersonal and textual dimensions to the meanings encoded by Theme choices. There are almost equal number of both conjunctive Adjuncts and modal Adjuncts each with only 2 of conjunctions. Textual choices relate to the work of linking the clauses involved to previous ones in paratactic complexing ways. As such, both conjunctive and modal Adjuncts have equal functions. This proportional equality depicts how, using imperative clauses with Predicators were toned down with modal constituents that show entreaty (“Please” .... “Kindly”). Similarly, the conjunctive Adjuncts, function to establish how the cause of the disruption in the respective banks’ operation is to be perceived not to be from the banks themselves but from an outside source. Hence the choice of textual constituents of conjunctive Adjuncts of causality such as “due to”.

Interpersonal Theme choices show the degree of authority derived from role relationships. Clearly, while the banks could wield power because they are the ones providing the information (as indicated by more declaratives) they simultaneously need to temper that with the reputational risk that is very crucial to them. As such adopting a less authoritative stance would be more appropriate hence the less superior tenor of text. The modal Adjuncts of entreaty shows this.

Also, the attitude towards their clients seems to be one of negotiation in which there is a balance of power since the banks, though are justifiably not the cause of the disruption need to appeal to the feelings of their clients in order to cause mollification instead of aggravating these feelings.

The effect created here (detailed below) is that of a balance in the way the reputational consequence of the closures is to be received and perceived by the clients as not a fault of the respective banks.

A similar pattern that demonstrates this point can be established by the choice of both imperative as well as declarative Mood forms that are realised by verbal and nominal group choices. The use of declarative clauses to communicate positions the banks as those in possession of information to give to the clients; whereas the use of imperative shows that the banks have superior authority in the communicative event.

Furthermore, there are choices pertaining to selection of marked and unmarked Theme elements. These are also indicative of the fact that certain things are not usual therefore they demand attention. The meaning here therefore is that, the clauses that selected marked choices encode that meaning that this situation is not one of the typical ones that the banks communicate to clients about in order that attention be paid accordingly.

### 5.3 Effects of Choice and Function of Theme on Communicative Success

A significant observation pertains to the functional constituents that were chosen to realise the different meanings at the three metafunctional levels. There were six main functional categories of constituents that were realised to encode meanings: Subjects, conjunctive Adjuncts, modal Adjuncts, Predicators, Complements and Conjunctions. Of all these, topical Themes selected Subjects as the most common functional element while Conjunctions are the least. The selections of these functional elements have roles to play in expressing the meanings at the ideational, interpersonal and textual strands of the messages that were used in the communicative acts. The meanings made are about the events, happenings and realities that are expressed (ideation/experiential); meanings concerning relationships between the banks and

clients encoded by the roles and attitudes (interpersonal) expressed by the choices, and thirdly, how these two modes are organised as a message (textual) to be communicated to the recipient.

The choices realised functional elements such as Subject, Predicator, and Complement and therefore establish that through Theme choices, the messages are organised around elements that constitute the talk. This is about the experiential structure of the messages that express ideas and events that take place in the worlds of the banks and their clients in the context given.

### MARKEDNESS SELECTION

Choice of marked Theme has the effect of foregrounding what is deemed prominent (Halliday & Matthiessen, 2014) and packaging the remainder into the Rhematic structure where it is given further development. Hence the elements here have been foregrounded to be developed in Rheme.

Another implication of choice of marked Theme might be that there is some level of carefully planning in writing the texts as opposed to what the huge unmarked proportion may indicate on surface. It could eventually be argued that in spite of the urgency contained in the context of creation of these messages, the banks had a plan as to how to direct the rhetorical development of the text to permit the foregrounding of circumstantial information.

From the analysis, a striking observation is that unmarked Theme selections (in which Theme conflates with Subject) represent the dominant textual motif as Table 4-3 depicts. This may, in a way, be suggestive that much planning did not get into the crafting, particularly given the urgency that characterised the situational context, of the messages. The point here is that, choice of marked Themes encodes the “realisation of a carefully written mode, in which the writer has planned the rhetorical development of the text to allow for the foregrounding of Circumstantial information” (Eggins, 2004; 339). This may account for the dominance of

choice of unmarked Theme selection which may ostensibly suggest that there is not so much of unusual choices made in the text messages. This however, seems paradoxical because the situation in which the text messages were disseminated is highly atypical. As such, it may be helpful to critically re-consider the patterns.

Added to this, the functional elements that realise the marked declaratives are “highly marked” (Halliday, 2014; 99). In light of this, marked Theme selection exhibit a peculiar pattern in which conjunctive Adjuncts (“Due to...”) as well as modal Adjuncts (“Please...”, “Kindly...”) were selected to foreground Circumstantial meanings that express causality and entreaty respectively. One possible implication of the role played by selecting conjunctive Adjuncts of causality in marked choices in Theme in the text is that, it resulted in exculpating the banks from, as noted earlier, being perceived (by stakeholders) as having anything to do with the cause of the disruption due to the closure on the days/dates concerned. It thus becomes clear that though the banks need to be perceived (by those same stakeholders) as compliant entities by acting in accordance with the directive to close branches to make way for the fumigation exercise, the selections of marked Themes touted the fact that they (the banks) are to be held not responsible.

#### 5.4 Other Functional Implications of Different Theme Choices

It is observable that most of the marked Themes are placed at clause initial positions and this could reinforce the thematic structuring of the messages that were sent out. Another point is the effect of exploiting marked choice contributes to mode of spoken language.

Overall, the texts used very few clauses per sentence depicting the written mode and indicates the amount of thematic planning that went into the composition of the text messages. This is

culminated by one clause that realised its Theme by a nominalised clause giving the messages a high level of rhetorical organization.

All in all, it is obvious that Theme choices have a profound effect on the meanings that are expressed by the text messages from the banks for their clients and that these choices allow the text to achieve its communicative goal in a successful manner.



## CHAPTER 6 - CONCLUSION

The important role that text messages play in corporate communicative functions of many twenty-first century entities suggests that the function would, if not need, benefit immensely from a framework of language study which is as comprehensive as the systemic functional approach. This is because most companies, though have different goals, may be said to be using language to fulfil broadly same functions which systemic functional models are commodious of.

Interactions with clients and stakeholders who have needs and demands that are so diverse calls for an approach that can provide for not only these demands and needs but that which can as well meet the goals of the respective entities in a simultaneous way. It is evident that many functions that are classed as internal or external are being performed by use of text messages at different levels. With such an arduous task, traditional structural analytic tools have little, if anything at all, to offer; hence, a systemic functional perspective to evaluating linguistic choices that are capable of satisfying both ends of the spectrum would be imperative.

The tri-metafunctional approach to analysing meanings encoded by lexicogrammatical choices in text messages that are employed for corporate communicative would yield useful insights that can bring out layers of meanings that contribute to the ultimate achievement of communicative purposes in an effective and efficient manner. The experiential or ideational, the interpersonal and the textual metafunctional strands of meanings that are hidden in any instance of language use are laid bare through the application of the systemic functional approach and just like many other text types, use of text messages are not exempt.

With the need for success in the short-term and survival in the long-term, corporate entities have a mandate to ensure that the choices they make in disseminating information to their clients and stakeholders have the requisite content and orientation that meet the demands that

may have long-term and far-reaching implications for not only the clients and stakeholders but for the companies themselves which constantly leverage such communicative modes. As such, a study into which elements get chosen at first position might greatly enhance the competitive advantage of corporate entities in that there would be comprehensive analysis of the content and structure of text messages.

This study has revealed a further benefit for exploring text messages from a systemic functional perspective: it provides an evaluative opportunity to scrutinize elements that concern the corporate social responsibility strategies of respective entities. The systems that embody the SF approach to language analysis would bring out shades that can impact on appropriateness of the choices made in each respective case. This may enhance the way the company is perceived in terms of how it shows respect, responsibility and empathy in different situations.

The implications of the findings from this study and its conclusions are contained in the following recommendations. First, when corporate entities use text messages to communicate their strategic, tactical as well as operational information with their clients and other stakeholders, they would benefit more if they considered the specific objective of the messages and accordingly formulate the most appropriate linguistic choices that can make the messages effective and efficient.

Again, since text messages differ with regard to audience, purpose and timeline, entities that use them should be consider positioning of the elements in order to achieve optimum communicative goals in using these respective messages. This means that a similar message to different audiences may, though with same content, be structured with varied elemental components that meet the specific need of the situation in response to the urgency, formality, confidentiality, among other crucial demands.

A third recommendation is that many corporate entities use text messaging in communicating with their clients and analysing using a systemic functional model would provide a regulated way of structuring text messages that is capable of adequately meeting the need of each recipient at a given time in order to render the message effective.

In conclusion, many factors affect the way elements are structured in a text messages to communicate effectively and using a comprehensive linguistic approach as the systemic functional model would offer an immense benefit to the entities that adopt its systems and framework.



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**APPENDIX A:**

Structural Labelling of Theme-Rheme

Notational Conventions

Theme : underlined

Rheme : un-underlined

TEXT MESSAGE [A]

A 1. Kindly be informed that due to the announcement by the Accra Metropolitan Authority to disinfect selected markets,

Kindly	be informed	that due to the announcement by the Accra Metropolitan Authority to disinfect selected markets,
<b>Interpersonal</b>	<b>Topical</b>	
<b>THEME</b>		<b>RHEME</b>

A 2. our Derby Avenue Branch will not open on Monday, March 23, 2020.

Our Derby Avenue Branch	will not open on Monday, March 23, 2020.
<b>Topical</b>	
<b>THEME</b>	<b>RHEME</b>

A 3. Kindly visit any of our other branches,

Kindly	visit	any of our other branches,
<b>Interpersonal</b>	<b>Topical</b>	
<b>THEME</b>		<b>RHEME</b>

A 4. use our digital channels

use	our digital channels	
<b>Topical</b>		
<b>THEME</b>	<b>RHEME</b>	

A 5. or visit any of our Agent points. Thank you.

or	visit	any of our Agent points.
<b>Textual</b>	<b>Topical</b>	
<b>THEME</b>	<b>RHEME</b>	

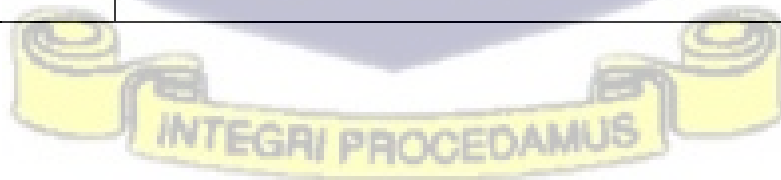
TEXT MESSAGE [B]

B 6. Please be informed that some of our Accra Branches located close to markets will be closed on Monday 23rd March to make way for fumigation by AMA.

Please	be informed	that some of our Accra Branches located close to markets will be closed on Monday 23rd March to make way for fumigation by AMA.
<b>Interpersonal</b>	<b>Topical</b>	
<b>THEME</b>		<b>RHEME</b>

B 7. Service will resume on Tuesday 24th March.

Service	will resume on Tuesday 24th March.
<b>Topical</b>	
<b>THEME</b>	<b>RHEME</b>



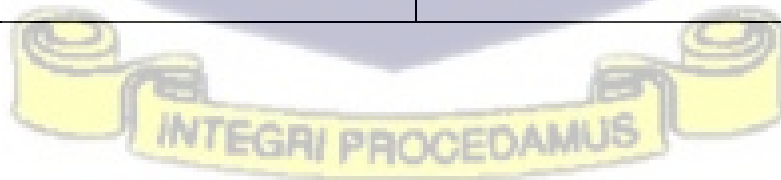
B 8. For more information, please follow the link below.

For more information,	please	follow	the link below.
<b>Textual</b>	<b>Interpersonal</b>	<b>Topical</b>	
<b>THEME</b>			<b>RHEME</b>

TEXT MESSAGE [C]

C 9. Due to planned fumigation of several markets on Monday 23rd March 2020, the following branches will be closed; Accra Central, Post Office, Tudu, Madina.

Due to	planned fumigation [of	the following branches will be closed; Accra
	several markets on Monday	Central, Post Office, Tudu, Madina.
	23rd March 2020],	
<b>Textual</b>	<b>Topical</b>	
<b>THEME</b>		<b>RHEME</b>

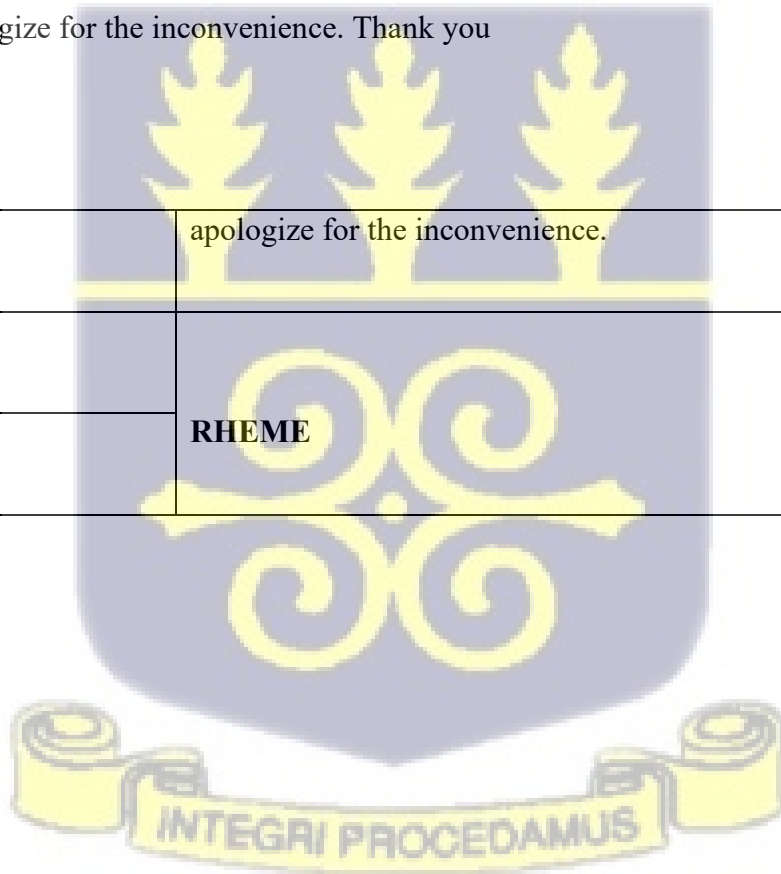


C 10. All other branches, Blue machine ATMs and digital channels will continue to be in operation.

All other branches, Blue machine ATMs and digital channels	that some of our Accra Branches located close to markets will be closed on Monday 23rd March to make way for fumigation by AMA.
<b>Topical</b>	
<b>THEME</b>	<b>RHEME</b>

C 11. We apologize for the inconvenience. Thank you

We	apologize for the inconvenience.
<b>Topical</b>	
<b>THEME</b>	<b>RHEME</b>



TEXT MESSAGE [D]

D 12. We wish to inform you that our Takoradi Business office will be closed to the public on Monday, April 06, 2020 and resume on Tuesday April 07 2020.

We	wish to inform you that our Takoradi Business office will be closed to the public on Monday, April 06, 2020 and resume on Tuesday April 07 2020.
<b>Topical</b>	
<b>THEME</b>	<b>RHEME</b>

D 13. This is to allow the Sekondi-Takoradi Metropolitan Assembly undertake a planned mass disinfection exercise at the market.

This	Is to allow the Sekondi-Takoradi Metropolitan Assembly undertake a planned mass disinfection exercise at the market
<b>Topical</b>	
<b>THEME</b>	<b>RHEME</b>



D 14. Please note that our ATMs and other digital banking platforms [...] will be operational.

Please	note	that our ATMs and other digital banking platforms [**] will be operational.
<b>Interpersonal</b>	<b>Topical</b>	
<b>THEME</b>		<b>RHEME</b>

D 15. We apologise for any inconvenience the closure may have caused you.

We	apologise for any inconvenience the closure may have caused you.	
<b>Topical</b>		
<b>THEME</b>	<b>RHEME</b>	

TEXT MESSAGE [E]

E 16. Due to the fumigation exercise being carried out in Accra by AMA,

Due to	the fumigation exercise	being carried out in Accra by AMA,
<b>Interpersonal</b>	<b>Topical</b>	
<b>THEME</b>		<b>RHEME</b>

E 17. some of our branches may be closed on Monday 23rd March.

some of our branches	may be closed on Monday 23rd March.
<b>Topical</b>	<b>RHEME</b>
<b>THEME</b>	

E 18. We will share further details on all such closures in due course

We	will share further details on all such closures in due course
<b>Topical</b>	<b>RHEME</b>
<b>THEME</b>	

E 19. All digital channels and agent points will however be available for use.

All digital channels and agent points	will however be available for use.
<b>Topical</b>	<b>RHEME</b>
<b>THEME</b>	

E 20. We sincerely apologize for any inconvenience this may cause.

We	sincerely apologize for any inconvenience this may cause
<b>Topical</b>	
<b>THEME</b>	<b>RHEME</b>

TEXT MESSAGE [F]

F 21. Kindly note that due to the announcement by the KMA to disinfect selected markets,

Kindly	note	that due to the announcement by the KMA to disinfect selected markets
<b>Interpersonal</b>	<b>Topical</b>	
<b>THEME</b>		<b>RHEME</b>



F 22. only our KNUST, Nhyiaso and Suame branches will open on Tuesday, July 21st, 2020.

only	our KNUST, Nhyiaso and Suame branches	will open on Tuesday, July 21st, 2020.
<b>Textual</b>	<b>Topical</b>	
<b>THEME</b>		<b>RHEME</b>

F 23. You can also use our digital channels...

You	can also use our digital channels
<b>Topical</b>	
<b>THEME</b>	<b>RHEME</b>

F 24. or visit any of our Agent points. Thank you.

or	visit	any of our Agent points.
<b>Textual</b>	<b>Topical</b>	
<b>THEME</b>		<b>RHEME</b>

TEXT MESSAGE [G]

G 25. Due to the plans by the Metropolitan and Municipal Authorities to disinfect some markets in Accra and Tema on Monday, kindly note that the 13 branches below would not be operating on Monday: Okaishie / Makola/ Kantamanto/ Liberty House/ Accra North /Kaneshie Market /Tema Market / Ashaiman /Mandela /Madina /Madina Zongo Junc / Adenta/ Tema Community 2, and Ada.

Due to the plans by the Metropolitan and Municipal Authorities to disinfect some markets in Accra and Tema on Monday,	kindly	note	that the 13 branches below would not be operating on Monday: Okaishie / Makola/ Kantamanto/ Liberty House/ .... / Adenta/ Tema Community 2, and Ada.
<b>Textual</b>	<b>Interpersonal</b>	<b>Topical</b>	
<b>THEME</b>			<b>RHEME</b>



G 26. You are encouraged to use our other Alternate channels, including G-Money, for all your banking transactions.

You	are encouraged to use our other Alternate channels,including G-Money,for all your banking transactions.
<b>Topical</b>	
<b>THEME</b>	<b>RHEME</b>

TEXT H

H 27. Due to the planned fumigation of major markets in the Accra Tema Metropolitan Area the following Branches will not be open for business tomorrow 23rd March 2020: Makola, Madina, Kaneshie.

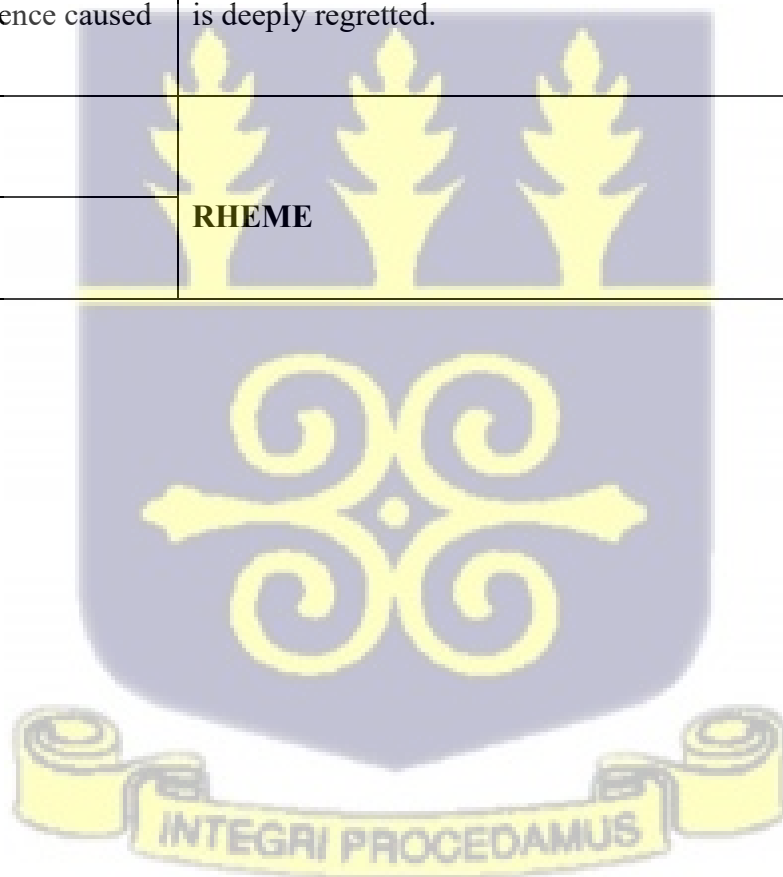
Due to the planned fumigation of major markets in the Accra Tema Metropolitan Area	the following Branches	will not be open for business tomorrow 23rd March 2020: Makola, Madina, Kaneshie..
<b>Textual</b>	<b>Topical</b>	
<b>THEME</b>	<b>RHEME</b>	

H 28. All other branches and our electronic channels will be available.

All other branches and our electronic channels	will be available.
<b>Topical</b>	<b>RHEME</b>
<b>THEME</b>	

H 29. The inconvenience caused is deeply regretted.

The inconvenience caused	is deeply regretted.
<b>Topical</b>	<b>RHEME</b>
<b>THEME</b>	



## APPENDIX B:

Thematic Choices, Their Functions and Markedness Selection

### Notational Conventions

Theme : underlined

Textual Theme : dashed-underline

interpersonal Theme : *italics*

topical Theme : double underline bold

Rheme : un-underlined

Markedness : right aligned in bold beneath Theme types

A 1. Kindly be informed that due to the announcement by the Accra Metropolitan Authority to disinfect selected markets,

Interpersonal [Adv. Group - *Modal Adjunct -entreaty*]

Topical [Verbal Group - *predicator*]

Imperative, Marked

A 2. our Derby Avenue Branch will not open on Monday, March 23, 2020.

Topical [Nominal Group - *subject*]

Declarative, Unmarked

A 3. Kindly visit any of our other branches,

Interpersonal [Adv. Group - *Modal Adjunct -entreaty*]

Topical [Verbal Group - *predicator*]

Imperative, Marked

A 4. use our digital channels

Topical [Verbal Group - *predicator*]

Imperative, Unmarked

A 5. or visit any of our Agent points. Thank you.

Textual [Conjunction - *paratactic*]

Topical [Verbal Group - *predicator*]

Imperative, Unmarked

B 6. Please be informed that some of our Accra Branches located close to markets will be closed on Monday 23rd March to make way for fumigation by AMA.

Interpersonal [Adv. Group - *Modal Adjunct -entreaty*]

Topical [Verbal Group - *predicator*]

Imperative, Marked

B 7. Service will resume on Tuesday 24th March.

Topical [Nominal Group - *subject*]

Declarative, Unmarked

B 8. For more information, please follow the link below.

Textual [Adv. Group – *conjunctive Adjunct*]

Interpersonal [Adv. Group - *Modal Adjunct -entreaty*]

Topical [Verbal Group - *predicator*]

Imperative, Marked

C 9. Due to planned fumigation of several markets on Monday 23rd March 2020, the following branches will be closed; Accra Central, Post Office, Tudu, Madina.

Textual [Adverbial Group – *conjunctive Adjunct - causal*]

Topical [Nominal Group - *complement*]

Declarative, Marked

C 10. All other branches, Blue machine ATMs and digital channels will continue to be in operation.

Topical [Nominal Group - *subject*]

Declarative, Unmarked

C 11. We apologize for the inconvenience.

Topical [Nominal Group - *subject*]

Declarative, Unmarked

D 12. We wish to inform you that our Takoradi Business office will be closed to the public on Monday, April 06, 2020 and resume on Tuesday April 07 2020.

Topical [Nominal Group - *subject*]

Declarative, Unmarked

D 13. This is to allow the Sekondi-Takoradi Metropolitan Assembly undertake a planned mass disinfection exercise at the market

Topical [Nominal Group - *subject*]

Declarative, Unmarked

D 14. Please note that our ATMs and other digital banking platforms [...] will be operational

Interpersonal [Adv. Group - *Modal Adjunct -entreaty*]

Topical [Verbal Group - *predicator*]

Imperative, Marked

D 15. We apologise for any inconvenience the closure may have caused you.

Topical [Nominal Group -*subject*]

Declarative, Unmarked

E 16. Due to the fumigation exercise being carried out in Accra by AMA,

Textual [Adverbial Group – *conjunctive Adjunct - causal*]

Topical [Nominal Group -*subject*]

Declarative, Marked

E 17. some of our branches may be closed on Monday 23rd March.

Topical [Nominal Group -*subject*]

Declarative, Unmarked

E 18. We will share further details on all such closures in due course

Topical [Nominal Group -*subject*]

Declarative, Unmarked

E 19. All digital channels and agent points will however be available for use.

Topical [Nominal Group -*subject*]

Declarative, Unmarked

E 20. We sincerely apologize for any inconvenience this may cause.

Topical [Nominal Group - *subject*]

Declarative, Unmarked

F 21. Kindly note that due to the announcement by the KMA to disinfect selected markets,

Interpersonal [Adv. Group - *Modal Adjunct -entreaty*]

Topical [Verbal Group - *predicator*]

Imperative, Marked

F 22. only our KNUST, Nhyiaso and Suame branches will open on Tuesday, July 21, 20.

Textual [Adv. Group – conjunctive Adjunct]

Topical [Nominal Group - *subject*]

Declarative, Unmarked

F 23. You can also use our digital channels...

Topical [Nominal Group - *subject*]

Declarative, Unmarked

F 24. or visit any of our Agent points. Thank you.

Textual [Conjunction - *paratactic*]

Topical [Verbal Group - *predicator*]

Imperative, Unmarked

G 25. Due to the plans by the Metropolitan and Municipal Authorities to disinfect some markets in Accra and Tema on Monday, kindly note that the 13 branches below would not be operating on Monday: Okaishie / Makola/ [...] Mandela /Madina /Madina Zongo Junc/ Adenta/ Tema Community 2, and Ada.

Textual [Adverbial Group – *conjunctive Adjunct - causal*]

Interpersonal [Adv. Group - *Modal Adjunct -entreaty*]

Topical [Verbal Group - *predicator*]

Imperative, Marked

G 26. You are encouraged to use our other Alternate channels, including G-Money, for all your banking transactions.

Topical [Nominal Group - *subject*]

Declarative, Unmarked

H 27. Due to the planned fumigation of major markets in the Accra Tema Metropolitan Area the following Branches will not be open for business tomorrow 23rd March 2020: Makola, Madina, Kaneshie.

Textual [Adverbial Group – *conjunctive Adjunct - causal*]

Topical [Nominal Group - *Subject*]

Declarative, Marked

H 28. All other branches and our electronic channels will be available.

Topical [Nominal Group - *subject*]

Declarative, Unmarked

H 29. The inconvenience caused is deeply regretted.

Topical [Nominal Group – *Subject*]

Declarative, Unmarked

## Copies of text messages from different banks in Ghana

**1**  
Dear Customer,  
Due to the plans by the Metropolitan and Municipal Authorities to disinfect some markets in Accra and Tema on Monday, kindly note that the 13 branches below would not be operating on Monday:  
Okaishie / Makola/ Kantamanto/ Liberty House/ Accra North /Kaneshie Market /Tema Market / Ashaiman /Mandela /Madina /Madina Zongo Junc / Adenta/ Tema Community 2, and Ada. You are encouraged to use our other Alternate channels,including G-Money,for all your banking transactions.  
GCB Your Bank For Life.

**2**  
Dear Client,  
Kindly note that due to the announcement by the KMA to disinfect selected markets, only our KNUST, Nhyiaeso and Suame branches will open on Tuesday, July 21st, 2020. You can also use our digital channels (\*771#, CalBank App, CalNet) or visit any of our Agent points. Thank you.

**3**  
Dear Client,  
to help keep you and our employees safe as we work to curb Covid-19, we have instituted a mandatory wearing of face mask at all CalBank premises from Monday 27/04/2020. This is in keeping with the directives from the Govt of Ghana and Local Authorities. We count on you to comply with this directive as we work together to stop the spread of Covid-19. Thank You

**4**  
Dear Client,  
kindly be informed that due to the announcement by the Tamale Metropolitan Authority to disinfect the Tamale Metropolis, our Tamale Branch will not open on Thursday, April 2, 2020. Kindly use our digital channels (CalNet, CalBank App or \*771#) to do all your banking. Thank you.

**5**  
Dear Client,  
Kindly be informed that due to the announcement by the Accra Metropolitan Authority to disinfect selected markets, our Derby Avenue Branch will not open on Monday, March 23, 2020. Kindly visit any of our other branches,use our digital channels or visit any of our Agent points. Thank you.

**6**  
Dear BRIDGE SCHOOL LIMITED,  
Please be informed that some of our Accra Branches located close to markets will be closed on Monday 23rd March to make way for fumigation by AMA. Service will resume on Tuesday 24th March. For more information, please follow the link below. <https://bit.ly/2vGjDae>. Thank you.

**7**  
Dear BRIDGE SCHOOL LIMITED,  
Due to the fumigation exercise being carried out in Accra by AMA, some of our branches may be closed on Monday 23rd March. We will share further details on all such closures in due course. All digital channels and agent points will however be available for use. We sincerely apologize for any inconvenience this may cause. Thank you.

**8**  
Dear Valued customer,  
Due to the planned fumigation exercise being carried out by the AMA, the following MTN branches will be closed on Monday 23rd March 2020. They are: Tudu, Accra Central, Madina, Madina Social Welfare, Ashiaman, Tema Community 1 and Ada. The branches will be reopened on Tuesday 24th March 2020. We encourage you to utilize our digital channels during this period. Call 100 if you need any assistance. We sincerely apologize for any inconvenience this may cause. Stay safe, MTN cares. Thank you



## **TAKORADI BUSINESS OFFICE CLOSING ON MONDAY APRIL 06, 2020**

**Dear Cherished Customer,**

We wish to inform you that our Takoradi Business Office will be closed to the public on **Monday, April 06, 2020** and resume on **Tuesday April 07, 2020**.

This is to allow the Sekondi-Takoradi Metropolitan Assembly undertake a planned mass disinfection exercise at the market.

Please note, our ATMs and other digital banking platforms (Internet Banking, Mobile App and Magic Banking \*822#) will be operational.

We apologize for any inconvenience the closure may have caused you.

Stay Safe

Thank you



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[cfcghana@ubagroup.com](mailto:cfcghana@ubagroup.com)

#WeAreInThisTogether | #StaySafe | #TakeResponsibility