

Move Analysis of Research Article Abstracts in Health Promotion Discipline: Indonesian vs. International Scholars

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Abstract - For many years, the study of genres in research article abstracts has captured the attention of numerous scholars. Nevertheless, the extent to which genre analysis can be used for the examination of abstracts in research articles in the health discipline, particularly in health promotion, is severely limited. Providing a well-defined framework as a set of instructions for writers can be a solution to the problem. The objective of this study was to identify commonalities and distinctions in the structural organization of abstracts in research articles authored by writers from different countries, specifically international writers and Indonesian writers. The present study examined 80 research articles' abstracts, consisting of 40 abstracts written by international authors and 40 abstracts authored by non-native (Indonesian) writers by using move analysis. The findings indicated that both foreign and Indonesian writers agreed to include the methodology and product moves in their abstracts. However, among all writers, there were variations in introduction, purpose, and conclusion moves. The study has practical implications for the realm of health promotion, particularly for non-native (Indonesian) writers constructing their abstracts.

Keywords: health promotion, move analysis, research article abstracts

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1. INTRODUCTION

Academic institutions worldwide strive to contribute to the advancement of various fields and evaluate the contributions of their authors and professors based on the quantity of research papers published in reputable national and international publications (Martin, 2003). The demand for publishing in prestigious national and international journals has increased significantly, as academic achievement is often evaluated based on publication metrics, including the quantity of papers published, citation counts, and the impact factor of the journals where the research is published (Harzing, 2010; Moosa, 2018). Regardless of their native

language, researchers face significant consequences due to the prevalence of the "publish or perish" mentality, as most influential academic journals publish in English (Hyland, 2016). Non-native English-speaking scholars may encounter additional obstacles in receiving recognition for their work. These challenges are not a result of the quality of their research but rather due to linguistic barriers that impede their ability to publish in esteemed publications (Canagarajah, 2002; Flowerdew, 2001).

The academic abstract is essential for publicizing research findings. The abstract serves as the first interaction between the reader and the complete research piece, acting as an entrance that provides a brief overview of the study's fundamentals. The language's conciseness and informativeness are critical in determining whether a reader will fully engage with the piece, emphasizing the importance of clarity and efficacy (Swales & Feak, 2009). The abstract plays a crucial function in describing the essential elements of the research, including its aim, methods, results, and conclusions. Therefore, it is important to create the abstract with high accuracy to enable the reader to rapidly understand the significance of the study (Hartley, 2008).

In today's digital era, readers frequently browse through multiple abstracts to find relevant research. A well-written abstract that effectively conveys the key components of a study can greatly increase the visibility and influence of the research (Hyland, 2004). Hence, the abstract serves as more than just a summary; it is a crucial element of academic discourse that has the potential to impact the accessibility and reception of research outcomes among both the scientific community and a wider audience.

In the current globalized academic setting, the need for abstracts published in English is not limited to international journals but is also being embraced by national journals. Due to the widespread use of English in academic settings, many national journals, including those published in non-English speaking countries, require English abstracts. This is done to reach a wider audience and enhance the global recognition of their research (Swales, 2004). National journals that demand English abstracts intend to guarantee that their published research is accessible, comprehensible, and citable by scholars globally. This, in turn, elevates the journal's impact factor and boosts the international reputation of the research (Canagarajah, 2002). Researchers must write an abstract in English, regardless of the language of the full text, in order to effectively engage with the global scientific community and contribute to international academic debate (Flowerdew, 2015).

Researchers have extensively explored the examination of research article abstracts within the context of genre analysis. In this context, Swales (1990) stated that genre denotes a well-established mode of communication within a certain community, characterized by defined conventions and serving specific communicative objectives. The "Create A Research Space" (CARS), Swales well-known approach, is the prevalent framework for genre analysis of abstracts. The work describes a framework consisting of three primary moves. The first action,

Move 1, involves describing the issue and its importance by establishing a territory. The second move, Move 2, involves identifying the deficiencies in existing literature by establishing a niche. The third action, Move 3, involves demonstrating how the current study fills these gaps by occupying the identified niche.

Bhatia (1993) suggested a four-move model of the abstract, including “introducing the purpose,” “describing the method,” “summarizing the results,” and “presenting the conclusions.” The four-move model proposed by Bhatia is highly beneficial as it offers a systematic method for composing abstracts, guaranteeing comprehensive coverage of essential research components. This model facilitates the delivery of a lucid, succinct, and logically organized synopsis of the research, hence enhancing readers' ability to promptly comprehend the fundamental aspects of the study. Furthermore, Hyland (2000) noted that certain disciplines may adhere more rigidly to the move structure of abstracts, commonly known as the Introduction, Purpose, Methodology, Products, and Conclusion model. This model is an extended version of Bhatia's four-move model and offers a thorough structure for arranging the information in an abstract. By referring to this framework, researchers may guarantee that their abstracts are thorough and enlightening, so enhancing the accessibility of their work to a wide range of readers. The framework also facilitates the standardization of abstract writing, which is especially helpful in academic publishing, where the utmost importance is placed on clarity and correctness.

The genre analysis of research article abstracts (RA abstracts, henceforth) has attracted many experts in exploring the structure of academic abstracts. Move analysis in contrastive rhetoric typically investigates disparities in language and culture within the discourse structure. Some cross-linguistic studies mostly compared English abstracts written by native speaker with abstracts written by non-native speaker within the same disciplines, namely language science (Van Bonn & Swales, 2007), literature (Marefat & Mohammadzaleh, 2013), psychology (Talebzadeh, Samar, Kiany, & Akbari, 2013) Dentistry (Vathanalaohas & Tangkiengsirisin, 2018), Architecture (Honami & Chalak, 2018), ELT (Kaya & Yagiz, 2020), Law (Duan & Wei, 2021). Then, some experts have also conducted cross-linguistics studies in by analysing different disciplines, namely experimental phonetics and psychology (Martin, 2003), Linguistics and Chemistry (Li, 2011), Applied Linguistics and Mathematics (Behnam & Golpour, 2014).

Behnam & Golpour (2014) observed 40 RA abstracts in mathematics and 40 RA abstracts in linguistics disciplines written in both English and Persian, using Hyland's (2000) five moves as a framework. They found that purpose, method, product, and conclusion were obligatory moves in linguistic abstracts written by native speakers, while abstracts in Persian gained 100% occurrence in purpose, method, and product moves. However, RA abstracts written by English writers in the mathematics discipline only included one obligatory move in the method

component, whereas RA abstracts written by Persian writers in the same discipline included two mandatory moves in the method and product sections.

Al-Khasawneh (2017) also applied Hyland's (2000) model to analyze 20 RA abstracts in the field of applied linguistics written by native and non-native speakers (10 RA abstracts from each journal). The study revealed that both native and non-native speakers exhibit comparable patterns of employing rhetorical structures in their academic writings, particularly with regards to the specific components or 'moves' they use. The journal articles evaluated consistently exhibited three types of moves: 'purpose,' 'method,' and 'product.' These moves were observed irrespective of whether the writers were native or non-native speakers. The study classified the three moves as crucial due to their high level of consistency, indicating their presence in every analyzed journal article.

Kaya & Yagiz (2020) conducted a comparative study by examining 390 research article abstracts based on Hyland's (2000) framework in the English Language Teaching (ELT) field written by Turkish and non-Turkish writers (195 RA abstracts from each group). The result indicated that Turkish scholars conventionally preferred three moves (purpose, method, and product), while non-Turkish scholars mostly included four moves (purpose, method, product, and conclusion) in their ELT's abstracts. This study highlights the fact that academic writing styles might differ depending on cultural and disciplinary contexts. Comprehending these distinctions is crucial for scholars who want to publish in international journals or who work in a multicultural academic setting, as it enables them to customize their writing to fulfill varied expectations.

Despite the importance of research article abstracts in academic communication, there is a gap in the literature concerning how international and non-native English writers, particularly Indonesian researchers, differ in their abstract writing in the field of health promotion. The majority of non-native English speakers appear to be unfamiliar with the typical academic writing standards employed by native English speakers (Candarh, 2012). Therefore, it is necessary to conduct a study that aids non-native English writers in understanding the abstract's structure. This would involve providing them with essential information to enable them to comprehend and produce the latest trends in research article abstracts within the field of health promotion.

International scholars, with their deep comprehension of the complexities of the English language, are more proficient at producing abstracts that meet the rigorous criteria of the academic realm. On the other hand, non-native English writers may face challenges in meeting these requirements due to language barriers, leading to possible differences in the structure, clarity, and effectiveness of their abstracts. Acquiring a thorough understanding of these differences is extremely important, especially in the field of health promotion, because the effectiveness of communication can directly impact public health outcomes.

The necessity for conducting such a study is also emphasized by the increasing globalization of academic research. It is critical to understand the potential discrepancies in abstract writing, as more individuals who are Indonesian scholars contribute to the global health promotion literature. These discrepancies can impact the prominence and influence of research, as poorly produced abstracts may fail to draw readers or effectively convey the significance of the research. The present study focuses on the genre analysis of abstracts in research articles, with a particular emphasis on distinguishing between abstracts written by international writers and those published by non-native English (Indonesian) writers in health promotion publications. The researchers implemented Hyland's (2000) framework of abstract moves, including Introduction, Purpose, Methodology, Product, and Conclusion. The following research questions will be addressed: "What are the key differences and similarities in the move structures of research article abstracts written by international and Indonesian writers in health promotion journals?"

2. METHOD

2.1 Research Design

The present study employed a descriptive design by combining both quantitative and qualitative data. The qualitative method is consistent with Hyland (2004b), who asserts that small-scale research and qualitative methods are the most effective methods for obtaining information about genre practices. Hyland asserts that qualitative methods, such as thorough move analysis, are very suitable for revealing the intricate mechanisms by which genres function. When evaluating research paper abstracts, qualitative approaches allow researchers to thoroughly examine the structural and rhetorical characteristics of the texts. This provides valuable insights into how authors use different sections (such as Introduction, Purpose, Method, Result, and Conclusion) to convey their message. This technique facilitates a thorough comprehension of the genre's norms and their potential variations in diverse linguistic and cultural settings.

Furthermore, the study utilizes quantitative methodologies with qualitative analysis to provide the data in a systematic and measurable way. The presentation of the quantitative data, which includes the frequency and distribution of each rhetorical move in the sampled abstracts, is concise and descriptive. This presentation utilizes tables to exhibit the frequency of various moves, offering a precise and quantitative summary of the information. The study uses tables to facilitate the comparison and visualization of patterns and trends in the utilization of rhetorical moves. This approach enhances the qualitative observations by providing empirical data. Using both qualitative and quantitative methodologies allows for a thorough investigation of genre practices, resulting in a more nuanced understanding of abstract structures within the health promotion field.

2.2 Corpus Data

The current study analyzed 80 research article abstracts, comprising of 40 abstracts published by international writers (20 from Health Promotion International and 20 from the American Journal of Health Promotion) and 40 abstracts published by non-native (Indonesian) writers (20 from Jurnal Promosi Kesehatan Indonesia and 20 from Media Publikasi Promosi Kesehatan Indonesia). The abstracts from Jurnal Promosi Kesehatan Indonesia and Media Publikasi Promosi Kesehatan were chosen due to their prominence as Indonesian publications in the field of health promotion. These journals specifically publish articles authored by Indonesian academics, who are not native English speakers. The abstracts from the American Journal of Health Promotion and the Health Promotion International were chosen due to their status as reputable international journals in the field of health promotion.

The criteria for journals selection were as follows: (1) The abstracts were composed in the English language, (2) the publications were primary research articles, (3) the abstracts were accessible on the internet, (4) the abstracts were randomly selected from the online archives of the journals, covering a four-year period (2021-2024) to reflect the latest advancements in health promotion.

Table 1. The corpus of the study

Journals written by native speakers	Codes	Area of publication	Quantity of abstracts
Health Promotion International	HPI	United Kingdom	20
American Journal of Health Promotion	AJHP	USA	20
Jurnal Promosi Kesehatan Indonesia	JPKI	Indonesia	20
Media Publikasi Promosi Kesehatan Indonesia	MPKI	Indonesia	20

2.3 Data Analysis Procedures

The process of collecting and analysing the data involved several stages. Firstly, the chosen abstracts were gathered from the prominent journals in health promotion published by international and Indonesian writers. Then, the entire text of each abstract was thoroughly read to comprehend its substance and overall organization. By conducting this initial reading, it was possible to identify preliminary patterns and themes that are pertinent to the moves described by Hyland. The rationale for choosing Hyland's (2000) framework was that the model clearly differentiated the writer's purpose from the introduction move, where it is typically found.

Furthermore, we examined each abstract to determine and classify the various rhetorical moves and sequences. The task entailed categorizing the abstracts based on the five specified sections:

Introduction (I), Purpose (P), Methodology (M), Products (R), and Conclusion (C), as demonstrated in Table 2. The identified moves in each abstract were classified and subsequently compared among the abstracts written by non-native English speakers who are Indonesians and international writers. The purpose of this analysis was to identify any notable disparities or resemblances in the structure and utilization of moves. Next, the percentage of moves was examined according to Kanoksilapatham (2005) categorization: obligatory (100%), conventional (60-99%), and optional (less than 60%). The example of the following abstract was taken from Ares' (2023) study in Health Promotion International journal. The explanations of the moves are presented in the following table:

Table 2. The rhetorical move list

No	Moves	Descriptions	Samples
1	Introduction	Providing the background information and rationale for the study conducted in the publication.	Nutritional warnings have gained popularity...
2	Purpose	Highlighting the objective, thesis, or hypothesis, and delineates the goal underlying the study.	The aim of the present work was to explore...
3	Methodology	Presenting comprehensive details regarding design, techniques, methodology, and data analysis.	Through an online survey... Responses were analysed using...
4	Product	Encapsulating the key findings	Thirty seven percent of the participants stated that...
5	Conclusion	Extending upon the findings beyond the limitations of the paper, highlighting practical uses, and indicating broader implications.	Strategies... should include communication campaigns and policies...

The independent co-rater played an important role in ensuring the data's dependability and precision. She possesses extensive expertise in the field of health promotion and frequently contributes articles to reputable health promotion journals. The co-rater possesses a Master's Degree with a specialization in health promotion. The researchers presented a comprehensive explanation of the ongoing investigation to the co-rater and deliberated on the methodology for scrutinising the research instrument using the chosen abstracts. Subsequently, the researchers and the co-rater conducted a comparative analysis of the data to identify any potential erroneous interpretations. This stage was crucial before analyzing the rest of the data. The process of identifying moves was conducted meticulously. In the end, the independent co-rater and the researchers came to a consensus. The Cohen's Kappa value of 1 (100%) signifies a complete concordance between the researchers and the co-rater.

3. RESULTS AND DISCUSSION

The main objective of this study is to identify the categories of moves involved in assessing RA abstracts. The present study conducted a thorough data analysis and detected five moves in the RA abstracts, including Move 1 (Introduction), Move 2 (Purpose), Move 3 (Methodology), Move 4 (Products), Move 5 (Conclusion). We have incorporated the frequency of the moves to indicate if it is obligatory, conventional, or optional. The findings are displayed in the Table 3 as follow:

Table 3. Moves in the RA abstracts of health promotion

Move	Abstracts Written by International Writers			Abstracts Written by Indonesian Writers		
	Frequency	%	Category	Frequency	%	Category
Introduction (M1)	18	45%	Optional	40	100%	Obligatory
Purpose (M2)	32	80%	Conventional	20	50%	Optional
Methodology (M3)	40	100%	Obligatory	40	100%	Obligatory
Product (M4)	40	100%	Obligatory	40	100%	Obligatory
Conclusion (M5)	31	78%	Conventional	20	50%	Optional

Three categories, obligatory, conventional, and optional, visually represent five rhetorical moves in Table 3. The abstracts provided by both international and Indonesian writers showed that the most common types of moves were method move (M3) and product move (M4). Nevertheless, the most notable distinction lies in the utilization of the introduction move (M1), where Indonesian speakers consistently include this move in their abstracts, whereas international writers tend to view it as optional. Nevertheless, the abstracts written by international writers had a larger percentage of purpose move (M2) and conclusion move (M5) compared to those written by Indonesian. The findings of the present study indicate that both international and Indonesian writers were inconsistent to the conventional pattern suggested by Hyland (2000).

Move 1 (introduction) plays a vital role in establishing the context for the reader. It usually offers a concise summary of the background and importance of the research, aiding the reader in comprehending the significance of the study. The present study showed that the introduction move occurred in all abstracts written by Indonesian scholars. The implementation of this move is illustrated in extracts (1) and (2) as follows:

- (1) To develop health promotion (HP) in sports clubs (SCs), stakeholders need to know the HP expectations... (HPI: 2)

- (2) Menstrual hygiene practices are a form of self-care mainly related to maintaining the hygiene of... (MPPKI: 2)

Behnam & Golpour (2014) found that Move 1 in the abstracts written by English writers were the least frequent move occurred in applied linguistics and mathematics. This finding is in line with the present study, demonstrated that Move 1 in the health promotion abstracts written by the international writers categorized as optional that had the lowest percentage from other moves. The present study also aligns with Martin (2003), showing that the introduction move is obligatory category written by non-native speakers (Spanish). Subsequently, Honami & Chalak (2018) discovered a comparable phenomenon in their study that there was a substantial disparity between the frequency of move 1 in Persian abstracts and those written by native speakers. In this regard, the writers have a flexibility to organize their study (Al-Khasawneh, 2017). Typically, authors commence their research abstracts with either the introduction section or the objective of the abstract serving as the initial move.

Move 2 (purpose) serves to narrow down the scope of the study by shifting the focus from the background or introduction (as presented in Move 1) to the specific objective of the study. It provides the reader with a clear understanding of the research objectives and the rationale for its implementation. Move 2 is conventional in the abstracts composed by international writers and optional in the abstracts written by Indonesians. International scholars demonstrate a greater inclination to incorporate the purpose of the study in their abstracts, as opposed to Indonesians. The realization of move 2 can be seen in the following excerpts:

- (1) This study aimed to assess how... (AJHP: 4)
- (2) The purpose of this study was to analyze the spatial distribution... (MPPKI: 8)

Move 2 is has higher percentage in abstracts written by international writers than the abstracts written by Indonesians (80% and 50% respectively). Many of them tend to write the purpose of the study more explicitly than Indonesian scholars. This finding is in accordance with Duan & Wei's (2021) study, which demonstrates that non-native English speakers have a lower proportion of include Move 2 in their abstracts. In this regard, cultural differences may contribute to variations in academic writing conventions. In certain academic traditions, it may be less customary to explicitly articulate the objective of the study in the abstract, particularly if the emphasis is primarily on the findings or technique.

Move 3 (Methodology) enables other researchers and readers to rapidly evaluate the manner in which the study was carried out and establish the degree to which the method is sufficient and suitable for answering the research issue. Both international and Indonesian writers in this study concur that methodology is one of the most crucial moves to include in the abstracts. In other words, the methodology in the abstracts from all journals has 100% recurrence rate. The example of Move 3 are illustrated as follow:

- (1) A mixture of internal quantitative and qualitative evaluation surveys... (HPI: 1)
- (2) This cross-sectional study voluntarily involved... (JPKI: 1)

The significance of including the methodology in abstracts is universally recognized, irrespective of the researchers' native language. This implies that the methodology's value is acknowledged globally, rather than solely within particular cultural or linguistic communities. However, the results of this study differ from Marefat & Mohammadzaleh's (2013) study, stating that both native and non-native writers often omit the inclusion of the method move in their literature abstracts. The variation in the use of method in abstracts between literature and health promotion articles is indicative of the unique characteristics of these disciplines, the expectations of readers, academic norms, and the intricate nature of the employed methods. When conducting literature study, the emphasis is typically placed on critical analysis, interpretation, and theoretical investigation, rather than on gathering empirical data and conducting experiments. On the other hand, health promotion research typically relies on empirical evidence and frequently use quantitative or mixed research methodologies. These investigations necessitate comprehensive data collecting, sampling, and statistical analysis, which are crucial for supporting the conclusions.

Move 4 (product) is essential as it offers crucial data that directly corresponds to the research issue, indicates the study's relevance, and assists readers in promptly comprehending the significance and impact of the research. The presence of move 4 is consistently classified as mandatory, as it is observed in 100% of the abstracts. Excerpts 7 and 8 illustrate how international and Indonesian scholars express move 4.

- (1) Two key terms emerged... planning trips... shopping experiences... (AJHP: 2)
- (2) The result show that an increase in LBW... (MPPKI: 8)

Move 4 of the abstract presents the fundamental findings, which are frequently the primary motive for a reader's interest in the study. The findings of the current investigation regarding the occurrence of move 4 as the obligatory move in international writers' abstracts align with the study conducted by Vathanalaoha and Tangkiengsirisin (2018). However, this finding contradicted the finding of non-native writers in their study, suggesting move 4 is a conventional move. The present study also aligns with Behnam & Golpour's (2014) study, demonstrating 100% occurrence of the product moves in linguistics abstracts written by English and Persian writers.

Move 5 (conclusion) serves as the final component, offering conclusion and highlighting the overall significance of the study. It also consolidates the information presented in the background, methods, and results sections, providing the reader with a concise and comprehensive overview of the study. The result of the present study indicated the difference regarding move 5 that is conventional in the abstracts written by international scholars and optional in the abstracts written by Indonesians. The example of move 5 can be seen in the following excerpts:

- (1) We plan to implement our program at other sites... (HPI: 6)
- (2) The conclusion of the study is LBW with Neonatal... (MPPKI: 8)

The finding of the present study corresponds to Al-Khasawneh's (2017) study that showed higher percentage on the recurrence rate of move 5 on international scholars' abstracts. In this regards, native speakers frequently have greater exposure to the norms and standards of English-language academic writing throughout their studies. Abstracts in many academic subjects, especially in English-speaking nations, commonly incorporate a conclusion as it is a required requirement.

4. CONCLUSION

This study aims to enhance equitable and effective communication in the field by detecting and addressing the disparities in abstract writing among international and Indonesian authors in health promotion discipline. We found the total of five moves, including Introduction, Purpose, Methodology, Product, and Conclusion. The study demonstrated some similarities regarding the occurrence of all move 3 (methodology) and move 4 (product) in all corpus data. The study is limited in scope as it only addressed one discipline. Hence, future research can do a comparative analysis of abstracts across different disciplines. This study holds great significance for multiple reasons. Firstly, this study adds to the existing literature on genre analysis by offering valuable insights on the distinctions between native and non-native English writers within the field of health promotion. Furthermore, the discoveries can provide valuable insights for academic writing assistance initiatives, aiding non-native English writers in enhancing their proficiency in composing abstracts and, consequently, enhancing their total academic communication abilities. Furthermore, this study aims to raise awareness among journal editors and reviewers about the difficulties that non-native writers may have. By doing so, it seeks to promote a more considerate evaluation process for submissions from non-native English speakers. In addition, the work holds practical significance for the field of health promotion. Efficient and articulate dissemination of research findings is crucial for promoting public health programs. If non-native English writers encounter difficulties in creating impactful abstracts, their research may not garner the recognition it merits, consequently restricting the spread of crucial health promotion knowledge.

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