



ISSN: 1817-6798 (Print)

Journal of Tikrit University for Humanities

available online at: www.jtuh.org/
JTUH
 مجلة جامعة تكريت للعلوم الإنسانية
 Journal of Tikrit University for Humanities

Asst. prof. Mahmood Abbas Dawood
Mariam Kareem Saeed Aziz

* Corresponding author: E-mail :
Mariam. Kareem @st.tu.edu.iq

Keywords:

Genre,
 persuasive strategies,
 imperative sentences,
 blurbs,
 publisher

ARTICLE INFO
Article history:

Received 4 Jan. 2022
 Accepted 17 Aug 2022
 Available online 15 Mar 2023
 E-mail t-jtuh@tu.edu.iq

©2023 COLLEGE OF Education for Human Sciences, TIKRIT UNIVERSITY. THIS IS AN OPEN ACCESS ARTICLE UNDER THE CC BY LICENSE

<http://creativecommons.org/licenses/by/4.0/>


Investigating Persuasive Strategies in Scientific and Literature Books Blurbs
A B S T R A C T

This study is conducted to identify the ways in which Scientific book blurbs differ from and/or similar to literature book blurbs and explores the linguistic features that are used in Scientific and literature book blurbs. To meet these aims, this study focuses on sixteen Scientific blurbs in different disciplines involving (Physics, Chemistry, Geology, Medicine, Biology, Computer Science, Linguistics, Agriculture) and sixteen literature book blurbs in four different disciplines involving (Novel, Drama, Poetry, Literature). These data are analyzed by adopting Gea valor (2005:52) classifications of linguistic features. The results have revealed that different linguistic strategies are employed in Scientific and literature books blurbs such as the ellipses, personal pronouns and complement languages. Imperative constructions are rarely used in Scientific blurbs, it has been found only in computer science discipline while they are absent in literature blurbs.

DOI: <http://dx.doi.org/10.25130/jtuh.30.2.2.2023.24>

دراسة استراتيجيات الاقناع في الأغلفة الخارجية الخلفية للكتب العلمية والادبية

أ.د محمود عباس داوود/ جامعة تكريت - كلية التربية للعلوم الانسانية

مريم كريم سعيد عزيز / جامعة تكريت - كلية التربية للعلوم الانسانية

الخلاصة:

أجريت هذه الدراسة لتحديد الطرق التي تختلف او تتشابه بها الاغلفة الخارجية الخلفية للكتب العلمية عن الأدبية وتحديد التراكيب اللغوية المستخدمة في ترويج الكتب. لتحقيق هذه الأهداف ، تم اعتماد 16 كتابا علميا في مختلف الاختصاصات (الفيزياء ، الكيمياء ، الجيولوجيا ، الطب ، علم الأحياء ، علوم

الكمبيوتر ، اللغويات ، الزراعة) وستة عشر كتاباً أدبياً في أربعة اختصاصات مختلفة تشمل (الرواية ، الدراما ، الشعر ، الادب). تم تحليل هذه البيانات بناءً على تصنيفات جي فيلر (2005:52) للتراكيب اللغوية. يمكن تلخيص اهم النتائج بما يلي: يتم استخدام استراتيجيات لغوية مختلفة في اغلفة الكتب العلمية والادبية مثل علامات الحذف والضمائر الشخصية واللغة التكميلية. التراكيب الامرية نادراً ما تُستخدم في اغلفة الكتب العلمية ، فقد تم العثور عليها فقط في تخصص علوم الكمبيوتر وغياب هذه التراكيب في اغلفة الكتب الأدبية.

الجنس الادبي ، اساليب الاقناع ، الجمل الامرية ، اغلفة الكتب ، الناشر

1.1 Introductions

When people visit bookstores they are overwhelmed with a large number of books on shelves that are piled up everywhere. Finding a book to read or buy is a very challenging task because there are thousands of titles and colorful book covers. Every year readers are exposed to a massive number of new books. They show their preference by buying a small number of books while neglecting others. So getting readers' attention and stimulating their interest are problems that every publisher faces before releasing any new book. Though book blurbs are a Para text in nature but they require much thinking and contemplation. It is not easy to summarize the whole reading experiences of a book into a few lines. It contains various linguistic features such as lexical, pragmatic and textual and so this makes blurbs a topic worthy for investigation.

Book blurb is a brief, precise description of the content and the author of a book. It owns a unique structure and content because of their correlation between the form and function. Genette (1997:25) describes the back cover of book strategically as an important spot .It should embrace at least one of the following features:

1. The title and the author's name
2. Biographical notice which praise the author and his work.
3. Mentioning the publisher's other name to validate the credential.
4. Press quotation as a promotional statement to praise the earlier work or the current work of the author.
5. The date of printing.
6. Reprinting's number.

7. Mentioning the printer, designer and illustrator of the book.
8. Price.
9. ISBN (international standard book number) and bar code which created in (1975). The presence of ISBN and bar code indicate that the book is not published privately. They include four numerals; the language of publication, the publisher, the books own number with the publisher output, electronic control key.
10. Paid advertisement which is paid to publisher manufacturer outside of publishing.

Lee and Laughlin (2010:5) classify book blurbs into five categories depending on the type of information that is presented in blurbs:

1. *Text information*, it gives the reader good information about the author and publication but it is less entertaining. such as “First publication,” “Complete and Unabridged,”
2. *Reputation* includes reputation of the author and the publisher’s credibility furthermore, their previous successful works may also be mentioned.
3. *Quotation*, involves quoting book’s main characters or reviews from the well-known newspaper and magazine.
4. *Title-head-in*, includes and involves a short description of the book accompanying its title, usually written with different font but it is not very common.
5. *Story blurbs*, this category is the most entertaining one which provides useful information about the content, style, genre of the book. It can be regarded as the most influential part of book blurbs. Story blurbs may incorporate many devices for persuasive purposes like alliteration and humor.

For the positive description of book, the writer regularly uses structural parallelism, complex construction with multiple modification, embedding clauses and coordination etc. (Bacić, 2021:117). Publishing houses have only one message that is delivered to the potential reader, basically that the author of the book is a good writer and the book as abundant qualities, for this reason valor (2005, 52:59) mentions a wide range of strategies which are used to attract the potential reader’s attention to buy the book by praising the quality of the book. They are explained briefly below:

1. Complimenting: to praise the book and the author, intensifying adverb, superlative construction and positive evaluative adjectives are used, particularly.
 - A. Complementing the book: praise conducted through emotions by specifying the effects of the book on the reader as what the reader feels when reading the book. Sometimes excerpts are used as a guarantee of the book quality.
 - B. Complementing the author praise tends to emphasize the writing and style of the author. In some cases, it underlines the authors' reputation or success as a guarantee for the book; usually convert by using superlative construction. In other cases experts praise the writer and his book in the same statement.
2. Ellipsis: particularly in evaluative move, readers generally use elliptical syntactic patterns specially sentences without verbs (verbless clauses) in order to catch the reader's attention. This technique makes blurb similar to advertisement slogans, by imitating real speak and establishing proximity with the reader. Carter et al (1997:211) state that ellipsis is used "to create an allusion of closeness". Ellipses function as ties between the reader and writer as to perform the function of blinding. Another technique which is sometimes used in blurb is omitting the subject (the book, the story, the author). Ibrahim and Salman (2016:56) mention two reasons behind the omission of essential sentences which are making the advertising discourse memorable, and involving the reader to recover the elliptical elements.
3. Imperative: this structure is used to address the potential reader directly, which make a personal relationship between the producer and the author. This construction is understood as a recommendation and an invitation not as an imposition or commend. Away that is used to mitigate the original illocutionary force of the imperative is the use of politeness strategies as providing reason before or after the imperative construction. Ibrahim and Salman (2016:58) suggest that imperative sentences give an impression that the publisher is a friend with the consumer who seeks his interest. As it creates a friend relationship with the reader.
4. Address form 'you': blurbs often employ the typical advertising address form "you" to involve the reader and catch his attention. Hyland (2005:182) mentions that the readers pronouns (you, your, we) are the most explicit and clearest way to bring the reader into the text and acknowledge the presence of the reader.

5. Curiosity arousers; intend to simulate the reader's interest which involves an excerpt from the content of the book and includes powerful and meaningful sentences that aim to arouse the reader's interest.

Abduljadir (2022:42) classifies evaluation in the educational process into three main types: Formative Evaluation, Summative Evaluation, and Illuminative Evaluation. The type of evaluation that is existed in books blurbs is summative.

Valor (2005:48-51) analyzed fiction and nonfiction blurbs by applying three schematic moves which comprise (description, evaluation and about the author).

While Kathpalia (1997:418) has analyzed local and international blurbs published in Singapore context by applying six schematic moves including (headline, justifying the book, appraising the book, establishing credential and targeting the market).

On the other side, Bhatia (2004:74) has analyzed academic discourse by applying six moves (headlines, establishing the fields, appraising the book, targeting the market and establishing credentials).

This study is conducted to identify the linguistic devices that are employed in scientific and literature book blurbs for the purposes of evaluating and praising the quality of the books and the authors.

1.2 Methodology

The data of scientific and literature book blurbs are selected randomly from Kirkuk and Tikrit University libraries. The corpuses included in the study are analyzed linguistically, by identifying imperative constructions, ellipses that are utilized as strategies to evaluate the quality of the book. Adopting for the current study, Gea velor (2005) "*Advertising books: a linguistic analysis of blurbs*" as a modal, who classifies different linguistic features that are used to give a positive evaluation for the books.

1.3 Results and Discussion

1.3.1 Linguistic Devices in Science Book Blurbs

1.3.1.1 Imperative Structure

This structure is used in an advertisement, which is not understood as an imposition or commend but as a recommendation. In addition, it is employed to appeal directly to the reader and create a friendship between the writer and the

reader. Jimenez and Dalona (2020:49) claim that imperative construction embraces mitigating illocutionary force, in order to make the recommendations of the book more personal.

1. *Explore more*, this phrase written in capital letter and bold font.
2. *Think you need..., think again, plan your site.*
3. *Control page, Attract visitors, gets smart...*
4. *Find out why students.*

The writer of scientific computer book blurbs tends to use imperative verbs when explaining the instructions that each readers should apply to create a website. It is the typicality of this genre to use imperative construction for the purpose of mitigating the distance between the writer and the reader.

1.3.1.2 Ellipses

It is the omission of parts or elements of a sentence which the writers assume to be obvious from the context and need not to be written. It is used to avoid repetition and to focus the reader's attention on new materials through avoiding the shared items (Quirk and Greenbaum 1973:251). Ellipsis is classified into three types: nominal, verbal and clausal ellipsis (McCarthy, 1991:43).

Three nominal ellipses have been found in physical blurbs as the noun head (subject) is omitted and four verbal ellipses as follows:

1. *This text eminently fulfills this aim.* (This text is) *Addressed directly...*

In example (1) the subject with its determiner (this) are omitted in the second clause (ed-participle without a subject)

2. *Underlying real word physics phenomenon and concepts*
3. *Immediate feedback on self-assessment and homework*

In the examples (2, 3) the premodifiers (descriptive adjectives) are deleted in the second clause. It should be noted that all key features that begin with the present simple tense verbs are without a subject, which means that the noun head is omitted.

4. *Acquaints, gives, provides.*

Verbal ellipses include the deletion of the whole predication in the second clause as in example (5)

5. *Ninth edition (that is) support for critical thinking and development of understanding.*

6. *Principles of physics have been....to focus on engaging students, supporting critical thinking, moving.*

In example (6) the auxiliary verb *has* with its main (to infinitive) verb *to focus* are deleted in the second clause, (*supporting critical thinking....*)

7. *The challenges (are) faced in today's classroom.*

Example (7) is (verbless clause) the auxiliary verb “are” is omitted.

In Chemistry it has been found four verbless clauses and one nominal ellipsis as follows:

Verbal ellipses include the deletion the predicator and the subject as in the example (8,9)

8. (It is) *Rigorous and comprehensive in approach.*

9. (It is) *Understandable way presented in a new.*

Examples (8, 9) are verbless clauses and even the subject is also omitted. Nominal ellipsis that is found here includes the omission the noun head with its numeral modifiers (second problems) in the second clause and they are substituted by “one” as in example (10):

10. *Second problems from simple to really challenging ones*

Nominal ellipsis includes three (ing participle) verbs without a subject as in example (11):

11. *Beginning with structure.....preceding next... ending with....*

In Biology, one nominal ellipsis and three verbless clauses have been found.

12. *Indispensable part of any biochemistry and biotechnology research.*
(nominal ellipsis)

While examples (13, 14, and 15) are verbless clauses:

13. *These techniques right from their under graduated levels.*

14. *Tends to provide readers with basic principles , instrumental setup and its maintains.*

15. *All sorts of examinations based on molecular techniques.*

Where as in Geology it has been discovered two nominal ellipses and three verbal ellipses as shows below:

The nominal ellipses include nonfinite (ing participle) clause is emphasized without a subject as in example (16) and the deletion of the noun head “subject” in the first clause as in example (17):

16. (it was) *Written dedicatedly for university.*

17. *This simple (subject) and interesting subject.*

The verbal ellipses include the omission of the main verbs as in examples (18, 19):

18. *Deals with past... but also (deal) with the various.*

19. *That causes the formation and the shifting.*

In example (18) the predicator is omitted (the main verb with the subject), while in example (19) the lexical verb *cause* with its determiner that is omitted in the second clause.

20. *His new publication (is) titled Geotech. (Verbless clause)*

While in Linguistics three verbal ellipses have been found as illustrate below:
Verbal ellipses include ing participle, ed participle as in examples (21, 22) in addition part of the predicator is omitted (it is) in the first clause while the whole predicator is deleted in the second clause (it is 'drawing' is omitted in the second clause (the predictor) as in the example (23) and the adverb "clearly" is omitted in the second clause, and the verb is (nonfinite ed participle) without a subject as in example (24):

21. *The final section (is) covering thinking. (ing participle verb with a subject)*

22. *An introduction to DA has become a classic...(it is) written in refreshing (ed participle verb without a subject)*

23. *(It is) Drawing not only about social life.... But also (it is drawing) about social theories.*

24. *Clearly structured.... And written.*

1.3.1.3 Personal pronouns

Gee valor (2005:58) has identified that only the use of the address form (you). However, the Present analysis identifies other personal pronouns that serve the same purpose of address the form you. The pronouns that have been identified involve:

1. Subjective pronouns (we, you),
2. Objective pronouns (us you)
3. Possessive pronouns (ours your).

The following pronouns have been found:

1.3.1.3.1 Physics

1. *Resources and personal support you need.*

1.3.1.3.2 Chemistry

2. *To help facilitate your successful.*

1.3.1.3.3 Geology

3. *To develop our own process.*
4. *Will lead our engineers.*
5. *Could be our guidelines.*
6. *To our university students.*
7. *As you will read.*
8. *Which all of us.*
9. *Unique planet of our solar.*
10. *The subject will take you.*

An extensive use of the pronoun (you) has been found in computer science blurbs

11. *Think you read.*
12. *You will learn.*
13. *This missing manual gives you.*
14. *Expert advice you need.*
15. *Important stuff you need.*
16. *Plan your site.*
17. *Find your site.*
18. *Push your own product.*
19. *We answer.*
20. *On your pages.*
21. *Helps you quickly.*
22. *As you proceed.*
1. *If you prefer.*
2. *You will master.*
3. *Set up your own.*
1. *To hold you.*

1.4.1.3.4 Linguistics

2. *How we use language.*

1.3.1.3.5 Agriculture

3. *Revised edition of our earlier.*
4. *We retitled it.*
5. *We introduced as chapter.*
6. *Allow us.*
7. *We envision as exciting.*

8. Give us fundamental.

By using these pronouns the writer of blurbs intends to establish proximity with the readers. These pronouns are realized as a hook of the blurb. It makes the potential readers feel as if they were involved in the text or story. As a result they compel the readers to read the book.

1.3.3.4 Complementary Language

Gea velor (2005:52) states that there is an intensive use of adverbs and positive evaluative adjectives which are used to praise the book and the author. Diez Arroyo (1998:248) indicates that the writer uses superlative construction for the purpose of covering modesty and gaining believability from target readers. For example:

Evaluative adjective/ *comprehensive, modern, important, Basic, thorough, successful, simple, experience, powerful, new, popular, complete, essential....etc.*

Intensifies/ adverbs/ *Greatly benefit, Really challenging, very much cost, slowly discard, also Especially, deal effectively, increasingly, All, quickly master, clearly marked, Ideally suitable, fully illustrated, also ...etc.*

Superlative/comparative construction/ *More rigorous, one of the member, the fittest, one of the optional ,the most popular, the most essential, much of it, more advanced. Better understanding, most of the method, the most intelligent, more user friendly, earlier...etc.*

1.3.2 Linguistic Devices in Literature Book Blurbs

1.3.2.1 Imperative Structure

No imperative constructions have been found in literature book blurbs. Except in Anne Frasier's novel, the writer chooses a quotation from the novel contents that begins with the imperative verbs as in:

1. "Wake up little darkling"
2. "Give up little darling"

1.3.2.2 Ellipsis

In Novels it has been found eight verbless clauses and three nominal ellipses, as they are listed below :

Nominal ellipses include three ing participles with subjects as in the examples (1,2,3):

1. *her reluctant return home is shaking, reviving dreadful*" (ing participle without a subject)

2. “Teaches you how lament loss, turning pain” (ing participle without a subject)

3. “Searching for his heart” (ing participle without a subject)

Examples (4, 5, 6, 7) are verbless clauses, the main verb (usually the form be) of each clause is omitted.

4. *the strong installment (is) in the street*

5. *No book (is) merely to read*

6. *Gilthanas, (is) legendary Hero*

7. *Assassins dog (is) his trails*

Examples (8, 9) are nonfinite (ed participle) with a subject.

8. *An salon (is) scared by*

9. *the man (is) convicted*

In the examples of (10, 11) the main verb and the auxiliary are deleted in the second clause.

10. *was praised as a taut and (was praised as) engrossing*

11. *He drove his beloved, (he was) unable to accept*

It has been found that when the writer quotes evaluative excerpts from famous resources like newspapers or quotes some information from the novel. He takes some information and leaves the others. As a result, he uses three dots to indicate the deleted information as they illustrated below:

12. *To an unimaginable truth...*

13. *Will plunge them in to a walking nightmare...*

14. *Strong installment into series...*

15. *Perfect crime...*

In Drama blurbs have been found fourteen nominal ellipses and eleven verbless clauses as listed below:

Nominal ellipses include:

16. *Differences in spelling, (differences in) emendations.*

17. *Your understanding and (your) appreciation.*

In the example (16) the noun head (differences) is omitted in the second phrase. Similarly, in example (17) the possessive pronoun (your) is omitted in the second phrase

18. *Selected from the writing*

19. *Called, the Histories’*

20. Containing all
21. Newly written
22. Concerning the denture
23. Hurled in a barrage
24. Edited for
25. Annotated with
26. one of the series known as
27. Also incorporated
28. Always keenly intellectual, exploited
29. Briefly astonishing his

Examples (18-29) are nonfinite clauses (ing) and (ed) participle without a subject. While Examples (30, 31, 32 and 33) are verbless clauses.

30. The prose (is) tale by Belle forest.
31. Works of criticism (is) on the play.
32. The volume (is) in clues.
33. Biography of works (are) on Hamlet

Examples (34, 35, and 36) are nonfinite participle clauses with a subject.

34. Method traditionally used for.
35. The editions of Drama collected.
36. Two men waiting for.

In the examples (37, 38, 39) the whole predicators “his play remains on of, is based on, Godot is among the most “are omitted in the second clauses.

37. His play remains one of the magical and beautiful.
38. Is based on surviving, sometimes conflicting text.
39. Godot is among the most studies, monographed.
40. Index (is used) to more important notes.

In the example (40) the main verb and the auxiliary are deleted.

In the blurbs of poetry it has been found nine nominal ellipses and thirteen verbless clauses.

Nominal ellipsis include the omission of the adjective (powerful) as a head of the clause is omitted in the second phrase as in example (41).

41. Powerful for healing and (powerful for) understanding
42. Drawing from fifty one Covering personal..
43. An intimate discussion

44. Focusing on the work

In the examples (41-44) the verb is nonfinite (ing participles) without a subject.

45. covers a large number,

46. provide a panoramic view

In the examples (45, 46) they begin with present tense verb without a subject.

While verbless ellipses include:

47. (this book is) An indispensable reference

48. (It is) a thorough, inclusive guide to the field, combing

Examples (47, 48) are verbless clauses; the subject and the auxiliary verb are omitted.

49. Smith, (is) the former united state

50. Will Schwalbe, ,(is) new York bestselling author

51. Bialosky, ,(is) a poet

52. Celebrities poetry, (is) as a means of

53. the result (is) a fine collection

Examples (49_53) are verbless clauses.

54. By masters ranging from.

55. Life on mars received the Pulitzer.

56. Enabling readers.

In the examples (54, 55, 56) the verbs are nonfinite verbs with a subject.

57. To analyze modern and contemporary poems.

In the example (57) the main verb (*to analyze*) is omitted in the second phrase.

58. But also on how to love poetry...

In example (58) some information are omitted and the ellipsis is indicated by using three dots.

In Literature ,two nominal ellipses and eight verbal ellipses have been found:

Verbal ellipses include the whole predicators are omitted in the second clause as in examples (59, 60, 61):

59. Has brought a selection and discussion on both novelists,

60. It offers an impressive range of passage and exercises, in prose

61. The author have made efforts by discussing and applying

62. Students specializing in English

Nominal ellipses include the premodifier and the determiner with the noun head (those in new universities) are omitted in the second phrase as in example (63):

63. *Those in new universities and college.*

64. *Closely analyzed* (ed participle verb without a subject)

In literature blurbs, it has been explored that when the writer quotes evaluative excerpts from famous resources, he omits some information. So three dots are used to indicate the deleted information, this technique is used to arouse the readers' curiosity. Some examples are listed below:

65. *This is a refreshing ambitious book...*

66. *...highly recommended*

67. *Parrinder book...*

68. *Medieval beginnings to day...*

Close examination of scientific and literature book blurbs reveals that ellipses are a common syntactic feature of book blurbs. It is employed to avoid unnecessary repetition and focus the attention on new and important materials, in other words it foregrounds the important information in order to make it more effective. Kathpalia (1997:421) indicates the importance of this strategy by saying that "blurbs are of necessity brief and cannot afford to be repetitive due to serve constraints upon length". Ellipsis approximates the language of book blurbs to the language of advertisement and real speech. It is employed in scientific and literature book blurbs widely, though it is most found in literature book blurbs when compared with science blurbs. The most frequent reduced elements that are discovered in the present examination are the subject and the verb. In addition, the reduction of dependent clauses are also common, they usually begin with (ed) and (ing) clauses where the missing items can be easily recovered. Furthermore, incomplete sentences are common in literature book blurbs, marked by three dots (punctuation of ellipsis) which are used to express subjective evaluation and to give a coherent, fragmented overview of the book's content to catch the interest of the reader without revealing too much.

1.3.2.3 Personal pronouns in literature blurbs

1.3.2.3.1 Novel

1. *Beckons you to leave*
2. *Abandon yourself to the God*
3. *Overflow your cup*
4. *Invite you into*
5. *Teaches you*

6. *Inviting you*
7. *Transform you*
8. *If you want a look*
9. *Challenge you*
10. *Transform yourself*

1.3.2.3.2 Drama

11. *To your understanding*
12. *You would have difficulty*
13. *We have spared*
14. *Our paper*
15. *Of our generation'*
16. *Allegories of our time*

1.3.2.3.3 Poetry

17. *Breath with us*
18. *Bring us*

As it is shown, writers of literature blurbs purposely use these pronouns to claim the presence of potential readers and to reduce the language of authoritarianism, as they create a friendship with the readers. It is mostly found in novels but only two instances have been found in poetry, whereas they are absent in literature books.

1.3.2.4 Complementary language

Evaluative adjectives, intensifiers and superlative construction have been identified, some examples are provided below:

Evaluative adjectives *little, perfect, huge, last, perfect, various, copious, rich, important, new, critical, textual, significant, full, main, inexpressible, famous, ironical, thematic, subliminal, dangerous, pivotal...etc.*

Intensifiers/adverbs/ *closer, ever, too great, intestinally embrace, too late, differs greatly occasionally, very full, very great, briefly astonishing, seemingly homeless.*

Superlatives and Comparative structures/ *the most brilliant, Most memorable, the most important, larger context Best critical Most beautiful, most famous, the most fully, more important, more or less contemporarily, most noble, one of the most important, one of the most magical, the most studied...etc.*

Conclusions

The present research arrives to the following conclusions: To achieve the typical moves and purposes of the genre, different linguistic strategies are employed such as ellipses, imperative structures, personal pronouns and complement languages that include evaluative adjectives and adverbs. These promotional devises are used by book blurbs writers to attract the readers' attention and indicate that their books are feasible to the readers' expectations. Scientific and literature books blurbs have made a wide use of ellipses. Two types of ellipses have been utilized in both disciplines, they are verbal and nominal. In literature blurbs the writer omits parts of a sentence and puts three dots. This technique is used to arouse the curiosity of potential readers to wonder what will happen next, this technique is absent in scientific blurbs. Ellipses are used in this genre to make the text brief and shift the focus only on the important items. Imperative constructions are rarely used in scientific blurbs, it has been found only in computer science discipline, when a writer tries to give readers instructions about how to create a website. It is absent in literature blurbs. Personal pronouns that claim the readers' presence in the text is consistently used in both science and literature book blurbs. Evaluative adjectives, adverbs, and intensifiers are highly used in both disciplines to value the quality of the book and the author. Adjectives and adverbs make evaluative language more explicit, as they are used to measure the worth of books and authors. They are used purposely to evoke strong impact on potential readers. Positive adjectives are the most frequent elements in both disciplines therefore; readers can easily understand ideas with evaluative adjectives.

References

- Bacić, M. (2021). **The Syntactic Features of Promotional Language in Book Blurbs**. University of Kragujevac. 48, (117–131).
- Bhatia. V. K. (2004). **Worlds of Written Discourse: A Genre-Based View**. London: Continuum International.
- Carter, R., Goddard, A., Bowring, M., Reah, D., & Sanger, K. (2001). **Working with texts: A core introduction to language analysis**. London: Routledge.
- Díez Arroyo, M. (1998). **La retórica del mensaje publicitario: un estudio de la publicidad inglesa**. Universidad de Oviedo: Servicio de Publicaciones.
- Genette. G. (1997). **Para texts: Thresholds of interpretation**. New York: Cambridge University Press.
- Hyland, K. (2005). **Stance and engagement: A model of interaction in academic discourse**. *Discourse studies*, 7(2), (173-192).
- Ibrahim, R. K., and Salman, F. D. (2016). **The Characteristics of Advertising in Blurbs of Arabic and English novels**. *Journal of the College Languages (JCL)*, (33), (53-72).
- Jimenez, C.A. and Fernandez-Dalona, I.M (2020). **Persuasive Faculty and Rhetorical Structure Analysis of Popular Filipino Fiction Book Blurbs From 1980-Present**. *CASS Langkit*, 09, (43-66).
- Kathpalia, S. S. (1997). **Cross-cultural variation in professional genres: A comparative study of book blurbs**. *World Englishes*, 16(3), (417-426).
- Lee, B. C., and Laughlin, C. (Eds.). (2010). **Paperback Quarterly** (Vol. 4 No. 3) Fall 1981. Wild side Press LLC.
- McCarthy, M. (1991). **Discourse analysis for language teachers**. Cambridge: Cambridge University Press.
- Quirk, R., and Greenbaum, S. (1973). **A University Grammar of English**. London: Longman.
- Valor, M. L. G. (2005). **Advertising books: A linguistic analysis of blurbs**. *Ibérica*10, (41-62).
- Abduljadir, Y.K.H. (2022). **Evaluation of Headway (Plus) Course book of EFL Undergraduate Iraqi Students**. *Tikrit University for Humanities*. 29 (7) 57-38.

Appendix1 (science blurbs)

Blurb (1) Physics	Engineering Physics (2016)/ G.S. Raghuvanshi
Blurb (2) Physics	Principles of Physics (2011)/ Halliday, Resnick, Jearl Walker
Blurb (3) Chemistry	Organic chemistry (2015) / Bhupinder Mehta, Manju Mehta
Blurb (4) Chemistry	Text book on Organic Chemistry (2021)/ K, S Mukherjee

Blurb (5) Geology	Advanced Petroleum Refining (2008)/ G.N Sarkar
Blurb (6) Geology	physical and engineering geology (2003)/ S.K. Garg
Blurb (7) Medicine	Clinically Oriented Anatomy (2017)/ Keith L. Moore, Arthur F. Dalley
Blurb (8) Medicine	Physiological and Clinical Anatomy of the Domestic Mammals (1999)/ A. S .King
Blurb (9) Biology	Molecular Techniques in Biochemistry and Biotechnology (2010) , S. Shrivastava
Blurb (10) Biology	laboratory manual of microbiology (2010).A.K.Roy and M.M Prasad
Blurb (11) linguistics	A short history of linguistics (2013)/R. H. Robins
Blurb (12) linguistics	An introduction to discourse analysis theory and method (2014) /James Paul Gee
Blurb (13) computer sciences	The Missing Manual (2011)/ Mathew MacDonald
Blurb (14) computer sciences	AutoCAD 2012 and AutoCAD LT 2012 No Expectation Required (2011)/ Donnie Glatfelter
Blurb (15) Agriculture	Plant Reproduction (2008)/T.Pullaiyah, K. Lakshminaryana, B.Hanumantha
Blurb (16) Agriculture	Recent Advances in Animal Ecology (2013)/ Xaviar Goldsmith

Appendix2 (literature blurbs)

Blurb(17) Novel	Sleep Tight (2003)/ Anne
Blurb(18) Novel	Roses Are red (2001) / James Patterson
Blurb(19) Novel	One thousand gifts (2014)/ Ann Voskamp
Blurb(20) Novel	The Odyssey of Gilthanas (1999)/ readers companion, Douglas Niles and Steve Miller.
Blurb(21)Drama	Hamlet (2012) / Horace Howard Furness
Blurb(22)Drama	Three plays (1995) / Eugene O'Neill
Blurb(23)Drama	The Tragically History of Doctor Faustus (2016)/ Christopher Marlowe
Blurb(24)Drama	Waiting for Godot A Tragicomedy in Two Acts (2011)/ Samuel Becket
Blurb(25)Poetry	The best American poetry (2021)/ Tracy. K smith and David Lehman
Blurb(26) Poetry	Poetry will change your life (2022)/ Jill Bialosky
Blurb(27) Poetry	Twentieth century American poetry (2003)/ Christopher Beach
Blurb(28) Poetry	The Oxford Handbook of British and Irish War poetry (2009)/ Tim Kendall
Blurb(29)literature	Critics on Charlotte and Emily Bronte (1968) / Judith O'Neill
Blurb(30)literature	How to study literature Stylistic& Pragmatic Approaches (2010)/ Dr. Nozar Niazi and Dr. Rama Gautam
Blurb(31)literature	The practices of criticism (1968)/ D.H. Rawlinson
Blurb(32)literature	Nation and Novel (2006)/Patrick parrinder