

## Documents

Mokhtar, A., Kasirye, F.

**Gestalt and Semiotic Analyses of Brand Communication on Disability Inclusion: The Case of Malaysia and the US** (2023) *Intellectual Discourse*, 31 (1), pp. 83-111.

Department of Communications, AbdulHamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences, International Islamic University, Malaysia

### Abstract

The Sustainable Development Goals (SDGs) underscore the United Nations' effort in advocating disability inclusion in education and the infrastructure of member countries. Brands can also play their role by promoting disability inclusion through their brand messages. Brand messages are powerful as they advocate causes and ideals that include disability inclusion through repetitive and omnipresent messages whose ultimate goal is to influence the target audience's behaviour. This multiple case study compared brand communication from ten brands each originating from Malaysia and the United States using Saussure's model of semiotics. It was found that Common Fate is the fundamental gestalt principle in most brands' communication on disability inclusion of both countries and that positive nomenclature was used as the signifier that underlined the organisations' positive perception of disability inclusion. © IIUM Press.

### Author Keywords

brands; Disability inclusion; Malaysia; semiotics; USA

### References

- de Saussure, F.  
(1988) *Introduction to General Linguistics*,  
University Press
- (2021),  
United Nations: Department of Economic and Social Affairs Disability. Retrieved 17  
December 2021 from
- (2020) *Centers for Disease Control and Prevention*,  
Retrieved 18 December from
- (2021),  
World Health Organisation (WHO). Retrieved 17 December from
- (2021) *Brand Exchange*,  
Retrieved 8 December from
- (2020) *Social Statistics Bulletin Malaysia 2018*,  
Department of Statistics Malaysia. Retrieved 18 December from
- Akbar, D., Rachbini, W., Permana, E.  
**Consumer Trust in Companies that Employ People with Disabilities in the Handicraft  
Industry Center for Disability in Sewon, Bantul, Yogyakarta in 2019**  
(2020) *International Journal of Managerial Studies and Research (IJMSR)*, 8 (2), pp. 43-  
52.
- Almeida, D. B. L. d.  
**On diversity, representation and inclusion: new perspectives on the discourse of  
toy campaigns**  
(2017) *Linguagem em (Dis) curso*, 17 (2), pp. 257-270.
- (2021) *Disability Equality Index 2021*,  
AARP and Disability

- (2023) *Apple introduces new features for cognitive accessibility, along with Live Speech, Personal Voice, and Point and Speak in Magnifier*, (16 May)
- Bruning, A. M., Cardinal, B. J., Kennedy, W.  
**Inclusivity of collegiate campus recreation programs in Region VI of NIRSA: A content analysis of websites**  
(2020) *Journal of Kinesiology & Wellness*, 9 (1), pp. 43-49.
- Bryman, A.  
(2018) *Social research methods*, (Fifth ed). Oxford university press
- (2021) *Persons with a Disability: Labor Force Characteristics — 2020*,
- (2020),  
Disability Inclusion. CDC. Retrieved 2 June 2023 from
- Chandler, D.  
(2017) *Semiotics: the basics*, (3rd ed). Routledge
- Cipriani, B. M.  
(2019) *How a Small Business Negotiates Digital Inclusion of People with Disabilities: A Case Study*, [Doctorate, University of the Pacific]. Sacramento, USA
- Danesi, M.  
(2018) *Understanding media semiotics*, Bloomsbury Academic
- Denzin, N. K.  
(1978) *The research act: A theoretical introduction to sociological methods (2nd ed.)*, McGraw-Hill
- *Disability Equality Index*, (nd). Disability Retrieved 19 February 2021 from
- Fernandez, N. S.  
**The representation of people with visual impairments on five art museums' websites**  
(2020) *Images and text analysis*, [Master's dissertation, Radboud Universiteit (Nijmegen)]. Netherlands
- Gabel, S. L., Reid, D., Pearson, H., Ruiz, L., Hume-Dawson, R.  
**Disability and diversity on CSU websites: A critical discourse study**  
(2016) *Journal of Diversity in Higher Education*, 9 (1), p. 64.
- González, M., Luis Fernández, J.  
**Consumers' loyalty related to labor inclusion of people with disabilities**  
(2016) *Frontiers in psychology*, 7 (885), pp. 1-10.
- Graves, S. J., German, E.  
**Evidence of our values: Disability inclusion on library instruction websites**  
(2018) *portal: Libraries and the Academy*, 18 (3), pp. 559-574.
- Hopson, J.  
(2021) *Texas A&M University System Website Analysis: Disability and Diversity*, [PhD, Union Institute and University]. Cincinnati, USA
- Houston, E.  
**'Mabel is Unstable': A Feminist Disability Studies Perspective on Early-Twentieth-**

## **Century Representations of Disabled Women in Advertisements**

(2016) *Considering Disability Journal*, 1 (1), pp. 833-841.

- Kalargyrou, V., Kalargiros, E., Kutz, D.  
**Social entrepreneurship and disability inclusion in the hospitality industry**  
(2018) *International Journal of Hospitality & Tourism Administration*, 21 (3), pp. 308-334.
- Kim, S. Y.  
**College disability support offices as advertisements: A multimodal discourse analysis**  
(2021) *Discourse Studies*, 23 (2), pp. 166-190.
- Langrehr, F. W., Caywood, C. L.  
**A semiotic approach to determining the sins and virtues portrayed in advertising**  
(1995) *Journal of Current Issues & Research in Advertising*, 17 (1), pp. 33-47.
- Lester, P. M.  
(2020) *Visual communication: Images with messages*,  
Lex Publishing
- Macnamara, J. R.  
**Media content analysis: Its uses, benefits and best practice methodology**  
(2005) *Asia Pacific Public Relations Journal*, 6 (1), pp. 1-34.
- Mazzei, A., Ravazzani, S.  
**Leveraging differences in a global competitive context: a qualitative analysis**  
(2008) *7th International Congress on Marketing Trends*,  
Venice, Italy
- McMillen, R.  
**Museum Marketing and Disability Access**  
(2017) *International Journal of Business Management and Commerce*, 2 (4), pp. 1-9.  
  
(2019) *HRDF Human Capital Report*,
- Mokhtar, A.  
**Islamic and Western Ethics in Advertising**  
(2019) *IIUM Journal of Human Sciences*, 1 (2), pp. 1-10.
- Mokhtar, A., Hussain, S. A. E.  
**Advertisements Shape Our Social Reality: A Study of Apple Advertisements on Promoting PWDs and Inclusion**  
(2019) *Intellectual Discourse*, 27 (SI# 2), pp. 855-888.
- Montenegro, G. T.  
(2020) *How Public Relations Agencies Communicate Diversity and Inclusion Practices on Their Websites*,  
[Master's dissertation, The University of Alabama]. Alabama, USA
- Moriarty, S., Mitchell, N., Wood, C., Wells, W.  
(2019) *Advertising & IMC Principles and Practice*,  
Pearson
- Neff, J.  
**People with Disabilities Appear in 1% of TV Ads**  
(2021) *AdAge*,
- Shetty, E.  
(2020) *Analysing the rhetoric of accessibility: How well do New Zealand's hotel restaurants meet the needs of customers with disabilities? Auckland University of Technology*],  
Auckland, New Zealand

- Sudajit-apa, M.  
**Critical Discourse Analysis of Discursive Reproduction of Identities in the Thai Undergraduates' Home for Children with Disabilities Website Project: Critical Analysis of Lexical Selection**  
(2017) *PASAA: Journal of Language Teaching and Learning in Thailand*, 54, pp. 1-28.
- Tyng, P. S., Othman, W. N. W., Zainudin, Z. N., Yusop, Y. M.  
**Issues and Challenges of the Disabled in Career**  
(2020) *Journal of Critical Reviews*, 7 (19), pp. 9363-9370.
- (2021) *Valuable 500*,  
Retrieved 20 December from
- Wertheimer, M.  
**Laws of organization in perceptual forms**  
(1938) *A source book of Gestalt psychology*, pp. 71-88.  
W. D. Ellis (Ed), -. Kegan Paul, Trench, Trubner & Company
- (2021) *Disability*,  
Retrieved 20 December from
- Yin, R. K.  
(2018) *Case study research and applications: Design and methods*,  
(6th ed). Sage publications
- Zufelt, D. A.  
(2019) *Toward a More Visually Literate Writing Classroom: An Analysis of Visual Communication Pedagogy and Practices North Dakota State University of Agriculture and Applied Science*,  
North Dakota, USA

**Correspondence Address**

Mokhtar A.; Department of Communications, Malaysia; email: aidam@iiium.edu.my

**Publisher:** International Islamic University Malaysia

**ISSN:** 01284878

**Language of Original Document:** English

**Abbreviated Source Title:** Intellect. Discourse

2-s2.0-85178146698

**Document Type:** Article

**Publication Stage:** Final

**Source:** Scopus

**ELSEVIER**

Copyright © 2023 Elsevier B.V. All rights reserved. Scopus® is a registered trademark of Elsevier B.V.

 RELX Group™