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The generic structure of the Olympic Games-related brochures

Abstract

Brochures belong to the set of advertising media. The aim of this research was to analyse in terms of the degree of uniformity and rhetorical move structure a sample of eight brochures promoting a sporting competition designated by the common denominator *Olympic Games* – seven brochures referred to the Olympic Games as a mega sporting event and one to the Special Olympics World Winter Games – published in the period between 1956 and 2020 for the event of Olympics-related sporting contests. The established relatively stable structure of the brochures has confirmed them as belonging to the cluster of advertisements. However, since sport and sporting events, within the concept of Olympism, provide context for the analysed sample of brochures in that it is their common denominator, it seems justifiable to infer that these Olympic Games-related brochures cannot be completely identified with other brochures that promote destinations, e.g., tourism brochures. Namely, although the brochures in the analysed sample promote destinations, this aspect is inseparable from the reality of mega sporting events. Consequently, the brochures proved to display a blend of communicative purposes that seems to be more complex than that of tourism brochures. This cluster of purposes ranged from promotional, to informational, educational, health-related, cultural, environmental, to commercial ones. In terms of pedagogical implications, the Olympic Games-related brochures yield numerous opportunities for incorporating the topics pertaining to the Olympic Games in general into the foreign language teaching curricula. Ultimately, the yielded results approve the inference that the analysed brochures are to be regarded as a hybrid sub-genre.

Keywords: brochures, degree of uniformity, (sub-)genre, moves structure, Olympic Games, promotion

1 Introduction

Due to the today's globalized society, the multitude of contemporary communication means enable the conveyance of information to target audiences faster and to a larger extent than ever before. Simultaneously various types of text genres develop in all domains of human existence, promotional genre being one of them. The topic of promotional genre has been elaborately scrutinized by Bhatia (1993; 2004) who divided this *genre colony* into primary and secondary members – the former encompassing advertisements, job applications, sales promotion letters and book blurbs, and the latter including the whole variety of constituents like travel brochures, introductions of academic articles, movie reviews, etc. In other words, promotional strategies then vary from advertisements in magazines and social media, to online videos, to physical brochures and other publications as well as downloads whose target is to attract the attention of prospective consumers. All these paths and means utilize text and various visual materials for this purpose. To identify – in terms of Bhatia (1997) – typical rhetorical situations, the socio-rhetorical context in which a certain communicative event takes place needs to be defined, together with the communicative purposes.

1.1 Establishing a socio-rhetorical context

Nowadays sport combines with many areas of life – health, leisure, business, tourism, education to name only a few. Namely, apart from its original role of achieving physical prowess and winning in a sporting competition sport has gained additional aims by spreading globally to create the concept of physical and mental fitness as a way of life. Viewed diachronically, starting from the end of the 19th century, *Olympism* developed as a philosophy of life and spread aiming to put sport in the service of humanity (The Olympic Museum Educational and Cultural Services, 2013) through the Olympic Movement. It combined sport with education and culture, thus aiming to promote excellence in performance coalesced with the values of excellence, fair-play, healthy lifestyle, understanding, friendship, solidarity, respect, and co-operation. The previously mentioned values of Olympism are conveyed both between editions of the Olympic Games – a pinnacle mega sporting event, and especially intensely during the Olympic Games. The aim is not only to attract athletes to participate in the Games, but also to attract sponsors, media, etc. who will be engaged in the plethora of activities connected with the Games on a commercial basis, as well as host local community members and spectators to enjoy the spectacle of excellence, fair play, and friendship. Consequently, although known from ancient times, travel to participate in or watch a competitive sporting event has in the contemporary globalized world become a generator of opportunities to earn, learn and educate in a multitude of ways.

1.2 Brochures – an advertising medium

According to Bhatia (2005), the key role in advertising is to differentiate a promoted product or a service from other similar products or services to be found in the market. When scrutinizing promotional genres, Bhatia (2005) lists several examples like advertisements, promotional letters, job applications, book blurbs, as well as company and travel brochures that all share a common aim, namely, to promote a product or a service. Bhatia (2005) asserts

that the common denominator of promotional genres is the promotional communicative purpose, nominating advertisements as the central member of advertising, and marketing as their dominant communicative purpose. He further opines (2005) that when advertising promotional and informational functions they are likely to intertwine without conflicting with each other, so that consequently the crucial feature of brochures – as a member of promotional genre – is genre mixing and embedding.

A key advertising activity focuses on promotion, brochures being one of the media. Brochures appear in many domains – medicine (e.g., Meyer et al., 2007; Ornia, 2015), tourism (Benjamin et al., 2021), business (Askehave, 1999), and they address various subject matters like health and physical activity synergy (Elliott et al., 2018; Elliott et al., 2021; Gainforth et al., 2011), education in various health-related matters (cf. Edmonds et al., 2017) and so on.

As for scientific inquiry, Luo and Huang (2015) conducted a genre-based analysis of a tourism brochure, Furnama and Rosa (2020) described verbal and visual elements in a tourism brochure, Nielsen (2001) investigated a company brochure as a genre, Yang (2012) addressed the hotel brochures in terms of ESP learners' production as evidenced in a writing instruction course, Tresidder (2010) conducted a tourism brochure text analysis in terms of a conceptual model and social semiotic reading, and Juliansyah and Mahdi (2020) explored the mood (declarative, imperative, interrogative) system in a tourism brochure. According to Blažević and Vaić (2015), tourism brochures possess both a promotional and informational purpose, and are hence a hybrid genre that includes various text types (Blažević & Vaić, 2015).

1.3 Communicative purpose and generic structure of a genre

Genre is defined by Swales as "a class of communicative events, which share some set of communicative purposes" (1990, p. 58), and Bhatia (1993) also notes that a shared set of communicative purposes is the most important factor in genre identification. Pinpointing communicative purpose as a genre determinant is difficult (Askehave, 1999; Askerhave & Swales, 2001), and since texts rarely have only one function (Askerhave, 1999), a text may have not only one but a whole set of purposes (Askerhave, 1999). Consequently, a communicative purpose has developed into an intricate and very diversified concept that is not always easily determined (Askehave & Swales, 2001). What makes the identification of communicative purpose even more challenging is the notion of subjectivity (Askerhave, 1999). Namely, the purposes as perceived by the sender of a message, i.e., text writer, need not overlap with the perception of the message receiver.

Another important concept in genre analysis is that of the generic structure of a genre. Swales (1981; 1990) developed the Creating a Research Space (CARS) model of academic article introductions, and in this model he defined the moves (establishing a territory, establishing a niche, and occupying a niche) and steps, i.e., analytical units occurring in a regular pattern of such texts. While the moves are conceptualized as functional units articulating and expressing a rhetorical purpose conjoined with the content delivered in the text, the steps are aimed at a more detailed specification of information in each move, thus designating a regularly occurring organizational pattern.

Bhatia (2004; 2005) reported on the generic structure of advertisements in terms of 10 rhetorical moves – headlines, targeting the market, justifying the product or service by establishing a niche, detailing the product or service, establishing credentials, endorsements or testimonials, offering incentives, using pressure tactics, soliciting response, and finally the signature line and logo. A multitude of other analyses were conducted into the subject matter of the generic structure of texts belonging to various genres. Catenaccio (2008) analysed the generic structure of press releases, Zhang (2017) researched into the generic structure of university website homepages, while Yaemwannang and Pramoolsook (2018) explored move and writing strategy of international hotel homepages. Huang (2015) investigated the generic structure of brief tourist information texts, and Ekawati and Puspitasari (2019) scrutinized the generic structure of the tourism promotion website of Madure natural wonders, whereas Alali et al. (2019) identified the move structure of travel guides for Malasya, Thailand and the Philippines. As for various types of brochures, Goh et al. (2019) were interested in the generic structure of the complementary and alternative medicine product information brochures.

2 Methods

The aim of this research was to analyse in terms of the degree of uniformity and rhetorical move structure a sample of eight brochures promoting a sporting competition designated by the common denominator *Olympic Games* – seven brochures referred to the Olympic Games as a mega sporting event and one to the Special Olympics World Winter Games – published in the period between 1956 and 2020 and for the event of one of the following eight sporting contests. One brochure was published for the event of London 2012 Olympic and Paralympic Games (Olympic Delivery Authority, 2012/ODA 2012); one for the event of Tokyo 2020 Summer Olympic Games (The Tokyo Organising Committee of the Olympic and Paralympic Games & Bureau of Olympic and Paralympic Games, 2019/TOCOPG 2019), four for the event of four different Olympic Winter Games (OWG) – 1956 Melbourne OWG (Olympic Civic Committee, 1956/ OCC 1956), 1994 Lillehammer OWG (Lillehammer Olympic Information Centre/LOIC), 1998 Nagano OWG (Organizing Committee for the Olympic Winter Games/OCOWG), and 2018 PyeongChang Olympic and Paralympic Winter Games (The PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games, 2017/PCOCOPWG 2017; one brochure for the event of 2016 Lillehammer Youth Olympic Games (Lillehammer Youth Olympic Games Organizing Committee/LYOGOC) (Olympic Delivery Authority, 2012); and finally, one brochure for the 2017 Austria (Graz, Schladming, Ramsau, Styria) Special Olympics World Winter Games (Special Olympics World Winter Games 2017 gemeinnützige GmbH, 2017 / SOWWG 2017).

Whereas the first seven events were held under the supervision of the Olympic Movement, that is, of the International Olympic Committee, the last one listed – the Special Olympics, an event intended for athletes with intellectual disabilities – was organized by the Special Olympics Organization and recognized by the International Olympic Committee. All the brochures were accessible online. The collection of data, i.e., the survey of moves was done manually.

To the best of the knowledge of the authors of this paper no similar analysis of this type of sporting contest-oriented brochures exists. The advantage of such a predicament is that the lack of similar studies makes this research novel and unique. However, the disadvantage is that the analysis must rely only on the collected data to bridge this gap.

3 Results and discussion

The Results and discussion section starts with the survey of results and their deliberation regarding the rhetorical move structure of the brochures. First, the degree of uniformity of the brochures' rhetorical move structure was analysed, and secondly, a selection of examples of moves was presented and described. Simultaneously, the brochures' communicative purposes were depicted, and finally, pedagogical implications of the analysis were emphasized.

3.1 Rhetorical move structure of the brochures

To be able to infer the matter of the brochures' structure, a frame appeared to be necessary that would enable any perceptions connected therewith. Accordingly, we drew on Bhatia's conceptualization of the generic structure of advertisements (cf. Bhatia, 2005). Since Bhatia regards brochures as a sub-set of advertisements (1997; 2004), this approach seemed to be appropriate.

Subsequently, Table 1 presents data on the inclusion in the brochures of each of the ten moves. It is evident that the brochures shared a relatively high degree of uniformity in that four out of 10 moves appeared in all eight cases, and none of the brochures contained the move *Using pressure tactics*. Thus, the brochures in the sample displayed a stable core of five moves. Although the incidence of the presence in the brochures of the five remaining moves varied, this variation was not significant for two moves – establishing credentials (75% inclusion) and headline (87.5 inclusion). Even the 62.5% inclusion rate of the move *Soliciting response* showed medium variation. However, the brochures did differ as for the inclusion of two moves – *Endorsement or testimonials* (35.5% inclusion) and *Offering incentives* (25% of inclusion). Keeping in mind that the brochures' structure has already been found to depart from the conceptualized structure of advertisements (cf. Labrador et al., 2014; Luo & Huang, 2015), such a finding was expected.

Table 1.

Frequency (count and percent) of brochures containing each of the 10 moves

MOVE		Frequency of brochures containing a move – count	Frequency of brochures containing a move – percent
Move 1	Headline	7	87.5%
Move 2	Targeting the market	8	100%
Move 3	Justifying the product or service by establishing a niche	8	100%
Move 4	Detailing the product or service	8	100%
Move 5	Establishing credentials	6	75%
Move 6	Endorsement or testimonials	3	35.5%
Move 7	Offering incentives	2	25%
Move 8	Using pressure tactics	0	0%
Move 9	Soliciting response	5	62.5%
Move 10	Signature line and logo	8	100%

Another result which is, however, not presented in Table 1, was that the sum of moves per each brochure varied from four to nine. This justifies the previous claim that a relatively high degree of uniformity was one of the key features of the brochures included in the sample.

Additionally, the brochures varied in length from four to 104 pages. Still, the number of pages from eight in the 1956 Melbourne Olympic Games brochure (OCC 1956), four in the 1994 Lillehammer Olympic Winter Games brochure (LOIC) and six in the 1998 Nagano Olympic Winter Games (OCOWG) brochures increased to the range between 20 and 104 pages in the time span from 2012 London Summer Olympic Games (ODA 2012) to 2020 Tokyo Summer Olympic Games (TOCOPG 2020) brochures.

Table 2 shows that all but one (1994 Lillehammer Olympic Winter Games/LOIC) of the analysed cases had a traditional headline, i.e., title on the front page specifying the event – Summer Olympic and Paralympic Games, Olympic and Paralympic Winter Games, Youth Olympic Games or Special Olympics World Winter Games. Hence, headlines stand out as an indispensable structural component whose aim is to attract the attention of prospective readers. A headline was often followed by various elements encompassing slogans such as "Passion. Connected" (PCOCOPWG 2017, p. 2), "Heartbeat for the world" (SOWWG 2017, p. 1), vision statements – "Sport has the power to change the world and our future" (TOCOPG 2019, p. 2), "New horizons" (PCOCOPWG 2017, p. 2), labels like *YOG DNA* (YOG = Youth Olympic Games) – a label included in the visual identity of the Youth Olympic Games and representing "the attitudes and freedom of young people" (International Olympic Committee, 2021), logos, emblems and symbols. Emblems focusing on the nation's traits, as was the case with 2020 Tokyo brochure (TOCOPG 2019, p. 3) "express a refined elegance that exemplifies Japan". Another example is the name *SOMEITY*, the mascot of Tokyo 2020 Olympic Games, which reflects enormous mental and physical strength. It represents the Paralympic athletes who are able to "overcome obstacles and redefine the boundaries of possibility" (TOCOPG 2019, p. 3).

In addition to the front-page headlines, various sections of the brochures that might be expected to be purely or more informational displayed a promotional aspect which was reflected in the subtitles consisting of intensive, emotionally laden words. Thus, the venue map section in the 2020 Tokyo brochure (TOCOPG 2019, p. 10) was titled "Infinite excitement" and the section that outlined the 1998 Nagano Olympic Winter Games and provided general information and figures was titled "Nagano, flying toward the future" (OCOWG, p. 7). Another element placed at the beginning of the brochure was the welcoming phrases "Welcome to PyeongChang 2018!" (PCOCOPWG 2017, p. 2) and "That is our privilege this summer: to welcome everyone whether Londoners or first-time visitors to the Olympic Park" (ODA 2012, p. 5). Such welcoming phrases are common in a promotional genre of tourist brochures and their role is, according to Huang (2015), to build a bond with the audience by expressing hospitality and persuading the readers to visit the place.

The Olympic Games, being a mega popular sporting event target a large segment of the market. On the basis of information delivered in the brochures and taking into account the whole concept of such a mega sporting event, the possible and probable audience which will or does pay much attention to publications as those comprising the sample in the current research were host city and country authorities, participants (athletes, teams, coaches, officials – judges, referees, etc.), spectators (on-site, TV viewers, social media viewers, YouTube

Table 2
Examples of moves

MOVE	Quotations	Source
Headlines	<i>Tokyo 2020 Guidebook</i> (p. 1)	TOCOPG 2019
Targeting the market	<i>"Dear friends of sport, culture and education."</i> (p. 3)	LYOGOC
Justifying the product or a service by establishing a niche	<i>"There is no better world stage to create the awareness that leads to the acceptance and inclusion of people with intellectual disabilities"</i> (p. 3)	SOWWG 2017
Detailing the product or service	<i>"The nine world class sporting venues (six of them permanent) will be the fantastic setting for the London 2012 Olympic and Paralympic Games"</i> (p. 6)	ODA 2012
Establishing credentials	<i>"You have presented to the world the best organization in the history of the Olympic Winter Games. Arigato Nagano! Sayonara Nippon Juan Antonio Samaranch, IOC President at the Closing Ceremony"</i> (p. 7)	OCOWG
Endorsement or testimonials	<i>"For me, short track speed skating has been my life – since I was little it's been all I've ever had. I hope to be remembered as an excellent skater who always did her best every second on the rink, getting better and faster every day. Interview with PyeongChang Winners, 7 December 2016 CHOI Min-yeong"</i> (p. 16)	PCOCOPWG 2017
Offering incentives	<i>It's all free Lillehammer 2016 Youth Olympic Games is the most wallet-friendly sporting events round. With the exception of the Opening ceremony all events are free of charge. Enjoy!</i> (p. 17)	LYOGOC
Using pressure tactics	-	-
Soliciting response	<i>"All sports events marked with the orange dot will be followed by a Victory Ceremony after the competition is finished. Make sure to be there!"</i> (p. 16)	LYOGOC
Signature line and logo, etc.	<i>"Publisher: The Organizing Committee for the Olympic Winter Games"</i> (p. 8)	OCOWG

channel viewers, etc.), fans (supporters), sponsors, tourists, etc. The audience targeted is either explicitly stated as in the brochure on Special Olympics World Winter Games in Austria: "2700 athletes from over 107 countries", "1100 coaches", "3000 volunteers", "5000 friends and family members", "1200 Honoured Guests", "800 symposium attendees", "1000 representatives of media" (2017, p. 12) or implied from the context. Besides the previously mentioned market segments, local community and host town played an important role. This was evidenced in the fact that they were often directly addressed, and their personal involvement was required, for example: "So, let's all come together and join hands to make the Olympic and Paralympic Games a breathtaking spectacle for all!" (TOCOPG 2019, p. 1) and "Participate in the Tokyo 2020 Games" (TOCOPG 2019, p. 20).

Shuang (2015) concluded that two tones dominate tourist brochure texts – a tone of authority and the interpersonal tone. Namely, the interpersonal tone – emphasised by the use of imperatives – creates a *pseudodialogue* trying to persuade the reader to act (Shuang, 2015). As for the brochures in our study, the imperative mood as in “Come and experience the Olympic spirit, the famed hospitality of Korea”, “Come and see Korea’s infrastructure and eco-friendly industry ...” (PCOCOPWG 2017, p. 3) contributes to the sense of urgency to come, watch and enjoy as the experience is priceless (Luo & Huang, 2015). When local people are invited to participate in Tokyo 2020 Games, the eight sectors called *themes* are presented – Sport and Health, Urban planning, Sustainability, Culture, Education, Economy and Technology, Recovery, Nationwide Benefits and Global Communication with the aim of bringing people together (TOCOPG 2019, p. 20). This shows the power of the impact that the Games have on various segments of people’s lives and justifies the product in many ways. The move *Justifying the product* is a structural part of each case in the sample. Moreover, it appears many times in the text in the recurring rhetorical and lexico-grammatical forms, which is in compliance with Bhatia (1997).

Thus, the inspection of brochures showed that their primary communicative purpose was to promote a mega sporting event held in a host city or host cities – the latter being the case with the Special Olympics brochure. Hence, the first discernment pinpoints their promotional character. Effort was put by the creators of brochures into shaping a destination’s image, as was the case with the tourism brochures analysed by Luo and Huang (2015). The creators of brochures tried to develop a mental representation of a destination in a prospective participant’s/visitor’s mind. When describing the place, its beauty and uniqueness are highlighted. The positive aspects of the place, location or area are emphasised using favourable adjectives and evaluative descriptions or expressions (cf. Luo & Huang, 2015, p. 192): “unforgettable journey” and the wording “dazzling sites” (PCOCOPWG 2017, p. 19).

Appealing and persuasive elements of the promotional genre were realised in multiple ways and lexis was one of the key components when describing the event. Having the appraisive component (Luo & Huang, 2015), using favourable adjectives (e.g., spectacular, unique, magnificent, etc.), evaluative descriptions or expressions (Luo & Huang, 2015) – as used in the *Tokyo 2020 Guidebook* (TOCOPG 2019, p. 1): “the shining performance”, “unforgettable legacy”, “breathtaking spectacle” and “the brilliance of the athletes will radiate round the globe”, as well as using superlatives: “The world’s greatest sporting spectacle” and “the most innovative in history” (TOCOPG 2019, p. 2) make the event special and unique.

Detailing the product or service is an information-abundant move, loaded with a multitude of data, facts and figures about the Games’ schedules, athletes, venue maps, lists of the Olympic and Paralympic sports, details on the opening and closing ceremonies, the torch relay, cultural programmes, projects related to the Games, geographical position, description of landscape, environmental profile, guides and maps, facilities visitors can enjoy, directions how to reach them, tour apps, information on accommodation and transport, etc.

Although the aim of this move is primarily to inform, Bhatia (1997) pointed out that each genre has several purposes which are complementary. Description and evaluation, according to Bhatia (1997), are often used to persuade and to generate a promotional effect. Thus, the London Venue plan elaborately describes the venues, their location, design, infrastructure

and many other features, but still it contains promotional elements which are embedded in the text. The language used to describe certain sites has the same evaluative aspect as the language of tourist brochures when promoting a destination: "Box Hill [...] is famous for its sweeping panoramic views [...] and has been popular with visitors since Victorian times" (ODA 2012, p. 72). There are references to traditions, literature and historic figures: "It (Hampton Court, authors' comment) has housed many famous kings and queens over the years, most notably Henry VIII", "William Shakespeare and his company once performed at Hampton Court Palace for King James I" (ODA 2012 p. 72). Thus, simultaneously the promotional aspect is reflected even in the same content items – the description of the host city (or tourist destination), its architecture and sites. Even the brochure of the *Melbourne Winter Olympics* from 1956 had an appendix (OCC 1956, pp. 7-8) with the list of Australian cities and towns that may be interesting to Olympic Games visitors who plan to make tours while in Australia. Also, a short description of the place is given, its geographical position, main industries, special features etc.

When discussing advertising discourse, Danesi (2015, p. 5) claims that rhetoric is the basis of advertising style, and rhetorical discourse functions as "a linguistic translation of visual images connected to a product or service". However, besides verbal strategies many genres rely on visual input, this being the case with the brochures included in the sample used in this research. Besides pictures, there are many other images such as symbols, logos, emblems, mascots, etc. Much of the information provided was organised in many forms such as graphs, charts, tables, timelines, and other visual aids all of which lead to content clarity. The purpose of visual input is not only to make the brochure more attractive to the reader and to catch their attention but to describe and clarify certain sports activities, venues or facilities as readers can extract information easily from images and thus improve the understanding of the text. Full page pictures of real situations and real people are common – they often tell a story in a more efficient way than the text itself.

Thence, an inference might be drawn that the brochures also served the informational communicative purpose.

Since the extratextual context was sport and Olympism, the brochures unequivocally strive to relate globally the messages of Olympism and the Olympic Movement and they invite people from all over the world to participate in a multitude of ways in the celebration of athletic excellence, fair play, harmony, peace, understanding, and respect. Hence, in accord with the germinal rationale according to which the brochures under consideration were anticipated to possess features supplementary to promotional and informational ones, the search for complementary attributes identified the following elements.

The first one was evidently the educational aspect. Such a notion derives from the fact that the basic reasoning behind Pierre de Coubertin's (the founder of the modern Olympic Games) intention to utilize sport for the reconstruction of the educational system in the second half of 19th century France (Kwauk, 2008) was to simultaneously strive to complement the whole concept with the supposition of moral values. Namely, sport and education have coalesced as far back as antiquity, this synthesis being revived by the restoration of the Olympic Games by Pierre de Coubertin and kept until today. Hence, the bearing of education adhered to the educational feature of sport from the very start of Coubertin's enterprise and achieved its

climax in the organization of the Olympic Games. Coubertin's key concepts therein were *athletic education*, i.e., *sport pedagogy* (Naul, 2008). The aspect of *education* has been kept in the Olympic concept of sport as a philosophy of life until today. Consequently, the educational component was inherent to the publications analysed in this research, which is illustrated by the following example:

"Olympic and Paralympic-related Educational Materials – These are educational materials available on the Tokyo 2020 Education Programme website that teach and extol the Olympic Values of the Joy of Effort, Fair Play, Respect for Others, Pursuit of Excellence and Balance between body, will and mind. The materials also teach the Paralympic Values of Determination, Inspiration, Courage and Equality." (TOCOPG 2019, p. 25)

In this way, the unique nature of sport as a phenomenon was pointed out, as well as the Games as an event that promotes both widely accepted human values and those related to a culture-specific context. The values of Olympism and the value of the event in question are often reflected in numerous initiatives and projects promoting equality, cooperation, togetherness, inclusion ("... fully inclusive society" – TOCOPG 2019, p. 22).

Health-related seminars ("Health and youth sports" – LYOGOC, p. 19), and health-related messages ("The construction of the venues and staging of the London 2012 Games have raised the bar in areas from diversity and health and safety, ..." – ODA 2012, p. 84) were significant as well. Namely, health is one of the two aspects of physical fitness (the second one is performance-related physical fitness), and active living and physical fitness have in the last 50 years become one of the essential components of a healthy lifestyle (cf. Buecker et al., 2020; Getchell, 1979; Lee et al., 1997). Hence, the combination of sport, i.e., physical exercise and health was an aspect referred to in the analysed brochures as well (cf. TOCOPG 2019, p. 20).

The environment-related aspect was evidenced in the wording "Green Venues for Sustainability" (PCOCOPWG 2017, p. 7) as well as in the wordings *sustainable Games, sustainability-related legacy* and "a focus on the future of our planet and our species, we aim to contribute to achieving the Sustainable Development Goals" in the 2020 Tokyo brochure (TOCOPG 2019, p. 23). Emphasis on nature preservation and sustainability has become an indispensable feature of living in the contemporary world. Hence, the concept of the Olympic Games incorporates care for the environment in the aggregate of its values, thus aiming to protect Earth and life on it. Accordingly, physical planning and construction – "Towards cities that are comfortable for everyone" (TOCOPG 2019, p. 20) – also contribute to the overall sustainability concept.

Culture is considered almost an essential part of the Games. This aspect of the analysed brochures overlaps with the same aspect of tourism brochures. The culture-related component becomes evident from the address *Dear friends of sport, culture and education* following the headline in the brochure published for the event of the 2016 Youth Olympic Games in Lillehammer (LYOGOC). Namely, cultural events like seminars, movies, concerts, etc. have become an obligatory complement of the Olympic Games program.

Finally, the commercial aspect has also appeared in the analysed brochures. It is reflected in information regarding ticket sales (TOCOPG 2019, p. 9), commercial displays of marketing partners (Tokyo, p. 19), information on costs (ODA 2012, p. 91), etc. It would be extremely

surprising if this aspect were not present. Nowadays sport has become big business (cf. Desbordes & Richelieu, 2020), and research has shown varying economic effects of the Olympic Games (Ferreira et al., 2018; Scandizzo & Pierleoni, 2018). Still, the economic, i.e., commercial element of this mega sporting event is irrefutable. Additionally, sustainability (e.g., "... we will strive to realise a sustainable society, ..." – TOCOPG 2019, p. 23) related to business and environmentally friendly initiatives, thus creating legacies ("The project aims to express diversity and harmony, and leave a sustainability-related legacy ..." – TOCOPG 2019, p. 23) for the future combine.

Ultimately, it may be inferred that all these features combine and amalgamate to form an extremely intricate compound of promotion- and information-specific aspects.

Frequently the product, or the event in this case, was found to establish its credentials by referring to the history of the Olympic Movement, its previous achievements or the achievements reached at previous Olympic Games held in the same country, e.g., in the case of the Tokyo Olympics brochure, to the 1964 Tokyo Games (TOCOPG 2019, p. 16), the values that this event represents and the benefits it creates at the local and national level during the Games and afterwards: "Along with delivering a successful Paralympics, the Tokyo 2020 Games aims to promote both tangible and intangible benefits including the creation of a physical barrier-free environment as well as a barrier-free mindset. Our ultimate aim is to create an urban environment in which everyone – regardless of any impairment – is able to lead a full and rewarding life" (TOCOPG 2019, p. 16). This move is closely related to the move *Justifying the product* and very often they are interwoven in the generic structure of the brochure. The Olympic values as well as the whole Olympic Movement evolved over time, ultimately encompassing larger and more various groups of participants. As job advertisements, traditionally considered non-promotional genre, take advantage of the company's reputation to attract candidates (Bhatia, 1997), so do specific events exploit the reputation and authority of the Olympic Movement. Bhatia (2005) explained that genre identity is determined by *text-internal* and *text-external* aspects of the genre. As explicated by Bhatia (2005), the features that make text-internal aspects relate to lexico-grammatical, discursal and rhetorical features of the text whereas text-external aspects refer to socio-rhetorical, contextual, and procedural features that determine the genre realised by a specific discourse. As is evident from the previous discussion, text-internal aspects of the analysed brochures have been described earlier in the text. As for the text-external aspects, the concept of sport, competition, the authority of the Olympic bodies, glory of athletes, commercial aspect of the Games, etc. are all contextual features of the event. Having all this in mind a conclusion may be drawn that the boundaries of genres are becoming more flexible, and consequently genres lose their integrity.

Endorsement and testimonials was the next recurring move in the analysed brochures. It included the opening addresses and speeches made either by the Olympic or by the local authorities, politicians, founders of Special Olympics, etc. They all expressed strong approval of the event emphasising its excellence and appreciation of the athletes who strive to be the best. This is best illustrated in the quote by Nelson Mandela: "Special Olympics is a testament to the indestructibility of the human spirit ..., you, the athletes, are the ambassadors of the greatest of humankind. You inspire us to know that all obstacles to human achievement and progress are surmountable" (SOWWG 2017, p. 8). Inspiring testimonials of real people, mostly athletes, accompanied by their photos certify to their character, endurance and commitment

to sport. Consequently, quotes were a dominant form in this move. To compare, in the genre analysis of press releases Catenaccio (2008) claimed that quotes are characterised by evaluative and promotional statements, which also applies to the brochures in this study.

The purpose of the moves *Offering incentives* and *Soliciting response* is to attract visitors with various incentives such as special offers or free events, or the opportunities to test different sports at various venues free of charge (cf. LYOGOC, p. 9). Further, the prospective visitors' response was solicited by providing contact details, apps, and links to online shops. All these strategies are used in advertising in general, so that it may be concluded that the elements of promotional language prevailed in the brochures. These findings are not surprising since, as far as the general public is concerned, promotional, health-related, educational, environmental and cultural aspects surpass the financial aspect.

As shown in Table 2, the *Using pressure tactics* move was not a part of the generic structure in the sample used for this research. In advertising it refers to an unsophisticated selling technique which is considered aggressive and unscrupulous. It uses especially direct and insistent language and as such does not correspond to the overall purpose of the brochures analysed in this study. However, parts of some brochures did have a commercial aspect, namely they contained lists of marketing and Olympic partners and their logos, pictures of the merchandise, as well as lists of shops where to purchase it, links to online shops, etc. Finally, the last page of all brochures includes a signature line or logo.

4 Conclusion

The analysed brochures covered the time span of 64 years, from Melbourne Olympic Games in 1956 to those in Tokyo planned for 2020. The diachronic aspect incurred several conspicuous brochures' features reflected not only in the size but also in the scope of certain structural elements included. Namely, the development of technology resulted in the new concepts and issues to be addressed and presented, which affected not only the structure of the brochure but the communicative purpose as well. The initial values of fair play, friendship, respect, solidarity, etc. promoted by the Olympic Movement from its very beginning have been supplemented by new concepts such as fully inclusive society, sustainability-related issues, green economy, new business models, human rights issues.

Further, the established relatively stable structure of the brochures has confirmed them as belonging to the cluster of advertisements. However, since sport and sporting event provide context for the analysed sample of brochures, it seems justifiable to infer that these Olympic Games-related brochures cannot be completely identified with other brochures that promote destinations, e.g., tourism brochures. Namely, although the brochures in the sample used promote destinations, this aspect is inseparable from the reality of a mega sporting events. Consequently, the brochures analysed in this study proved to display two key communicative purposes – promotional and informational one – that combine to form a blend complemented with educational, health-related, cultural, environmental, and commercial elements. Finally, in terms of pedagogical implications, the Olympic Games-related brochures yield numerous opportunities for incorporating the topics pertaining to the Olympic Games in general into the foreign language teaching curricula.

Such deliberation speaks in favour of the justification that, thus far, the Olympic Games-related brochures from this research's sample could be labelled as a hybrid sub-genre of brochures.

Future research may contribute other valuable information on various other aspects of sports-related brochures. One of them might address the analysis of Olympism-related brochures, others might pertain to the analysis of the generic structure of brochures referring to other types of sports events like World Championships, athletic meets, etc. and to the comparison of the advertising and sports discourse in them, thus helping to identify other possible sub-genres as well.

The topic of the Olympic Games and of its values in terms of the philosophy of life embodies important pedagogical implications for practical usage. On the one hand, the initiative for incorporating the Olympic Games-related matters into practical work is encouraged by the International Olympic Committee by publishing such material as *Teaching Values: An Olympic education toolkit* (Binder, 2007) which is entirely dedicated to the education-related feature of the Olympic creed. Binder (2012) elaborately described the evolution of a pedagogy focalized on the Olympic values education, which is ultimately aimed at embracing the Olympics as a philosophy of life. Binder (2007) proposes the subjects within curricula that can be referenced to Olympism: science and mathematics in terms of various measurements, comprehension of time and distance, technology, etc.; history and geography to discuss Ancient Greece and compare it to modern culture; language arts like reading, writing, listening, discussing (otherwise in academic language-related literature referred to as *language skills*), etc.; fine arts, music and design through the use of pictures, posters, medals, etc.; sport, i.e., physical education in various forms (e.g., individual and team sport, competitive sport, school sport, etc.); and last but not least, teaching/learning (usually) English as a second/foreign language.

On the other hand, teachers, coaches, parents, and other educators may find inspiration in Olympism and the Olympic Movement for extracting materials in which various elements may be taught either as exemplified by Binder (2007) or as decided by an educator. Healthy lifestyle in terms of active living and healthy diet, learning life values like respect for others, friendship, understanding, solidarity, etc., and learning that diligence and effort are necessary for goal achievement represent a vast pool of themes that if applied correctly, may have positive pedagogical effects. Apart from teaching and improving language skills, the Olympism-related topics may be extracted to teach sport-specific vocabulary – names of sports and sports events, names of sports grounds and so on. Even topics from grammar may be discussed and practised using examples from various Olympism-related documents.

The previously listed is only a selection of possible teaching ideas. The crucial premise is that brochures that address the Olympic Games provide a wide range of topics and data connected therewith that can be incorporated into the foreign language teaching in a multitude of ways.

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