FUNCTIONS OF ENUMERATIONS IN PROMOTIONAL ACADEMIC DISCOURSE: INQUIRY INTO GRADUATE PROGRAM ANNOUNCEMENTS

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Abstract: This study explores the functions of enumerations in promotional academic discourse, specifically examining graduate program announcements from top Russian universities targeting international applicants. Recognizing the increasing marketization of higher education and the importance of effective promotional genres, this research addresses the underexplored role of enumeration in academic program announcements. Data, consisting of ten Humanities program announcements from "RAEX-100" listed universities, were sourced from the Keystone Masterstudies website. A mixed-methods approach was employed, combining qualitative analyses – structural text, functional-stylistic, and pragmatic – with quantitative statistical processing of textual features. The aim was to identify patterns in how enumerations function to inform, persuade, and ultimately attract prospective international graduate students. The results demonstrate a significant and strategic reliance on enumerations throughout the announcements. These serve three primary, interconnected functions: describing program features, clarifying program details and benefits, and impressing the addressee with program strengths. Descriptive and clarifying functions are often contextually determined by their location in the announcement structure, while the "impressing" function consistently reinforces both. Furthermore, the study identified positive lexis, numeric data, proper names, connecting words, and parallel syntactic structures as key linguistic elements that effectively intensify these functions, enhancing the promotional pragmatic impact. This research expands our understanding of promotional academic discourse, specifically clarifying the rhetorical effectiveness of enumeration in graduate program announcements. The findings have practical value for universities and academics seeking to craft compelling promotional materials. Future research directions include broadening the corpus to encompass Science disciplines and undertaking cross-cultural comparative analyses to identify both universal and culturally specific aspects of successful academic program promotion.

Keywords: enumerations, expressive syntax, promotional academic discourse, graduate program announcement, persuasion, higher education marketing.

1. INTRODUCTION

Enumeration as a rhetorical device has been primarily studied in literary texts. According to Merriam-Webster dictionary, enumeration is "1: the act or process of making or stating a list of things one after another, also the list itself; 2: the act or process of counting something or a count made of something" (Merriam-Webster Dictionary). Also, as a stylistic device, enumeration is supposed to link semantically homogenous objects or properties, which can illustrate the author's subjective perception (Syntactical Stylistic Devices). In this study, any chain of stating things consisting of more than one component will count as a case of enumeration.

Enumeration has been characterized as "an expressive syntax device" helping to create strategies for fictional text development (Melnichuk, 2013). Mainberger views enumeration as "a versatile performative act that matters in different ways" (Mainberger, 2003, p. 6). Building on Mainberger's perspective, Junge (2019) develops the idea of enumeration as a performative act, arguing that it makes you do things rather than describing them. He interprets enumeration as "a complex epistemic and aesthetic device of literature that makes different things in different texts and contexts" (Junge, 2019, p. 282). According to Junge (2019), in Arabic prose, the act of enumeration creates new aspects of meaning and fulfils several functions such as: 1) an epistemic function, represented by its attempt to expand knowledge; and 2) an aesthetic function, creating the effect, which, according to Eco, produces the feeling of "infinity and abundance" (Eco, 2012, p. 371, cited by Junge, 2019, p. 280).

The role of enumeration was explored in landscape descriptions in "The Magus" by John Fowles. The research showed that enumeration presented by homogeneous sentence parts enhances the expressivity of narration adding vividness, liveliness, and detail (Maiakova, 2014). Wasserman inspects enumerations in Akkadian literary texts and notices the varieties of their expression, for example, "from the whole to its components" or "from outside to inside" (Wasserman, 2021, p. 69). Summing up his findings, Wasserman concludes that enumeration can be described as "a vector in the narrative" mostly used to create some specific meaning, for instance, to emphasize "the universal power of attraction" (Ibid., p. 70).

Glazko (2022) described enumeration as one of the most frequently used expressive means in blogs and columns in both American and Belarusian media discourse. American authors used enumeration to focus readers' attention on the information because it rhymes the text and makes it dynamic and detailed. In the media discourse of Belarus, enumeration also helps authors to build new semantic connections. As a result of his study, Glazko defines enumeration as a stylistic means that enhances the expressivity of media discourse.

A few studies analyzed expressive features of enumeration in institutional discourse. It was discovered that in spiritual letters enumeration boosts pictorial and persuasive effect (Smolina, 2016). Savchuk (2019) studied the use of enumeration in scientific oral discourse. She made a conclusion that constructions with enumeration help the speaker to intensify the object's qualities.

Enumeration builds a special structure for the narrative. The expressive potential of enumeration is created by the extension of the initial sentence and the seeming "redundancy of the sentence pattern that results from the addition of some sentence elements" (Umurzakova, 2024, p. 50). Enumerations can be introduced by different syntactic structures, for instance, by contrastive and parallel constructions (Vergez-Couret et al., 2011). It was pointed out that these structures containing enumeration represent textual level relations, which should be differentiated from the

content level relations represented by narration, elaboration, and explanation (Ibid.). Obviously, together they enhance the meaning and make it more vivid and memorable for the reader. That is why Vergez-Couret et al. consider enumerative structures an essential component of discourse coherence (Ibid).

As can be seen from the research mentioned above, enumeration has been primarily studied in fiction (Junge, 2014; Maiakova, 2014; Melnichuk, 2013; Wasserman, 2021) and in institutional discourse (Glazko 2022; Savchuk, 2019; Smolina, 2016). From these studies, it can be deduced that enumeration is an instrument of expressive syntax with primarily epistemic and aesthetic functions: it develops new meaningful connections in the text and intensifies the described qualities; it structures the information producing the effect of "plentifulness". Longer structured sentences together with expanded content create coherent discourse.

This research focuses on the use of enumerations in graduate program announcements designed for international applicants. Graduate program announcements serve two purposes – to describe and persuade. Similar academic genres include university course catalogues, course descriptions, university mission statements, and statements of purpose. Although these written genres of academia are described as educational and research support (Stašková, 2013), they play a crucial role in attracting applicants to numerous academic programs and ultimately in assisting universities and academics to carry on with their main mission that is to provide high-quality education to their students.

Despite the increasing importance of the academic vitality of these supportive academic genres, described as semi-occluded (Samraj & Monk, 2008; Stašková, 2013), they have been paid less attention as compared to the studies of research genres of academic discourse. This study attempts to draw the attention of the academic community to the importance of such genre as the academic program announcement and to the role of enumeration in making the text of the announcement informative and persuasive. Therefore, the significance of this study lies in the identification of the promotional features of graduate program announcements and in illustrating the important role of enumeration in producing an effective promotional text.

Constructions with enumerations are detected in each of the analyzed announcements and sometimes in each sentence of the announcement. The study will focus on the following research questions: 1) What are the functions of enumerations in graduate program announcements designed for overseas applicants? 2) Which linguistic means enhance the communicative qualities of enumerations? 3) Can enumeration be described as a feature of expressive syntax typical of academic promotional writing? The results will provide us with a better understanding of the role of enumerations in academic announcements as a genre of promotional academic writing. Gaining more insights into how academic promotional genres can be adjusted for international audiences by studying the experiences of top Russian universities seems to be currently of great importance. Universities are trying to engage more overseas students in their academic programs as their ability to attract international students is taken into consideration for national university ranking.

2. LITERATURE REVIEW

Appearance of promotional genres in academia has been caused by processes happening currently in many other professional fields. Just like other businesses, universities compete for funding, prospective students, and other resources (Stašková, 2013) by means of promotional discourse, the aim of which is "to sell ideas, goods or services to a selected group of people" (Bhatia, 2005, p. 214). As a result, scholars and academic institutions are using marketization strategies to

promote themselves to stand out and cope with over-competitiveness that has been common for recognition and advancement in academia (Carson et al., 2013). The fact that academic discourse has been affected by promotional culture was noticed by Fairclough as early as 1993. He compared texts of an undergraduate prospectus with undergraduate prospectus entries of 1967-1969 and observed that the discursive practices of British universities had become highly affected by promotional culture (Fairclough, 1993). The study of university course descriptions showed that although their communicative purpose seemed to inform students about the course content, at the same time, this discourse was highly influenced by consumer advertising practices turning course descriptions into a promotional academic genre (Fairclough, 1995).

In 2005, Bhatia summarized the main features of promotional discourse singling out description and evaluation as the most important discursive features for product differentiation narration. Bhatia noticed that product differentiation is typically achieved with positive and favourable language (Bhatia, 2005) similar to advertising announcements (Sholikhah, 2019). Likewise, academics use positively charged lexis in academic articles to describe their research – its importance, uniqueness, and novelty (Afros & Schryer, 2009). As a result, new practices of subjectivization have appeared in academic writing to incorporate impact description into scholars' narratives (Wróblewska, 2021).

The need to promote different academic activities has caused the appearance of supportive genres, which are often described as promotional, and has attracted the attention of linguists internationally to its features. For example, Zhang (2017) studied the "About Us" section of university website homepages in China. By means of critical discourse analysis, she identified lexical, grammatical, and syntactic features of the homepage section, as well as the structure, rhetorical moves, and communicative purposes of texts from "About Us" of five Chinese universities. The results of the study show that the university website homepage has mainly three functions – to welcome, inform, and promote. These functions are fulfilled by seven rhetorical moves: "welcoming, establishing credentials, describing administration, attracting attention, offering extra services, locating the service and soliciting responses" (Zhang, 2017, p. 76). Interestingly, the author discovered that these texts demonstrate discursive hybridization combining authoritative and conversational discourse. This seems to be a special detail of the Chinese academic promotional discourse, which is trying to establish a friendly relationship with prospective students and at the same time reflect "the centralized operation of Chinese universities" (Zhang, 2017, p. 64). Therefore, it is quite possible that academic promotional discourse has culturally specific features as it reflects people's values and their expectations from the academic sphere.

The feature of a highly positive narrative of academic promotional writing was also discovered by Askehave (2007), who analyzed the discourse of international student prospectus from Australia, Finland, Japan and Scotland, trying to see what discursive features appeared due to the marketization of higher education. Having studied the rhetorical moves and the most important rhetorical features of the discourse of international student prospectus, the author concludes that the discourse of student prospectus imitates discursive practices of market advertising. The international student prospectus promotes the university stressing its ability to provide students with unique experiences and innovative practices. Thus, the author describes the university prospectus as a "highly promotional genre" reflecting the values of a free market (Askehave, 2007, p. 723).

Lee focuses on promotional features of mathematics education discourse stressing that all kinds of posters and worksheets add more value to practices connected with mathematics education trying to break it into consumable fragments and connect them with "basic human desires such as beauty, power, and community" (Lee, 2023, p. iii).

Another study has been devoted to selected Ghanaian universities with the purpose of identifying how they express their stance under the influence of marketization practices. Having studied the mission statements of 59 universities, the authors identified six main marketization strategies in higher education discourse. These are: "(1) trumpeting excellence, global aspirations and partnerships; (2) highlighting niche specialisations; (3) declaring commitment to knowledge creation and dissemination; (4) pledging positive societal impact; (5) promising holistic and quality education; (6) emphasising ethical, value-based education" (Hu et al., 2024). The authors point out that the marketization discourses of universities rely actively on boosters, attitude markers and hedging expressions (just like research articles).

As we can see from the prior research (Askehave, 2007; Lee, 2023; Stašková, 2013; Zhang, 2017), it was established that certain genres of academic discourse incorporate the qualities of promotional discourse. This research seeks to investigate the features of promotional discourse in graduate program announcements and demonstrate the importance of enumeration in fulfilling several discursive functions.

3. MATERIALS AND METHODS

The research was carried out on 10 graduate program announcements featured by the Keystone Masterstudies website. This is an information resource about graduate programs available all over the world. It allows potential students to search effectively for the graduate program best suiting their aspirations by specifying a set of preference criteria.

The data for this study were obtained from the graduate program announcements posted by leading Russian universities for international audiences. Graduate programs from 16 Russian universities were found on Keystone. Further, graduate program announcements only of the universities included in the recent university rating "RAEX-100" of the 100 best universities in Russia (Erokhina, 2024) were chosen for the analysis. By purposive sampling, 10 announcements primarily in Humanities (mostly in language studies due to the author's personal interests) were selected. As a result, all announcements selected for the study were posted by universities rated among the top 100 Russian universities, and furthermore, 8 out of 10 announcements were from universities ranked within the top 20. Therefore, the purposive sampling allows studying graduate program announcements of the best and most efficient Russian universities. These specific announcements posted by the universities included in the RAEX rating of 100 best universities might serve as an example for other universities that intend to attract international students to their postgraduate programs.

The study relies on a mixed method approach, which integrates interpretative (qualitative) and quantitative approaches to analysis. The qualitative methods include structural text analysis, functional and stylistic analysis, and pragmatic analysis with descriptive-analytical and systematization methods. The quantitative approach is represented by the statistical processing of the linguistic data.

After being selected for the study, the texts of academic announcements were analyzed in terms of their structure and linguistic features at the grammatical and lexical levels. At this stage, it became obvious that enumerations play a very important role in constructing this type of discourse as they were discovered in abundance in each structural segment of the announcement. Other features of promotional writing were also identified, such as expressive lexis, proper names and numeric data, parallel constructions and words and expressions connecting elements of enumeration chains.

Pragmatic analysis implies interpretation of the message taking into consideration context and the addresser's intentions. It helps the researcher to uncover systematic discursive practices and in this particular study revealed functions of the enumerations and their persuasive nature. Further analysis relied on statistical processing of the data obtained to prove numerically that enumerations are an integral part of promotional academic discourse with 2 to 8 elements of enumeration.

4. RESULTS AND DISCUSSION

Bearing in mind that statistical processing of the linguistic research sample assists us in finding connections "between categories of language and extralinguistic factors" (Glushak, 2021), the main features of the analyzed announcements were summed up in Table 1. As can be seen from the data, some patterns in their text construction become visible. In the research corpus of 2772 words (10 announcements), enumerations were used 124 times. It means that we might come across about 12 cases of enumeration in one announcement. The shortest announcement of 127 words has 6 enumerations (in each sentence of the announcement text). The longest announcement of 532 words includes 21 examples of enumeration, which demonstrates that cases of enumeration increase as the announcement becomes longer. This, in its turn, signifies an important role of enumerations in this type of promotional academic genre. The most typical word used to connect the elements of enumerations is a coordinating conjunction *and*. Other words that are used to connect the elements of enumerations are: *or* (4 times), *(but) also* (4 times); *other* (3 times); *in addition to* (2 times); *in combination with* (2 times); *an soon on, not only …but,* etc. were found only once in the research corpus.

Table 1. *Numeric Data Regarding Graduate Program Announcement Texts and Enumeration Usage Within Them*

Name of the program	Total number of words in the announcement	Number of cases of enumeration	Connecting words used within enumerations	Each sentence contains enumerations
Masters in Financial Management (Southern Federal University)	201	11	and (10), in combination with (1), both (1), as well as (1)	
MA in Foreign Language of Professional Communication & Specialized Translation (People's Friendship University)	333	18	and (16), or (3); as well as (2); but also (1); also (1); including (1); both (1)	
Master in International Management (RANEPA- Institute of Business Studies)	358	13	and (10); as well as (2); in addition to (1)	
Master in International Relations (Volgograd State University)	159	9	and (6); as well (as) (2); etc. (2); both (1); not only …but (1)	+
Master in Linguistics (Bauman Moscow State Technical University)	127	6	and (7); including (1); or (2)	+
Master in Linguistic Theory and Language Description (HSE University)	410	19	and (13), including (2); as well as (2); such as (1)	
MA in Political Philosophy (Ural Federal University)	278	12	as well as (2); in addition to (1); and other (2); such as (1); and so on (1); and (4)	
Master in Russian Culture (Saint Petersburg University)	222	8	and (9); combination of (1)	
Master in Russian Language, Literature and Culture for foreigners (Novosibirsk State University)	152	7	and (9); (but) also (2); other (1)	
MSc in Digital Linguistics (Peter the Great St. Petersburg Polytechnic University)	532	21	and (22); including (2); such as (3); as well as (1); or (1)	

4.1. The structure of the academic announcement

The structure of the announcement has two main parts. In the first part, the focus of the program is usually explained, for example: *The Master's program in Linguistic Theory and Language Description trains students in methods of linguistic analysis and the interdisciplinary study of language and language documentation. With a focus on sociolinguistics and typologically informed language description, students gain hands-on linguistic research experience* (*Master in Linguistic Theory and Language Description. HSE University,* n.d.). Such cases of enumeration as …*in methods of linguistic analysis and the interdisciplinary study of language and language documentation and on sociolinguistics and typologically informed language description* help to clearly introduce the focus of the program at the initial stage of the announcement.

As can be seen from another example of the first sentence of the announcement from Peoples' Friendship University of Russia, prospective applicants can read the title of the program, learn about theoretical and practical orientation of the program, and the professional settings in which they will be able to apply acquired knowledge and skills: *The programme "Foreign Language of Professional Communication and Specialised Translation" is designed to provide students with a theoretical and practical knowledge and skills, which can be used for communication in professional settings, translation and interpreting, as well as for teachers and professionals in Economics, Management and Business* (*MA Foreign Language of Professional Communication & Specialized Translation. People's Friendship University of Russia,* n.d.). This part of the graduate program announcement describes program features. As we can see from the examples above, enumerations are actively engaged in the description. Thus, we can say that at this stage they perform a descriptive function.

The second part of the announcement specifies program features thoroughly. At this point, more information about disciplines is provided; highly professional lecturers, engaged in the program, may be mentioned; again, skills that the program graduates are expected to master can be described thoroughly. To make the information realistic for the addressee, names of partner universities are mentioned and numeric information about international students is included: *Studying in a multicultural environment (international students constitute 20% of the student body, 30% of the teaching is delivered by international faculty); The opportunity to pursue a double-degree track and be awarded, in addition to the Russian government-accredited master degree, a master degree from a partner University of IBS in Europe or the USA; 16 partner universities for student exchange programs…* (*Master in International Management. RANEPA – Institute of Business Studies,* n.d.). This announcement from RANEPA explains a special emphasis of the program (*international environment; multicultural environment*) and the opportunity to pursue a double degree track. The enumerations in this part of the announcement perform a clarifying function as they strive to provide more details about the program.

Obviously, the announcement informs about the content of the program, explains what courses will be taught and what skills the program graduates will acquire. The announcement also mentions work placement opportunities, and how the program is organized. As the examples illustrate, some of the announcements mention partner universities and characterize the teaching staff of the program. Besides informing, the announcements try to persuade prospective students of the importance of the program.

4.2. The functions of enumeration

All the analyzed announcements actively rely on enumerations: in 5 announcements out of 10, enumeration is used in each sentence. It helps to carry out the main function of the announcement as a genre – to inform, usually wider audiences, about some event. However, a promotional announcement not only informs but also persuades the reader to complete a certain action. Enumerations, enhanced with certain linguistic means, which will be illustrated later in this section, assist in making the message noticeable and memorable. By means of the analysis of the overall communicative effect of the enumerations that they produce within the content of the announcement (a pragmatic analysis), it was revealed that enumerations fulfil the functions of describing, clarifying, and impressing the addressee. The first two functions – describing and clarifying – are determined by their location within the text of the announcement: at the initial stage, they help to describe the program. At the final stage, they clarify the benefits of the program. These functions overlap with impressing the addressee function, which usually accompanies the describing or clarifying function: a combination of these two functions makes the information persuasive.

The next example illustrates a combination of the clarifying function with the impressing the addressee function. The sentence is taken from the second part of the announcement about the Master in International Relations program. It clarifies how the knowledge that prospective students will obtain can be applied in real life: *Institute graduates successfully adapt to the situation in the labour market, and successfully apply their knowledge and abilities both in research and pedagogical activities and in various consulting organizations, in administration structures and law enforcement agencies, newspaper and magazine offices, television, etc. (Master in International Relations. Volgograd State University,* n. d.). We can find two chains of enumerations in this example: the first one clarifies how program graduates can apply their knowledge and abilities successfully. The second chain of enumerations has eight components describing where program graduates can apply their knowledge and abilities. The adverb *successfully* repeated two times in one sentence makes the information more impressive. Connections are drawn between knowledge and how it can be integrated into real life. Therefore, it is possible to say that in this case the clarifying function is used together with the function of impressing the addressee. Let's analyze more examples illustrating these functions of enumerations.

The describing function. This function is used to explain the general content (focus) of the program to potential applicants. Enumerations that perform this function are located at the beginning of the announcement (first paragraph usually). The announcement about the Master in Russian Culture program from St. Petersburg University starts with the following sentence: *The special focus will be on the formation and development of Russian cultural identity, the acquisition of research methods in the study of Russian culture, and the specific character of the Russian mentality (Master in Russian Culture, St. Petersburg University,* n.d.). In this sentence, the enumeration describes the main features of the program content. It creates the effect of a broad thematic and disciplinary scope and is supposed to impress the readers and persuade them to choose this particular program for studying. This is one of the shortest announcements. It consists of 9 sentences, 7 of which contain enumerations.

In longer announcements, as in the description of the program in Digital Linguistics, the phenomenon of Digital Linguistics is explained through the enumeration of a variety of spheres with which the students will deal and actions they will be able to perform during their studies: *Join the Digital Linguistics master program. This program reveals the models of language theory, Big Data*

analysis, theory and practice of machine translation, and algorithms for automatic text improvement. The students experiment with the phenomenon of speech, voice recognition, and automated text analysis, and develop digital language guides and other pioneering technologies (*MSc in Digital Linguistics. Peter the Great St. Petersburg Polytechnic University,* n.d.). In the third sentence of the example, we can see several enumeration chains. The first one recounts what the students will do to master the knowledge (*experiment, develop*) and the second chain describes what the students will experiment with (*phenomenon of speech, voice recognition,* etc.).

Another announcement posted by RANEPA University starts with the description of who the program is designed for: *IBS Master in International Management is designed for students with a bachelor's degree, proficient in the English language, and aspiring to a successful career in international business* (*Master in International Management. RANEPA – Institute of Business Studies,* n.d.). In this sentence, enumeration stresses a very wide audience of prospective students who can enrol in this program at the Institute of Business Studies in Moscow. Let's compare this description with a similar representation of the program from Southern Federal University, in which the target audience is also mentioned: *Thus, the program is intended for those who want to simultaneously gain modern in-depth knowledge in the field of financial management and a broad professional outlook necessary for a financial manager* (*Masters in Financial Management. Southern Federal University,* n.d.). The description was discovered in the second part of the announcement, where clarifications are provided. The adverb *"Thus"* stresses the clarifying aim of the description. The comparison of these two examples shows that the function of enumerations is determined by their location within the announcement. As has already been mentioned, at the beginning of the text it performs the describing function and in the second half of the announcement, it carries out the clarifying function.

The clarifying function. The clarifying function of enumerations is observed in the second part of the announcements. It is aimed at providing more details about what is included in the program or how the teaching process is organized. For example, this function can be expressed through enumeration of the variety of courses that the program offers and explaining the knowledge applicability that one gains from taking these courses. Thus, the program content is clarified and the applicability of knowledge is explained: *Upon graduation, the student masters the methodology of scientific research in the field of financial management in combination with the skills of qualified use of financial technologies* (*Masters in Financial Management, Southern Federal University,* n.d.). Or: *You will develop skills in research projects, gain experience in using mathematical methods to create Natural Language Processing applications, including speech recognition, artificial intelligence, machine translation, big data, automated text analysis, and web search in a wide variety of research labs informal workshops on digital linguistics)* (*MSc in Digital Linguistics. Peter the Great St. Petersburg Polytechnic University,* n.d.).

Stressing a multitude of workplaces of the future program graduates is a very important aspect of the academic announcement as it not only clarifies the knowledge applicability of prospective students but also promotes the program. In the next example, enumerations provide a detailed description of a multitude of job opportunities for program graduates. The emphatic syntax construction "not only … but also" is used to enhance the meaning of the sentence: *It does not only prepare lecturers of Russian as a foreign language, but also and foremost multi-skilled experts who have a good command of Russian, who are familiar with Russian literature and culture, who are able to work in joint ventures, and also in their country's educational, scientific and cultural organizations interacting with Russia (Master in Russian Language, Literature and Culture for foreigners. Novosibirsk State University,* n.d.*).* The parallel construction in the sentence helps to

zoom in on numerous skills of program graduates. Enumeration is an essential instrument in clarifying a variety of job opportunities that program graduates will have, as can be seen from another example taken from the Master in Linguistics announcement: *After graduation, the student will be able to engage in direct translation, including automated translation, teach in universities, work in research institutes, laboratories or research centres (Master in Linguistics. BAUMAN Moscow State Technical University,* n.d.*)*.

Obvious clarifications, introduced through enumerations, are used in sentences with a general term followed by a colon and a chain of enumerations. In the next example, enumerations from the announcement about the graduate program in Digital Linguistics clarify the meaning of "applications involving language technology" (1) with the specifying examples (2): *Applications involving language technology (1) are defining contemporary business culture: (2) document relevance ranking and filtering (in e.g. search engines and social media), (2) automatic translation, (2) writers' aids, (2) business intelligence, and (2) profiling of individuals (MSc in Digital Linguistics. Peter the Great St. Petersburg Polytechnic University,* n.d.*)*.

The "impressing the addressee" function. Another program in Linguistic Theory and Language Description from HSE University zooms in on its interdisciplinary nature. To make this feature truly prominent and impressive, the announcement of 410 words repeats this adjective ("*interdisciplinary*") 4 times in enumerations depicting the area of study, what is meant by an interdisciplinary perspective and what kind of activities students will be engaged in thanks to this interdisciplinary perspective. In the second sentence of the following example, enumerations expand the meaning of the interdisciplinary perspective (clarifying function): *Some of these activities are pursued in cooperation with the Laboratory of Language Convergence and the Center for Language and Brain. It is one of the few master's programs in theoretical linguistics that includes a strong interdisciplinary perspective, including acoustic phonetics and variationist sociolinguistics (Master in Linguistic Theory and Language Description. HSE University,* n.d.*)*. In the first sentence of the example, names of important organizations (*the Laboratory of Language Convergence and the Center for Language and Brain*) are used in cooperation with which the interdisciplinary component is implemented. The announcement of this program also includes geographic names to impress the audience with its numerous research partnerships: *The program has research partnerships with the University of Tromsø, University of Helsinki, University of Stockholm, Hebrew University of Jerusalem, and University of Pavia* (Ibid.). All the enumerations are used not only to clarify the information but also to impress potential applicants with how remarkable the program is.

Depending on the desired outcome of the program, the announcement highlights (and enumerates) some qualities with the purpose of presenting a program as unique. For instance, the MA in Political Philosophy from Ural Federal University, similar to RANEPA University, announces its international orientation as a prominent feature of the program by repeating this adjective ("international") in several enumerations. The announcement of 278 words mentions the word "international" three times: i*nternational program; hold international graduate degrees; international acclaim.* As we can see from the example, geographic names are enumerated to enhance the connection of the program with the international feature: *In addition to the prominent faculty members, many of whom hold international graduate degrees, classes are taught by visiting professors from the Central European University (Hungary), Utrecht University (Netherlands), and other partner institutions (MA in Political Philosophy. Ural Federal University,* n.d.*)*. The announcement connects the program with being international as its impressive feature and combines the "impressing the addressee" function with the clarifying one.

Thus, the impressing the addressee function relies on the use of enumerations and is usually combined with other functions – describing or clarifying. In this function, enumerations help to highlight one-of-a-kind features of the program, for example, stressing the demand for the future profession of program graduates (*Master in Linguistics. BAUMAN Moscow State Technical University,* n.d.) or enhancing the practice-oriented nature of the program that will ensure numerous career choices for program graduates (*Masters in Financial Management. Southern Federal University,* n.d.).

An example of this function can be taken from the announcement of the Master in Russian Culture program. The adjective "special" is used twice within the same sentence and once in an enumeration (*special character*) explaining the special focus of the program: *Special attention will be paid to the formation and development of Russian identity, the formation of research methods in the study of Russian culture, and the special character of the Russian mentality (Master in Russian Culture. St. Petersburg University,* n.d.*).* The sentence is introduced in the second part of the announcement in which enumerations carry out the clarifying function together with the impressing the addressee function.

Another vivid example of a combination of these two functions demonstrates how the program announcement can try to impress future students with the information that only the best teachers will be teaching them: *Our students benefit from being taught by the best teachers, lecturers and professors of the Foreign Languages Department of PFUR Economics Faculty, visiting professors of the leading Russian universities (Lomonosov MSU, MSIFA) and specialists of language-service agencies (MA Foreign Language of Professional Communication & Specialized Translation. People's Friendship University of Russia,* n.d.*).* Rather than using one generic term, for instance, saying "Our students benefit from being taught by highly skilled specialists…", the announcement features enumeration to impress the addressee with the information about teaching staff.

Thus, describing, clarifying, and impressing the addressee – are the functions the enumerations help to achieve in academic announcements characterized in this study as promotional academic discourse. A variety of linguistic resources enhances these functions in the analyzed announcements. These linguistic resources include:

1) numerous cases of positive lexis used, as will be illustrated with the following example, either within the enumerations (*have a good command…, are familiar with…, are able to…*) or to describe a quality (*multi-skilled experts*) explained by enumerations. The next example features the first two sentences of the announcement from Novosibirsk State University. This is the beginning of the information about the program and the enumerations in both sentences fulfil the role of describing. In the second sentence, adjectives *foremost, multi-skilled (experts), good (command)* are used to produce a favourable impression on the potential applicants impressing them with a multitude of expert knowledge that the program will provide them with. Simultaneously, the announcement promises to turn them into multi-skilled experts able to work in a broad variety of professional contexts: *This program integrates the study of the Russian language, literature, and culture. It does not only prepare lecturers of Russian as a foreign language, but also and foremost multi-skilled experts who have a good command of Russian, who are familiar with Russian literature and culture, who are able to work in joint ventures, and also in their country's educational, scientific and cultural organizations interacting with Russia (Master in Russian Language, Literature and Culture for foreigners. Novosibirsk State University,* n.d.*);*

2) structures of expressive syntax, mostly represented by parallel constructions, constructions of contrast (*not only … but*), and enumerations. The above example from the announcement about

the *Master in Russian Language, Literature and Culture for foreigners* has also parallel structures making the information more noticeable to the reader. Again, the same example above includes an expression *not only ... but also* to add emphasis to the information about the program;

3) numeric data and proper names, for example, names of partner universities. These words, when enumerated, make the announcement sound reliable, true to life and, just like the following example, create the feeling of a multitude of opportunities that prospective students will have while studying: *Students enrolled in the programme can take an opportunity to join a dual diploma scheme (PFUR and London Metropolitan University), or/and have a training course abroad (Great Britain, Germany, Spain, China or France) (MA Foreign Language of Professional Communication & Specialized Translation. People's Friendship University of Russia,* n.d.*);*

4) connecting words, which assist the reader to properly comprehend enumerations and the text of the announcement in general. The most widespread among these words and expressions are: coordinating conjunction *and;* phrases as *well as* and *such as;* preposition *including*. The most typical word used to connect the elements of enumerations is the conjunction *and*. It can be used several times in the same sentence to connect different chains of enumeration as it can be demonstrated by the next example: *The academic program is designed according to professional standards and employers' opinions on the correlation of graduates' competencies and functions in the field of professional activity (Master in Russian Culture. St. Petersburg University,* n.d.*).* In this sentence, conjunction and connects several enumerations stressing the fact that the program was carefully designed having taken into consideration such important aspects as employers' opinions and professional standards.

Combination of the functions of enumerations mentioned above with these language resources makes the text of the announcement informative and at the same time persuasive as it highlights the advantages of the described program making it desirable for prospective applicants. The results of the study mostly correlate with the previous studies of enumeration in which it was characterized as an expressive means of syntax that helps the addresser make the object qualities more vivid and obvious for the recipient.

Graduate program announcement contains a detailed product narration aimed at making it different from other similar products with the help of positive and favorable language at the same time stressing the choice and opportunities that students can be provided with, wide applicability of the skills that they will master while studying. Most of the announcements emphasize the combination of theoretical knowledge with practical hands-on experience, the interdisciplinarity of the program, and its international orientation. A positive narrative is constructed by means of positively charged lexis and emotional syntax typical of promotional discourse.

5. CONCLUSION

This research is devoted to the study of the role of enumerations in graduate program announcements described as a promotional academic genre. The analysis of the announcements posted by top Russian universities for international audiences shows that in promotional academic discourse, enumerations add details and emphasis to narration fulfilling three main functions – describing, clarifying, and impressing the addressee. The first two functions are predetermined by their location within the announcement. The describing function is found at the beginning of announcements, where prospective students are introduced to the program and become acquainted with its content. The clarifying function is found in the second part of the announcement, where

more details are provided about the courses that are included in the program, how the teaching process is organized, and how program graduates will be able to apply their new knowledge. Enumerations are used in all parts of the announcement, to impress the target audience with the unique features of the program, thereby fulfilling the "impressing the addressee" function. This function accompanies either the describing or clarifying function. Positive lexis, proper names, numeric data, constructions of expressive syntax, and connecting words help the information in the announcement to stand out and be more memorable.

The research expands our knowledge about the role of enumeration as an expressive syntax construction featured in contemporary types of discourse and shows that enumerations can be described as a feature of promotional discourse in general and promotional academic writing in particular. This syntactical stylistic device (Syntactical Stylistic Devices, n.d.) makes the message more detailed and at the same time more memorable. These results might have practical applications for academic writing strategies, for example, when academics want to draw more attention to their stance or when universities are trying to describe their courses and programs as one-of-a-kind and, thus, highly desirable for potential audiences.

6. LIMITATIONS

Of course, these findings, obtained from the analysis of 10 announcements, should be verified on a larger empirical corpus. Moreover, including program announcements in both the Humanities and Science disciplines will allow us to identify discipline-specific features of promotional academic discourse and the role that enumerations play in these announcements. In addition, it seems interesting to compare the role of enumeration in academic announcements in different languages. This will give us a better understanding of how enumeration functions as a means of persuasive syntax in texts produced in different cultures. Further, the results about the persuasive properties of enumeration can be tested on other genres of academic writing, for example, on research articles and monographs.

Conflict of interest:
The author declares that there is no conflict of interest.

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