recruitment to the companyP *or the purpose of this paper, linguistic features include grammatical structures, the sub%ect of each sentence, and who or what is given agency in each sentence. .9? hat discourse strategies are used in the online training and marketing materials to persuade Papara""i consultants to recruit additional consultantsP (iscourse strategies include choices made at the word and phrasal level to further the rhetorical goals of the author.

Metho#olog

he data e! amined in this study were taken from a <u>website</u> created by a consultant at a multilevel marketing company called Papara""i. he website consists of blogs, podcasts, and more. he data for this study come from a blog post intended to be used as training material for other consultants who are thinking about recruiting additional consultants to the company. hough the blog post is labelled as training material, it is written from the frst:person perspective of the author. he te!t was analy"ed using a critical discourse analysis approach, following *airclough 8-00\$9 and Paltridge 8. , , <9 &cited above9. In the analysis below, I will focus on representative e! amples from the te!t collected to illustrate the patterns found.

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• mnp e

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the reader could 4help5 through recruitment. he structure of the sentences assigns agency to the reader when it comes to recruiting more women to the company and establishes a dynamic in which the reader has the power to improve other womens! lives if only they work to recruit the women to the company.

B! cerpt . also provides an e! ample of how language is used to construct social identity. In sentences . and +, the phrase 4you can be the person that5 is used rather than simply saying 4you can help,5 which would convey the same message that the reader can help other women. 'hoosing the phrase 4you can be the person that5 is a way of using language to construct social identity by implying that if the reader recruits other women to the company, then they will achieve an ideali"ed version of themselves that would be the type of person who helps other women gain the means to spend time with their children and put food on the table.

&hrases an#) or# Choice in A#vice

Dnce the te!t establishes why the reader should recruit people to the company, it then shifts to how the reader can do that. he following e!cerpts show how phrase and word choice significantly change depending on whether the author is writing advice to a reader who has not yet started their recruitment efforts versus a reader who has already begun those efforts yet is still struggling to recruit.

In 2entence - of B! cerpt /, the author says that the reader can recruit a potential client by 4speaking right to her heart. Rhe second sentence gives an e! ample of a 6uestion the reader can use to do this, while the third sentence uses similar phrasing to the frst sentence by saying that this approach will help 4see what is in their hearts5 to motivate the potential client to %oin the company. his phrasing personifes a potential clientls heart in an effort to portray the recruitment process as an emotional connection rather than a business transaction.

B! cerpt + shows a shift in phrase and word choice when the author addresses consultants who may feel discouraged in their recruitment efforts.

B! cerpt + shows a stark contrast in word and phrase choice from the other data samples and from the te!t as a whole. ? hen the author addresses readers who may be discouraged in

the	eir selli	ng and	recruitmen	t efforts,	she	then	starts	to	talk	about	the	process	in	more	e! plicit

Eanguage is used to frame recruitment as a noble way to help struggling women without acknowledging that to recruit a woman struggling to put food on the table for her kids is to ask her to spend her limited resources on a bulk of inventory that she will need to sell before seeing any returns on her investments F sales that are not guaranteed to be successful.

3dmittedly, this was a very small:scale study. It would be interesting if future research could conduct a similar critical discourse analysis, but with a larger data sample collected from multiple multilevel marketing consultants from a number of different companies. 3 larger:scale study would be able to investigate whether the trends found in this study are present in the larger multilevel marketing discourse. *uture research should also e! amine how gendered language is used in the broader multilevel marketing discourse. hough it was not analy"ed, the data e! amined in this study contained a significant amount of gendered language. *uture research could look at data from many different multilevel marketing companies to see if this gendered narrative is a trend in the broader discourse.

he findings of this study confirm the importance of approaching telt or any other media through a critical lens rather than taking it at face value. his importance should be conveyed to language learners in the classroom. It is essential to give language learners the tools they need to identify the ways in which language is used and manipulated to achieve unspoken agendas. ? hile this may be most relevant for upper:level B2E learners who will use their new language skills to consume new information, we can also promote this view even at lower levels. his can be done through incorporating authentic reading materials such as newspaper articles in lessons to help students identify how framing, word choice, and sentence structure can be used to leave the reader with certain impressions. (oing this would promote critical thinking among learners while also helping them to hone their Bnglish skills.

Referecos paucucura9#acilaReomeeà

Appen#ix

Eink to original blog post; http:@epaparockstars.com@grow:your:team@
he te! t below is directly from the blog post.

Training

&uilding a team with Papara""i is a great way to help other people as well as e! panding your business.

) h shoul# " * ant to ! uil# a team+

? hen you have a team, you can reach greater ranks in Papara""i, get achievements like the 'rown 'lubs and you get a downline bonus check every month that will only add to the money you are already getting with your personal sales.

3s you are growing leaders in your business, you get to connect with other women who are fun, e! cited and motivated in their business. It is really fun to make new friends and get to know people because of Papara""i.

his is something I talk about a lot because I wasnIt a super popular kid and that is something I didnIt e! pect when I %oined Papara""i. I donIt I would have believed it if someone H3(told meI Papara""i has given me friends, great relationships, an increase in our family funds and a way to take ama"ing vacations with my husbandI

? hile the reasons your friends and customers will want to %oin can be as various as they are, a lot of times they will also discover that Papara" is more than %ust #\$ %ewelry.

3nother great reason to build your team is because you have the opportunity to help other women too. Uou can be the person that helps them get out of debt or helps them find a way to put food on the table. Dr maybe they are able to work less and be with their kids more. ? hatever the reason, you can be the person that helps them change their lives!

Uou are probably thinking, 4I donlt know the first thing about being a leader or training someone.5 Mot a problem! his episode will get you started on the right foot!

20 now that welve covered ? HU you 2HDUE(want to grow your team, letls cover the HD?.

? hether youlve been with Papara""i for several years or are *ust getting started, sharing the business doesn't have to be complicated. Usually I *ust say something like, 4Hirl, you *ust love this *weelry 2D much, have you ever thought of *ust *winingPT Uour passion would be contagious and Ilm sure your friends would love looking as ama"ing as you do 15

2ee, that simple I think a lot of times we over:complicate the process and make it a lot more difficult than it has to be

Here are a few tricks that IIve learned to help me out∨

Ask questions

2tart out by asking them what 6uestions HBU have about Papara""i. his may be the only thing that you need to do. Most people only have a concern or two before they are ready to %ump in I alk about those and get them started I

here are some people who like numbers, facts and data to look over. 2hare with them the 'ompensation Plan. &e sure to add your consultant information to the top so that they know who to contact when they are ready to %oin your team.

(onlt over complicate this It is really as easy as talking. If you get asked a 6uestion you donlt know or get stumped, tell them that you don't know, &U you can find out and let them know. Uou don't have to have all the answers before you get going I Uour potential team member will love that you will look into their 6uestion and get back with them I his shows them that you care and that you? IEE find them the answers they need.

Be interested in them!

Eearn about their personal life. (o they have kidsP *amilyP 3re they marriedP 3re they new to the areaP (o they stay at homeP (o they work outside the homeP (o they like %ewelryP? hat is it about Papara""i that they like mostP How could Papara""i make the biggest difference in their livesP

hese are all great 6uestions that will help you get you to know that person better. &e sure to keep things conversational and not like an interview. Uou want them to get a feel for who you are at the same time 3M(not sound scripted.

Listen before you talk

? hen I get e! cited or nervous V and sometimes *ust because IIm awake, I like to talk V and talk

Walk the walk

? hen you are wanting to build a team, the &B2 way to attract people to you is to be an ama"ing e! ample of a Papara""i consultant. ? ear your %ewelry, take it with you while you are out and about. ? hen you sell a little or a lot, BEE people about it. Uou donlt have to brag, but simply sharing those little things will start to get your friends and family thinking that they want to have that kind of success too! Dr maybe they will share what you are doing with the people they know and you will get referrals. It all starts from those little seeds you sew every day, so be sure you are planting seeds that you want to harvest!

&e consistent with the parties, events, and posting you do. ? ork your business consistently over time will be what gets you the results. I know it can be discouraging when you have been posting and positing and no seems to be buying, but *ust keep it up! Have a party. Het some new blood in your sales group. 2hake things up a little bit. &ut keep with it? hen you push through those diffcult times, thatIs when you will fnd the tremendous, ama"ing, Blite kind of growth that we all want to achieve.