

CHAPTER 1

INTRODUCTION

1.1 Background of Research

Language plays a crucial role in institutional communication because it not only conveys information but also shapes understanding, influences decision making, and establishes organizational authority.

Thematic analysis has become a significant qualitative approach for examining large and complex institutional documents, especially in sectors where recurring patterns of meaning shape public understanding and policy direction (Braun & Clarke, 2006). By identifying key themes, researchers can uncover how institutions frame issues, prioritize actions and allocate responsibility. In the realm of global health, thematic analysis plays a crucial role because official reports often serve not only as sources of information but also as strategic texts that guide the international response to health crises. This research stems from the need to understand how these themes are constructed and articulated within these documents.

This study draws on one of the annual reports published by the WHO each year, specifically regarding *Tuberculosis*. TB is an airborne infectious disease caused by the bacterium *Mycobacterium tuberculosis*. In recent years, TB has become the second deadliest contagious disease globally, surpassed only by COVID-19 (Guo et al., 2024). Although various efforts to control this disease have been underway for a long time, TB still infects millions of people every year, with growing concerns about drug resistant variants and disruptions to healthcare systems (Al Awaidey et al., 2025). This situation has been further complicated by the COVID-19 pandemic, which has disrupted services for

TB detection, diagnosis, and treatment internationally, leading to surge in reported cases. This situation underscores the need for clear, authoritative, and efficient institutional communication regarding TB control.

As a specialized agency of the United Nations, the World Health Organization (WHO) plays a central role in setting global health standards and disseminating official knowledge through annual disease-specific reports. Among these reports, the WHO Global Tuberculosis Report serves as a key institutional document that presents global data, trends, and strategic directions for TB control. Beyond its epidemiological aspects, the report also reflects WHO's institutional priorities, governance role, and responsibility in coordinating global health responses (Gupta et al., 2023). However, while the medical content and policy content of these reports has been widely discussed, the emphasis on how the WHO constructs its messages thematically through language use has yet to be thoroughly examined.

This gap highlights an important academic phenomenon, although WHO reports are often treated as neutral and purely technical documents, they are also discursive products that shape how TB is understood, framed, and acted upon globally. By applying linguistic analysis, particularly discourse analysis, allows researchers to examine how meaning is constructed beyond individual sentences and how language functions within institutional contexts. According to Bhatia, genre is not simply a way to categorize different types of texts. Instead, it can be used as an analytical tool to understand how people in professional, institutional, and academic communities use language to achieve specific communicative purposes that are recognized within their fields. In this view, genre is not only related to text structure, but also connected to the way communities

think, organize activities through language, and maintain or adapt the conventions that shape their communication practices. (Schiffrin, 2012).

Among academics in genre analysis, Bhatia (2004) offers a multidimensional approach to understanding professional discourse. He argues that genres should be analyzed not only in terms of communicative purposes and structural patterns, but also through various levels of discourse analysis, which include discourse as text, discourse as genre, and discourse as professional practice. Within this framework, discourse as text focuses on linguistic features at the surface level of a text, such as lexical choices, grammatical structure, cohesion, and textual organization. According to Bhatia (2014), argues that discourse can be approached as text, focusing on observable linguistic features such as vocabulary, grammar, cohesion, and information structure.

To systematically identify and understand these patterns, this study applies thematic analysis as proposed by Braun and Clarke (2006). Thematic analysis enables the researcher to search across the WHO tuberculosis reports to identify recurring themes that reflect WHO's communicative focus and institutional intentions. The significance of identifying themes lies in explaining how TB is consistently presented across various reports whether as a crisis, a governance challenge, or a shared global responsibility and how such framing influences global health narratives. Supported by NVivo 15 software, thematic analysis allows for a structured and transparent examination of repeated patterns in the text. NVivo provides researchers with a wide range of tools for organizing and analyzing different forms of unstructured data, including textual materials, interview transcripts, audio and video files, images, and other qualitative sources.(Kraiwanit et al., n.d.).the software coding features allow users to systematically assign thematic codes to

data segments, making it easier to identify key concepts and themes emerging from the dataset.

By combining thematic analysis with Bhatia's concept of discourse as text, this study aims to uncover how the WHO uses language to construct meaning about tuberculosis, particularly in relation to authority, urgency, and responsibility. Through this approach, the research contributes to linguistic studies by demonstrating the importance of language analysis in understanding institutional health communication and highlights how thematic patterns in WHO reports shape global perceptions of TB.

1.2 Research question

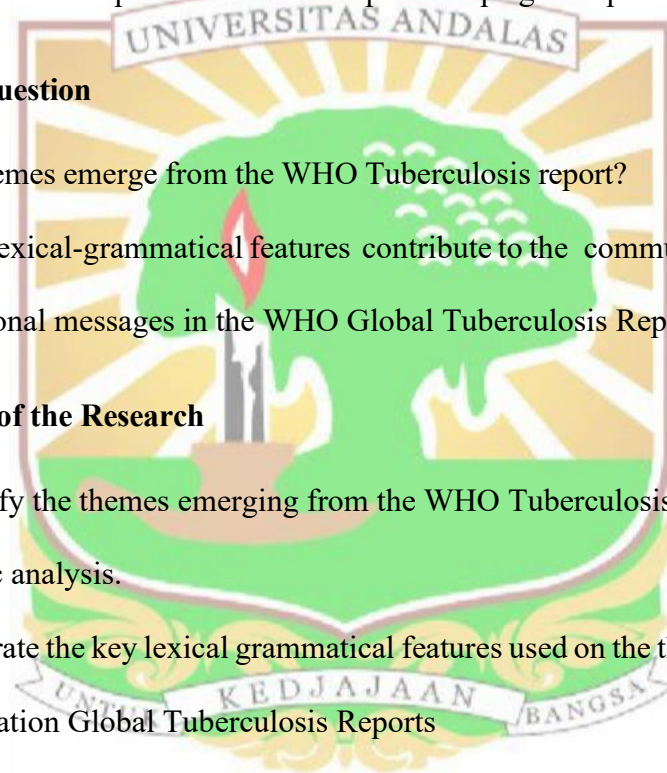
1. What themes emerge from the WHO Tuberculosis report?
2. How do lexical-grammatical features contribute to the communication of WHO's institutional messages in the WHO Global Tuberculosis Reports

1.3 Objectives of the Research

1. To identify the themes emerging from the WHO Tuberculosis reports through thematic analysis.
2. To elaborate the key lexical grammatical features used on the theme World Health Organization Global Tuberculosis Reports

1.4 Focus of the Research

This study focuses on examining the discourse used by the World Health Organization (WHO) in official reports, with a specific emphasis on tuberculosis (TB) as a case study. The data can be accessed WHO website. This study also aims to find out what is being conveyed in the report.



The study will concentrate in Tuberculosis diseases between 2021-2023, ensuring relevance to current global health challenges. The researchers focuses on reports from 2022 to 2024 because this time frame is considered crucial for global tuberculosis control efforts, marked by the impact of the COVID-19 pandemic and its effects on TB prevention, diagnosis, and treatment. The study will be conducted using thematic analysis, which allows for the identification of key themes and patterns in the discussions that reflect WHO's strategies and priorities in addressing TB.

1.5 Method of the Research

This study used a qualitative research method. According to Cresswell (2018) "Qualitative researchers collect data themselves through examining documents, observing behavior, or interviewing participants. They gather information in the form of words or images, not numbers". This study is based on library research, which provides the supporting sources needed for the data to be analyzed. The method will be conducted by including the data collection and data analysis by exploring the World Health Organization report by using TBC disease as focus study case.

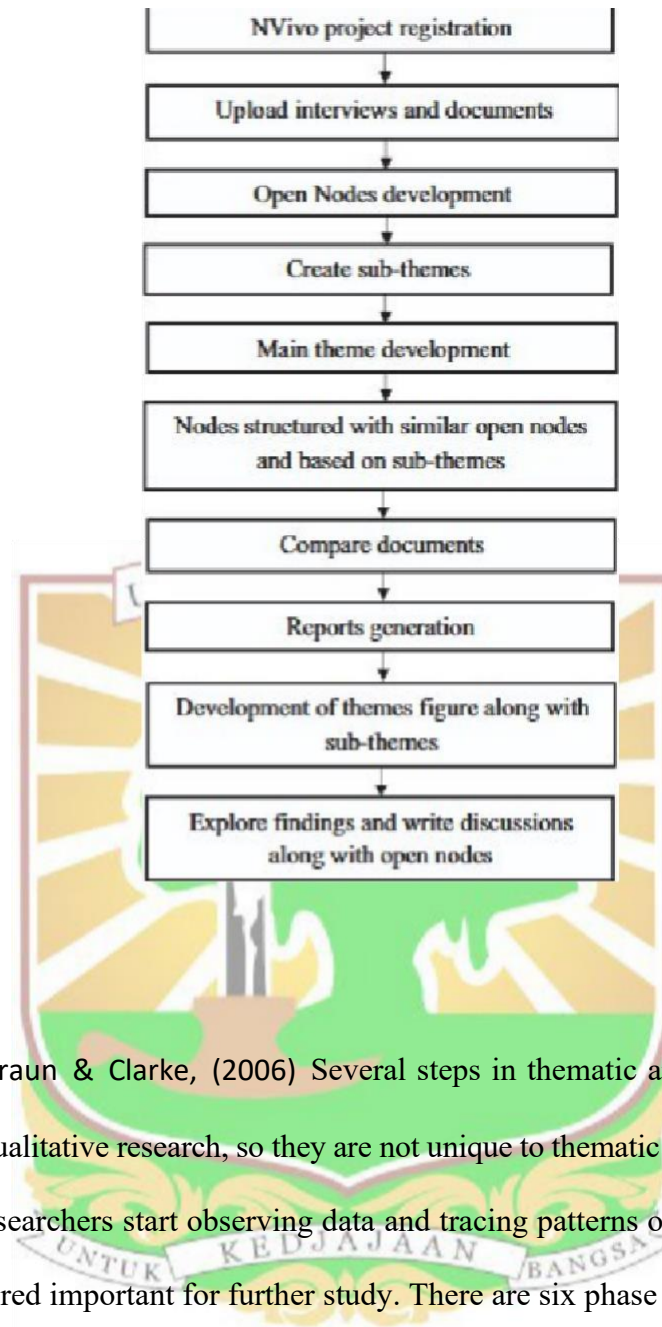
The analysis was conducted using thematic analysis to identify the key themes reflecting the WHO's approaches and priorities in addressing tuberculosis. Thematic analysis enabled the researcher to examine recurring patterns of meaning across the WHO reports. According to braun and Clarke (2006), a theme refers to a pattern of shared meaning that is organized around a central concept and captures important aspects of the data in relation to the research questions. During data analysis, the researcher examined recurring patterns across the reports and grouped similar ideas into initial codes, which were subsequently organized into broader themes. Thematic analysis begins with data

familiarization, followed by the generation of initial codes, searching for themes, reviewing themes, defining and naming themes, and finally producing the report .

In presenting findings, the researcher compiles and reports the themes that have been identified. In this study, the themes were examined, described, and used as the basis for formulating recommendations(Mogashoa, 2014).

The research employs NVivo 15 a qualitative data analysis software developed by QSR International to facilitate systematic coding, theme identification, and visualization. NVivo assists the researcher in managing and organizing textual data from the WHO tuberculosis reports, facilitating the process of coding and found theme development. The software also enables the creation of visual models, such as thematic maps, to illustrate the relationships among emerging codes and themes (Moncada, 2025). Although NVivo provides technical assistance in processing and categorizing data, the interpretation and identification of themes will remain under the researcher's responsibility, ensuring that the findings are grounded in theoretical understanding and contextual perspectives, rather than being merely automated outputs. Before implementing NVivo, the researcher consulted with experienced users and professionals familiar with the software to develop the necessary technical competence. NVivo was chosen for this study because it allows efficient management of extensive qualitative data and facilitates the organization and visualization of emerging themes and sub-themes through modeling features(Alam, 2021).

According to Alam (2021), the diagram of NVivo data analysis process:



According to Braun & Clarke, (2006) Several steps in thematic analysis are similar to those in other qualitative research, so they are not unique to thematic analysis. The process begins when researchers start observing data and tracing patterns of meaning and issues that are considered important for further study. There are six phase when doing thematic analysis:

Identifying Themes Using Braun and Clarke's Thematic Analysis

1. The themes in this study were identified by following Braun and Clarke's (2006) six-phase thematic analysis. First, familiarity with the data was established by carefully reading and re-reading the WHO Global Tuberculosis Reports (2022–2024). Since the data consisted of published documents, no transcription was required. During this stage,

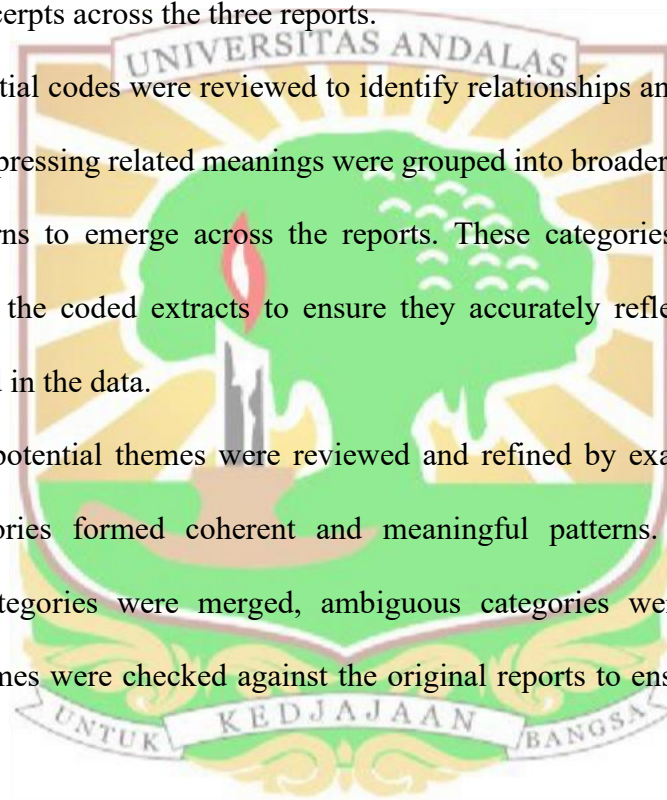
meaningful sentences and paragraphs were highlighted, and preliminary notes were made to identify recurring ideas relevant to the research objectives.

2. Second, initial codes were generated systematically using NVivo 15. Each meaningful sentence or paragraph was assigned a code that represented its central idea. The coding process was conducted inductively, allowing the codes to emerge from the data rather than being predetermined. For example, excerpts discussing TB incidence, mortality, disease burden, and treatment outcomes were coded separately before being compared with similar excerpts across the three reports.

3. Third, the initial codes were reviewed to identify relationships and similarities among them. Codes expressing related meanings were grouped into broader categories, allowing recurring patterns to emerge across the reports. These categories were continuously compared with the coded extracts to ensure they accurately reflected the underlying meanings found in the data.

4. Fourth, the potential themes were reviewed and refined by examining whether the grouped categories formed coherent and meaningful patterns. During this stage, overlapping categories were merged, ambiguous categories were refined, and the developing themes were checked against the original reports to ensure consistency and credibility.

5. Fifth, each theme was clearly defined and named according to its central organizing concept. This process resulted in six final themes that represented the dominant patterns of meaning communicated throughout the WHO Global Tuberculosis Reports (2022–2024). Each theme encompassed several related categories and initial codes that addressed a common issue.



6. Finally, the six themes served as the foundation for the subsequent lexico-grammatical analysis. The linguistic features identified within each theme, including lexical choice, nominalization, modality, and passive voice, were examined to explain how the WHO communicated its institutional messages. These findings were then interpreted through Bhatia's (2004) Critical Genre Analysis to identify the private intentions embedded in the reports.

1.5.1 Data Collection

The subject used in this study is reports of tuberculosis cases worldwide over the past 3 years. The data was obtained from the official website of the <https://www.who.int/>. To collect the data for this study, the researcher obtained data directly from the official WHO website, which is freely accessible and downloadable, making it easy for researchers to use.

A qualitative research method was employed because the study seeks to interpret language, discourse, and institutional messages in textual data. This approach enables an in depth analysis of themes, lexico-grammatical features within the WHO Global Tuberculosis Reports. Researcher will carefully read the report every year, then categorize it annually.

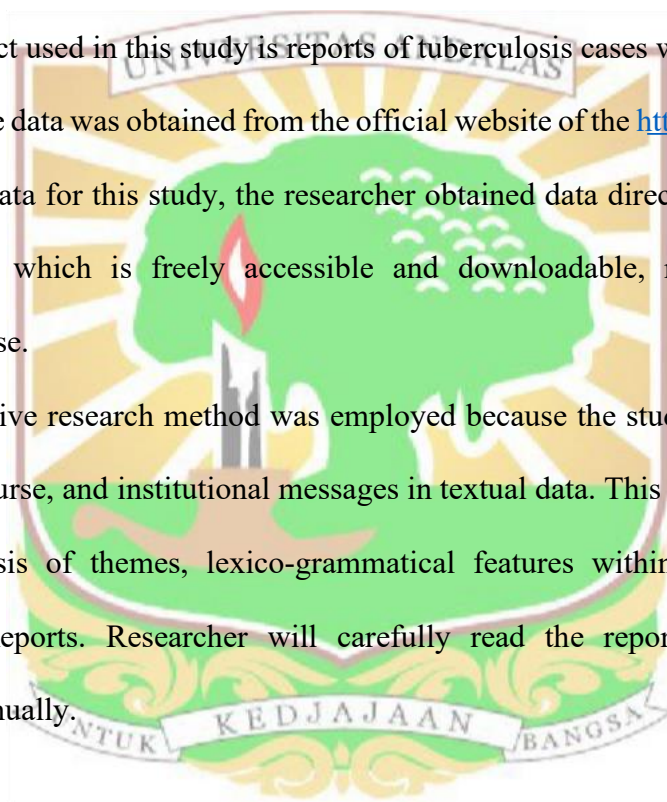


Table 1 shows total words of each report that researcher uses for collecting the data:

Table 1: Word Count in the WHO Report 2022-2024

Report	Website	Word count
Global Tuberculosis Report 2022	https://www.who.int/	31.994
Global Tuberculosis Report 2023	https://www.who.int/	36.679
Global Tuberculosis Report 2024	https://www.who.int/	33.215
Total		101.888

1.5.2 Data Analysis

To analyze the data, this research uses the collected data. Thematic analysis and discourse as text will be the main theory. This study employs thematic analysis and discourse-as-text analysis to systematically examine the professional discourse in WHO tuberculosis reports. Particular emphasis is placed on how recurring themes and linguistic characteristics establish conditions of institutional authority and shape the discourse of international health policy.

For this research, the author will use manual and qualitative data analysis software. The theory will use from (Braun & Clarke, 2006) With title “Using Thematic Analysis in Psychology” to analyze the report with thematic analysis. This theory discusses step-by-step instructions for analyzing a document using thematic analysis. This theory also argues that thematic analysis is a useful and flexible methods for qualitative research. To support the analytical process, NVivo software will be employed as a complementary tool. NVivo is a type of Computer-Assisted Qualitative Data Analysis Software (CAQDAS) created by QSR International in Melbourne, Australia, one of the leading

global developers of qualitative research tools (Wong & Li Ping, 2008). The software supports a wide range of qualitative analysis processes that extend beyond basic functions such as coding, organizing, and retrieving data.

NVivo assists the researcher in managing and organizing textual data from the WHO tuberculosis reports, facilitating the process of coding and found theme development. The software also enables the creation of visual models, such as thematic maps, to illustrate the relationships among emerging codes and themes. Although NVivo provides technical support in handling and structuring the data, the interpretation and generation of themes will remain under the researcher's responsibility, ensuring that the findings are grounded in theoretical understanding and contextual insight rather than being merely automatically generated.

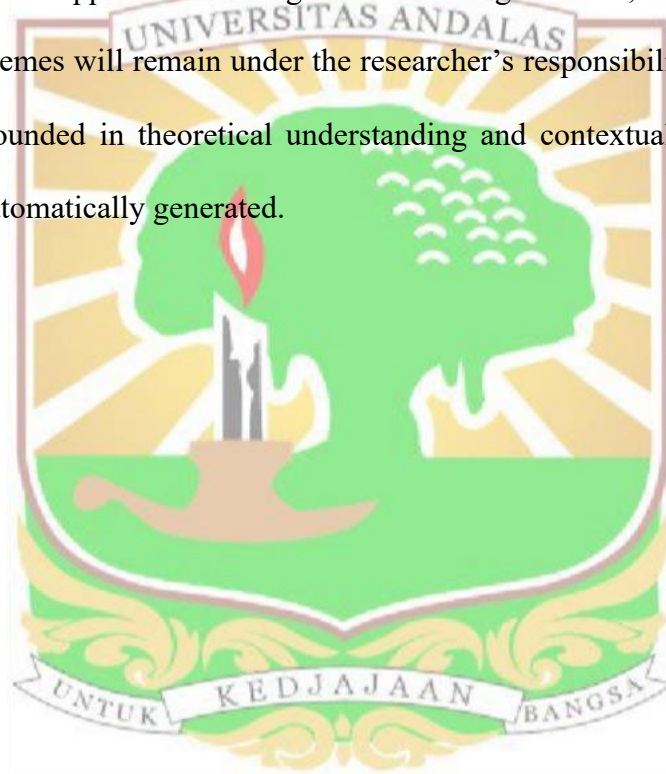


Table 2: Stages of qualitative analysis

Stages of analysis	Data analysis technique	Nvivo 12 Plus Feature
Data management	-Data importing -Data folder creation	Import data
Data classification	-Data classification -Data attribute entry	File classification
Data coding	-Researcher node/theme creation -Case (actor,organization and location)creation -Nodal/thematic categorization of text	Code and case
Data analysis	-Nodal/thematic analysis per case -Nodal/thematic analysis per case attribute (type of institution and type of organization)	Explore chart

Another theoretical perspective that can be applied from Vijai Bhatia,. According to Vijay K. Bhatia (2014), discourse can be viewed as both a social action and a textual form. When viewed as a text, discourse relates to the linguistic manifestation through specific lexical and grammatical elements. This includes an analysis of how information is organized, structured, and linguistically expressed to achieve institutional objectives. In the context of this study, the WHO tuberculosis report represents a form of institutional discourse characterized by structure, lexical choices, and rhetoric.

1.6. Definition of Key Terms

1. Thematic analysis

“Thematic analysis is an approach used to examine, identify and present recurring patterns or themes found within in a dataset.” (Braun & Clarke, 2006).

2. Tuberculosis

“The bacterium *Mycobacterium tuberculosis* cause tuberculosis, which spreads through the air..”(Guo et al., 2024)

3. WHO Report

“WHO reports are official publications produced by the World Health Organization that present global health data, analysis, and policy guidance on major health issues around the world.” (Goletti et al., 2025).

4. Nvivo

“QSR international. The world’s largest developer of qualitative research software, developed NVivo, a computer assisted qualitative data analysis (CAQDAS) software that enables qualitative researchers to perform tasks such as coding, organizing, and searching data.” (Wong & Li Ping, 2008).

