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THE CORPUS-BASED APPROACH TO CROSS-CULTURAL GENRE ANALYSIS OF PAKISTANI AND AMERICAN NEWS REPORTS: A PROJECT IN COMPUTATIONAL LINGUISTICS

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ABSTRACT

The present study is an attempt to conduct a genre analysis of Pakistani and American news reports at micro and macro levels. The data for the current research has been collected from the corpus of news reports of Pakistani and American English newspapers (The Dawn and The News from Pakistani newspapers and The New York Times and The Washington Post from American newspapers). Simple random sampling has been used as a sampling technique. For the analytical approach, Bhatia's (1993) model has been used which consists of seven steps. The array of viewpoints on grammar, sociocognition and cultural description provided by Bhatia (1993) serves as a key framework for the interpretation of textual informative actions. The findings of the study reveal that there are certain similarities and differences between the move structures of English news reports while the communication goals of English news reports from two different types of newspapers are identical. The general communicative purpose of both news reports is similar. The recurring moves that appear in news reports from Pakistan and America primarily strive to provoke details or conditions regarding: real events, explaining available options for events or optional

strategies, offering additional viewpoints, reflecting the authors' preferred events and provide suggestions about how to respond to real-world situations which shows relation to the communicating purpose of the genre found in English news reports from America and Pakistan.

INTRODUCTION

With the invention of modern technology and the different modes of human communication include visual images, gestures, and media, etc. Since the 17th century, the media have served as a tool of communication. The magnificent role played by the media is molding and forming public views and the firmness of society. It acts as a mirror for society and unites people around the world. It can influence, manipulate and persuade society and even control the world in both positive and negative ways. The world has become globalized because of the magnificent role played by the media. Alex Chan (2007) explains that the media helps in moulding public opinion by conveying the focus on how people think and what they think about? Nowadays, the modern world depends on media for different purposes like entertainment and information etc. Pakistani and American news reports reveal similarities as well as differences at macro and micro levels. For a longer period of time, the print media of Pakistan and America have captivated the attention of researchers which has reflected cross-cultural differences. In a social setting, several strategies for the language of news coverage have been examined. Mardh (1980) showed the distinctive qualities of the headlines of a number of diverse newspapers in English. Pakistani journalism's language received less attention in comparison to international studies. The majority of the research on the print media in Pakistan has been done using a content analysis approach. The importance of print media in Pakistan has increased over time. News reports in Pakistani English newspapers are an excellent means of social enlightenment as it represents widespread public opinion. Due to its essential content, the media's language is always of high interest to researchers (Cotter, 2010). At the macro and micro levels, there are similarities and differences between Pakistani and American news reports. At the micro level, heterogeneity can be found in morphological compositions, lexicogrammatical variations and syntactic variations. There are also structural and rhetorical distinctions between the two sets of news reports. In comparison to American news reports, Pakistani news reports encourage linguistic deviation. At the macro level, there are differences in terms of culture and identity because each country has its own culture which has a major impact on one's identity. For the explanation of variations of English, the idea of language diversity has demanded the examination of language structures throughout registers. Contextually, registers are determined by situational features. All cultures are thought to have some register variation.

Research Questions

1. What are the similarities and differences between Pakistani and American news reports at micro and macro levels?
2. How are Pakistani and American news reports similar and different at micro and macro levels?

LITERATURE REVIEW

The current research tries to determine the gap in the previous corpus of expertise on the subject of genre theory in light of the studies done in this area. Several works formulated on socio-linguistic and conversational analytical frameworks contain genre analysis of newspapers and bulletins on the basis of diverse parameters and forms (Juhani Pajunen, 2008). A substantial quantity of research has examined news reports from a comprehensive perspective (Bell, 1991). Trudgil (1999) examined and contributed to various local varieties of the English language. He emphasized that a component of the focus shifted from the morphological, grammatical and contextual levels to the syntactic level which was given less emphasis by other dialectologists. Culturally and linguistically diverse backgrounds have influenced the development of various variants of English worldwide. Because Pakistani English is a non-native variant, it includes unique registers that vary in various linguistic aspects.

Tariq Rahman (1990) made a significant contribution by focusing on the phonological, lexical and grammatical levels of English used in Pakistan. His method revealed several unique morphosyntactic characteristics in the English used in Pakistan such as the frequent use of multipliers with regular and completed acts. Mahmood (2009) proposed an empirical method to examine English used in Pakistan as an autonomous variety that concentrated on the irregular aspects of Pakistani English using corpus-based investigations. In contrast to the British and American corpora, the various structures of words and phrases were investigated.

A study based on the corpus of Mahmood (2009) investigated distinct patterns in the English of Pakistan and confirmed the validity of assertions expressed by earlier scholars of the English in Pakistan. The majority of Robert Baumgardner's (1993) and Rahman's (1990) precisely cited cases have been investigated and variations examined. More research was done on words, including subject-object complement, adverbial phrases, semantic terms and structural differences. Sociocultural impacts may be seen in the print media of Pakistan which has attracted academics' curiosity throughout time. Behzad Anwar et al. (2020) study of the register of Pakistani newspaper English is a notable effort that looked at the unique lexical features of Pakistani media English. He looked at grammatical structure, aspect and mood as well as the use of conjunctions and modifiers in Pakistani English media. With reference to the news register, he examined the Pakistani news reporting register as a non-native autonomous diversity.

RESEARCH METHODOLOGY

The methodology section presents the theoretical framework, empirical model, and definition under consideration and illustrates the discussion about data source, sample size and sampling selection criteria. The current study is multicultural, exploratory, qualitative, genre-based and descriptive. Pakistani and American news reports have been analyzed using a genre analysis approach. It examines the text, subject matter, material, style, function and message transferred through advertising placed in Pakistani and American newspapers by various individuals, agencies, institutions or the internet. The

data for the current research was gathered from news reports in Pakistani and American English newspapers. From Pakistani and American newspapers, twenty news reports were gathered. To draw comparison and contrast between the two sets of news reports, ten news reports from each country i.e., America and Pakistan were collected from the following newspapers: Pakistani news reports were collected from The Dawn and The News while the American news reports included The New York Times and The Washington Post. The researchers have analyzed heterogeneity and homogeneity in Pakistani and American news reports at both the macro and micro levels and used the Bhatia's (1993) model for an analytic approach that consists of seven steps to assess all news reports in depth. Bhatia (1993) states that the initial stage is to situate the genre-text inside the situational context. The situational context for the genre-text that was acquired and examined in the current research was provided by the writer's background and foreknowledge of the particular area of news reports features. The second step in the model is surveying the existing literature i.e., the literature on analysis of language in the genre in concerned or a related genre, as well as techniques, procedures and concepts of language that may be applicable to the research under consideration. The next step is to considerably refine the analysis by determining the connection and goals between the speaker or author and listener in the text. The next step is to select a corpus. According to Bhatia (1993), one must determine the genre being used, describe it in detail and classify it in order to set it apart from other genres of a related kind before deciding on the particular sort of text, to be created and applied. The genre employed in this analysis often falls within the category of written communicative situations. The current corpus for the research consists of twenty news reports for analysis. The researchers further focused on studying the institutional framework. Organizational supremacy has been mirrored in news reports analyzed by the researchers revealing the genre's direct professional effect. It identifies the genre's language and intellectual norms. The sixth step is linguistic analysis. W matrix software has been used by the researchers for the tagging of parts of speech, possible acronyms, multiword expressions, analysis at the semantic level and the diversity of vocabulary in the news reports of Pakistan as well as America. The last step used by the researchers is specialist information. The data collected assisted in validating the conclusion reached during the move analysis using the W matrix tool.

Data Analysis

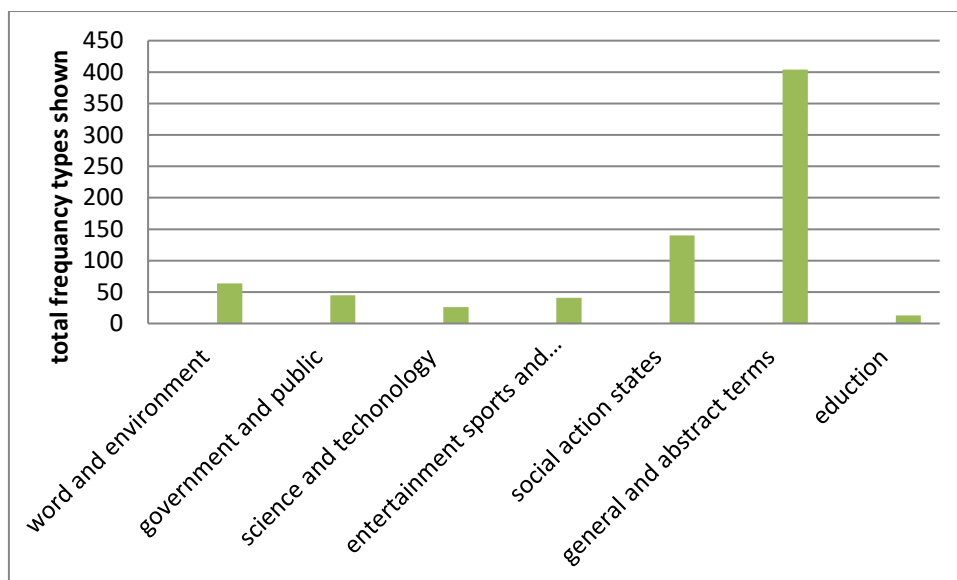
This section looks at the genre analysis frameworks developed by Bhatia (1993) to analyze the moves and structure of English news reports from Pakistan and America. In the current study, the researchers compared and contrasted language, genres and genre structure in Pakistani and American English news reports. This section covers a statistical profiling technique based on the W Matrix approach. W Matrix program primarily functions as software with annotated corpora and offers the innovative capability of doing statistical comparisons of corpora at various levels of annotation including the lexical level.

A comparative Analysis of Parts of Speech

American News Reports			Pakistani News Report	
POS	Frequency	R\frequency	Frequency	R\frequency
APPGE	45	1.34	21	1.21
AT	208	6.21	144	8.28
AT1	101	3.01	33	1.90
CC	111	3.31	33	1.90
CCB	14	0.42	5	0.29
CS	22	0.66	9	0.52
CSA	10	0.30	5	0.29
CST	38	1.13	23	1.32
DA	3	0.09	4	0.23
DA2	8	0.24	4	0.23
DAR	6	0.18	1	0.06
DB	7	0.21	1	0.06
VM	3	0.09	2	0.09
RR	1	0.03	1	0.06
UH	1	0.03	1	0.06
JJ	1	0.03	1	0.06

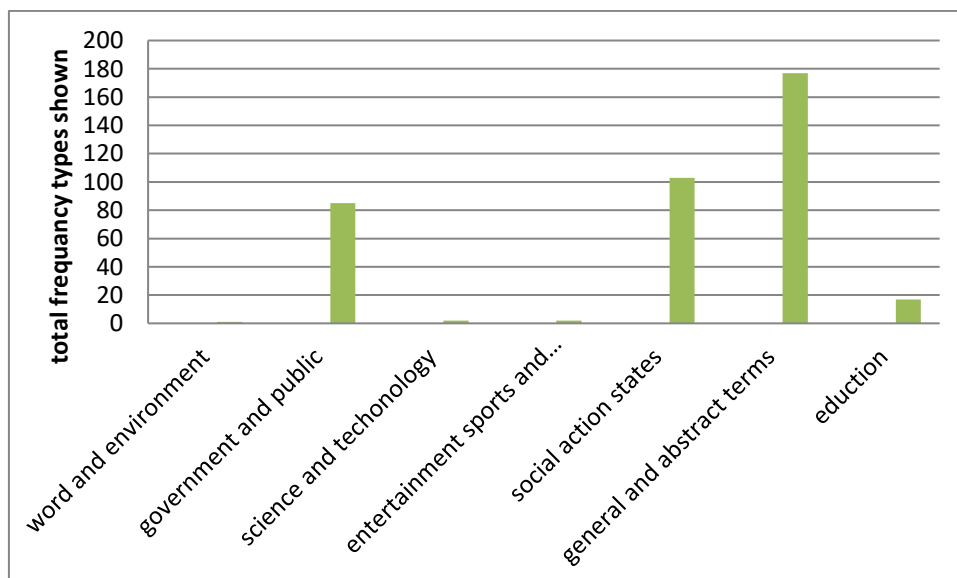
Diversity of Vocabulary in American News Reports

American News Reports	Number of Types Shown	Total Frequency Types Shown
World and Environment	5	64
Government and Public	6	45
Science and Technology	2	26
Entertainment Sports and games	4	41
Social Action States	23	140
General and Abstract Terms	52	404
Education	1	13



Diversity of Vocabulary in Pakistani News Reports

Pakistani News Reports	Number of Types Shown	Total Frequency Types Shown
World and Environment	1	1
Government and Public	6	85
Science and Technology	2	2
Entertainment Sports and games	2	2
Social Action States	18	103
General and Abstract Terms	37	177
Education	1	17



Move Structure in American and Pakistani News Reports

	Moves	Steps	American News Reports	Pakistani News Reports
1	Presenting the event	a. headlines b. byline	✓	✓
2	Offering Arguments	a. purpose of the study	✓	✓
3	Reaching the events	a. additional information	✓	No
4	Recommendation		✓	NO

Homogeneity and Heterogeneity of other Attributes of English News Reports Concerning American and Pakistan Newspapers

	Features	American News Reports	Pakistani News Reports	Homogeneity	Heterogeneity
1	Total number of moves found	4	2	2	2
2	Number of common moves	2	2		
3	General communicative purposes of common moves	To convince and inspire opinions that oppose or support information in News Reports	To convince and inspire opinions that oppose or support information in News Reports	Similar	
4	Common Move Structure	Consistent	Consistent	Similar	
5	Writing Style	Argumentative and descriptive	Short		Different

FINDINGS AND DISCUSSION

The findings of this research reveal that there are certain similarities and differences between the move structures of news reports in two diverse kinds of news reports. It can be argued that the writing styles of American and Pakistani news reports are different while the communication goals of English news reports from two different types of newspapers are identical and show differences with regard to moves. The common moves that appear in texts from both sources primarily strive to provoke details or background regarding real events, explain available options for events or optional strategies, offer additional viewpoints, reflect the authors' preferred events and recommend what should be done in actual events.

CONCLUSION

The goal of current research is to strengthen the conceptual framework by using mathematical and empirical studies. There are clear cultural differences between Pakistani and American news reports everywhere. Numerous differences between Pakistan and America can be seen when they are compared and these differences i.e., multinational concerns, language, culture, preferred genres and terminology were discovered in this study.

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