

Pakistani English is heavily influenced by both Pakistani languages and indigenous cultures of Pakistan. It has developed its own grammatical and lexical features that are fairly different from those of Standard British English. Many linguists studying Pakistani variety of English language have focused on Pakistani English newspapers as an important source of data since they can provide a documented proof of the differences from the standard norms. It is relatively a new idea to identify the role of English newspapers, which can be determined only if the influence of the language of the newspapers is reflected in the writing of its readership. For this purpose, the present ex post facto, causal comparative research was conducted to find the impact of language of the newspapers on its readership.

The research consists of two phases: in the first phase a Survey conducted and in the second phase a Written Test was dispensed. The survey was conducted by the researcher through a simple questionnaire and those males and females who were used to reading any one of these newspapers and having no other reading habit were selected as sample of the research.

In the second phase, an open book written test was given to the selected sample to find deviations in their language. It was found that the deviations from the native norms which have been regular feature of English newspapers published in Pakistan are reflected in the language of the readers of these newspapers. Thus, the result justifies the role of English newspapers in promotion of the deviations which have been identified as a sign of a new variety of English..