A GENRE ANALYSIS OF PAKISTANI AND INDIAN MATRIMONIAL ADVERTISEMENTS IN ENGLISH NEWSPAPERS

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THESIS AND DEFENSE APPROVAL FORM

The undersigned certify that they have read the following thesis, examined the defense, are satisfied with the overall exam performance, and recommend the thesis to the Faculty of Languages for acceptance.

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CANDIDATE'S DECLARATION

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Candidate of **Master of Philosophy** at the National University of Modern Languages do hereby declare that the thesis **A Genre Analysis of Pakistani and Indian Matrimonial Advertisements in English Newspapers** submitted by me in partial fulfillment of MPhil degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

I also understand that if evidence of plagiarism is found in my thesis/dissertation at any stage, even after the award of a degree, the work may be cancelled and the degree revoked.

_____

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ABSTRACT

Title: A Genre Analysis of Pakistani and English Matrimonial Advertisements in English Newspapers

The research aims to examine the lexicogrammatical and prototypical features of Pakistani and Indian matrimonials in English newspapers; (i) Dawn and (ii) Hindustan Times in order to establish these matrimonial ads as a genre. The corpus of 170 matrimonial ads is taken from the selected newspapers over a period of four months, i.e. from November, 2017 to February, 2018.The theoretical model of Genre analysis proposed by V. J. Bhatia (1993) based on seven moves is adapted in this work to find out the socio-cognitive, socio-cultural, and socio-religious features. This research is qualitative in terms of exploring matrimonials with genre analytical perspective and quantitative in terms of applying AntConc software to validate the data of the corpus under investigation. The sample of this research is purposively selected from the ads of Sunday newspapers. Prototypical features of the matrimonials of both the newspapers are discussed according to third move of Bhatia's model of genre analysis in the form of situational /contextual perspectives first. Then, linguistic structural pattern is described according to sixth step of the same model. At third level, themes are discussed according to the frequency of occurrences of theme-specific words through AntConc. In the last part of analysis of this study, overall similarities and dissimilarities are mentioned structurally, stylistically, thematically, and socio-cognitively. The communicative events are displayed in the discourse of matrimonial ads with specific kind of style, order, form or content with variation. Furthermore, various moves are identified where each move reflects discursive practices of both the societies through the organizational, structural and discoursal pattern created by the publishers and those seeking a spouse. The result shows that besides, religion, caste and sect, people of Pakistan and India prefer some other socio-cultural aspects like family, class, language, income, residence, job, age, qualification in search of suitable perfect match for prosperous life. The preferences of the masses of these two neighboring countries are more or less the same with a slight difference and that is because of their own religiously or culturally known purposes.

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DEDICATION

To my dearest parents Mr. & Ms. Professor Muhammad Suleman whom endless and untiring support is always a ray of hope in all phases of my life.

CHAPTER 1

INTRODUCTION

Genre has remained the significant topic of research in linguistics and literature widely during the last few decades. In linguistics, it deals with the lexical items and linguistic choices mentioned in any written text or verbal discourse. In literature, it deals with the classification and diversification of literature into various categories like poetry, prose, drama, criticism and so on (Ren, 2010). It refers to the kind, structure, choice of words as well as communicative purposes and themes of the literary and non-literary text. There are multidimensional aspects to analyze genre from literary and linguistic point of view.

Genre is a term as well as a concept used for any kind of communication in written, spoken, artistic or digital form based on some stylistic, thematic and contextualized criteria. Genres are built as a result of socially established conventions that are followed and adopted in any society and get changed over time. Bhatia (2002) describes it as "multi-disciplinary" and Swales (1990) as, "a class of communicative events". From Brian Partridge's point of view it deals with the set of texts that are about the structures commonly recognized and shared in any society with a specific purpose. It also identifies the structural and rhetorical aspects to fulfil that purpose (Paltridge, 2012). The concept of genre existed in Aristotle's time as he developed its system by classifying poetry in the form of epic, lyric and drama (Ren, 2010). In antiquity, genres were analyzed for theme and style whereas contemporary genres have been the focus of comparative, contrastive, analytical and critical studies.

1.1 Etymology of Genre

The word 'genre', a French-driven word, is grammatically a noun which means "kind, sort, or style". It depicts the meaning of "independent style" in the context of French language. This word can also be traced out in Latin word *gener* that gives the meaning "to generate". The genre has been defined as well as explained throughout the history in several ways that reveals its etymology (Bawarshi & Reiff, 2010).

Being a part of written or verbal discourse, the examples of genre include lectures, interactional speeches, announcements, notices, formal and informal discussion, advertisements, novels, diaries, letters, reports, shopping lists and so on. Each genre has its own significant characteristic features with a specific communicative purpose. These features may be related to linguistic (particularly grammatical or based on lexical choices), paralinguistic (like print size, gesture), or contextual or pragmatic (background or purpose) aspects. Some genres are similar to the part of another genre or may be included in to another genre. For instance a riddle may be a joke or a joke may also be a part of riddle. To identify the genre is very necessary for the sake of interactional settings and communicative events along with their purposes (Keith Johnson & Helen Johnson, 1999). The study in hand intends to analyze and discuss matrimonial advertisements as an independent genre.

Genres are structured, conventionalized specifically and reflect patterns set by any professional community, society or culture. In this regard some genres strictly adhere-to rules and instructions. Newspaper advertisers, parents, relatives, business men, marriage bureau consultant or any other who are involved as a sender or a receiver of these advertisements have proper written or communication pattern, order, sequence, and style in their minds in order to convey the message of seeking proposal.

Genres are prone to deviation and flexibility also. As in this respect Berkenkotter and Huckin point out that: "Genres are inherently dynamic rhetorical structures that can be manipulated according to conditions of use, and that genre knowledge is, therefore, best conceptualized as a form of situated cognition embedded in disciplinary cultures" (Handford, 2013). Genre acts like a dynamic tool to fulfil the purpose of need based communication and to understand the socially constructed norms and values/conventions that get certain modification with the passage of time.

1.2 What is Genre Analysis?

Genre analysis determines why and how differently language is used in any particular text. The use of language in any text reflects socio-cultural, socio-cognitive, socio-economic, socio-political or socio-religious impact for the target audience by the

addresser. Genre analysis also includes several other interrelated analyses such as textual analysis, content analysis, thematic analysis, discourse analysis, and critical discourse analysis. Paltridge considers it as a branch of discourse analysis that helps to understand the underlying meaning of any text. Its main purpose is to analyze how people use language for communicative events (Paltridge, 2012).

The genre of Pakistani and Indian matrimonial advertisements from English newspapers are loaded with the culture specific content about age, physical appearance, gender, occupation, profession, qualification, status, sect, caste, language, nationality, income, settlement, and residence. This shows the conventional/prototypical features that are culturally and socially dominant in Pakistan and India to meet the expectation for suitable match proposed by different individuals.

The term genre is used for communicative purposes in order to explore not only how language is used the way we do in terms of contextual variations but it also highlights in which particular time and setting it is used to depict social practices. " Genre analysis adds to our understanding of how language is used within an important discourse community, and is a model of applied linguistics in its best sense- it talks about linguistic and sociolinguistic theory to classify the nature of language use and language learning in an educational setting" (Long & Richards, 2010).

1.2.1 Features of Genre Analysis

Communicative events, the main feature of genre analysis are associated with the series or continuation of communication that implicates significant purposeful social activity. According to Bhatia (1993), a communicative event deals with an activity to enhance the linguistic use in multi-dimensional perspectives. The addresser, participant and receiver of the discourse are considered important elements in the discourse of these events. Genre of matrimonial advertisements is the similar example that depicts the purposeful social activity like Pakistani and Indian context as communicative events.

Genre analysis is multidisciplinary according to several theorists. The crux of all generic theories is to represent realities of the world as well as to understand the private intentions of the author (Bhatia, 2002). Initially genre theory was related to pedagogical

and linguistic perspective as Swales (1990) classified Research articles, handouts, recipes, newspapers, and broadcasts as communicative events. In generic view of language, there are more complexities and variations in its existing literature of genre in recent time as compared to its previous historic treatments. These are as follows:

- From theoretical point of view, genres may be infinite because of diversities and multiplicity of facets in any descriptive work.(Coutinho & Miranda, 2010).

- Genres were previously based on conventions and content related to social activities. These always remain in constant process of variation that becomes the cause of evolution of genres within the genres. As a result endless possibilities occur from another genre at any time. (Berkenkotter & Huckin, 1995).

- Professional and research experts in current scenario deviate from conventional structural or stylistic pattern of the text to do experimentation and bring innovation to the genre. The specific textual aspect was in trend in historical perspective of genre.   (Berkenkotter & Huckin, 1995).

- People alter genre to interconnect hidden and ironic meanings that are contrary to stereotypically identified purposes of such genres. (Bhatia, 1995)

- Artefacts based on independently recognizable genre can be realized in indistinguishable diversified or embedded form in actual world (Bhatia, 1997).

- The researchers analyze and interpret genre according to their perception that make difference in terms of commonly recognized and conventionalized system of its classification or nomenclature. These differences exist as well as often contested. (Cndlin &Plum, 1999).

- The emergence of genre from independent disciplinary conventions to interdisciplinary interpretation leads complexities more specifically in academic fields. (Bhatia, 1997).

- Genre analysis is not only associated with textual investigations and structural patterns. It also includes certain other analytical strategies like cognitive method, computational rigor, ethnographic procedures and critical awareness, for instance (Bhatia, 2002).

So, in perspective of genre analysis, these elements are important

- The perspective of real world that includes register, disciplinary, professional and cross-cultural variations

- The writer's intentions that includes socio-cognitive perspective

- The discourse analyst's own perspective for corpus, textual, critical or ethnographic analysis

- The pedagogical perspective that deals with teaching-learning practices and procedures.

1.2.2 Approaches/Theories of Genre

In Applied Linguistics there are three approaches of Genre

- The English for Specific Purpose (Swales, 1990)

- The New Rhetoric Approach (Miller, 1984)

- The Functional Systemic Approach (Halliday, 1961)

1.2.3 Bhatia's concept of Genre Analysis

According to Bhatia (1993), like Halliday and Swales genres are flexible, dynamic and not static. Bhatia explained this aspect of genre in the dimension of socio-cognitive needs. Genres get variation because of new emerging trends in the society arising from socio-cultural needs with the passage of time. Communities also keep in view the established conventions and norms that can also be generated or manipulated on the basis of needs that are 'tactical freedom' in Bhatia's words with respect to the individuals of the same society.Bhatia gives his own point of view regarding theoretical concern of genre analysis. While keeping in view the previous approaches of genre study he states that

- Genres can be defined with the help of communicative events and communicative purposes. People can understand genres professionally and academically in which they occur on regular basis according to their needs and requirements.

- The characteristic feature of genre is that they are highly structured based or in other words have conventionalized constructs. Moreover genres are value based as well as formal lexical grammatical discourse based.

- Genre can be understood in a better way by established member of professional society as compared to nonprofessionals or new members.

- Genres are used to express 'socially recognized communicative purposes'
- Genres deal with cultural aspects in which actions are counted within disciplinary, professional and other institutional practices.
- All genres are basically the amalgamation of textual, discursive and contextual factors.(Bhatia, 2004)

After summarizing all works done by earlier genre theorists, Bhatia defined genre in this way:

> Genre essentially refers to language use in a conventional communicative setting in order to give expression to a specific set of communicative goals of a disciplinary or social institution, which gave rise to stable structural forms by imposing constraints on the use of lexico-grammatical as well as discoursal resources. (Bhatia, 1999).

Thus the features of actual texts, classes of texts, structures based on contextualized perspectives are included in genre study that are formulated as generic structures or generic structure potential (Hasan, 1978).

1.3 Newspapers

1.3.1 Dawn

The first Pakistani newspaper Dawn is selected for the present study. Dawn is Pakistani daily newspaper and for the first time it was founded by Quaid-e-Azam in Delhi who stated out the purpose of this newspaper in these words;

> "The *Dawn* will mirror faithfully the views of Hindustan's Muslims and the All Hindustan Muslim League in all its activities: economic, educational and social and more particularly political, throughout the country fearlessly and independently and while its policy will be, no doubt, mainly to advocate and champion the cause of the Muslims and the policy and programme of the All Hindustan Muslim League, it will not neglect the cause and welfare of the peoples of this sub-continent generally". (Khan, 2009).

1.3.2 Hindustan Times

The second newspaper chosen for the ad selection for the present study is Hindustan Times. According to the report of Audit Bureau of Circulations that was presented on November 2017, it is circulated at large level round about 993,645 copies. Similarly according to the Indian Readership Survey, 2014, Hindustan Times is the second most extensively read Indian newspaper in English language as compared to The Times of India that is considered the top one.

1.3.3 History of Dawn and Hindustan Times

Pakistani newspaper Dawn is old and widely read newspaper in Pakistan and is published as English language daily. It was inaugurated and founded by Quaid-e-Azam Muhammad Ali Jinnah on October 26, 1941. In the beginning it was published weekly whereas its daily publication started in October, 1942. The offices of Dawn newspapers are in Karachi, Islamabad and Lahore in Pakistan (Dawn e paper, 2013).

Hindustan time is also very widely read newspaper that is published nationally in India as a daily. It was inaugurated by Mahatma Gandhi in 1924 and associated with the Indian independence movement of that period.

1.4 Advertisements

Fletcher (2010) outlines several purposes of Advertisements

- For introducing new product, brand, information about them
- To add new version of product into existing brand
- To provide awareness about typical demand or need
- To understand first the need and psyche of people and then introduce new product according to it
- to convince masses to use new brands or product
- Access a new market in the perspective of location , position and strata of any community

- To convince retailers to stock it so they could cope with the situation when many people rush to it (Zafarullah, 2010)

1.4.1 Print Advertisement and its Types

In print media variety of things are included like newspapers, magazines, brochures, pamphlets, journals, books, direct mail and so on. Advertisements are about people's needs and expectations and are published in newspapers on daily or weekly basis having certain features in them. Newspaper advertisements are normally categorized into three ways

- Classified advertisement
- Classified display advertisement
- Display classified advertisement

All these three different types of advertisements have their own characteristics regarding styles and techniques of writing or discourse. The first ones are Classified advertisements that are in dull and dark form of advertising and are charged according to letter, line or column. These ads are the typeset by the producer of print media and come under the specific heading of Classified. These ads are normal text advertisements that are usually column wide without graphics or illustration. The examples of this kind of advertisement are wanted ads, to-let ads, and matrimonial ads and so on. The second type of print advertisement is classified display advertisements in which mostly larger space and illustrations are used to make the advertisement stand individually from the cluttered classified ads. These are most costly as compared to regular classified ads and are charged on basis of per square centimeter or per column centimeter. For examples, tender notice, government notices, legal notices and so on. The third type of print advertisement is Display classified advertisement. It is presented in a very glamorous way with the help of multi colors, illustration, and pictures. It can also be of any size in terms of width or height. The charges for such advertisements are highest among all. For example, commercial advertisements of goods and services fall into the category of display advertisements.

Presently, the advertisements from electronic and print media can never be excluded from our everyday life due to supply and demand of producers and consumers existing in our society. This trend is not evident only in case of organic and nonorganic food

production, goods and services and their publicity for business and trade but it is also equally extended towards man-made decisions and planning about the choices of life partners for future settlements in the form of matrimonial advertisements. These advertisements are published as Classified Ads on weekly bases in different newspapers in several ways. Different words are used to meet the requirements in both the above-mentioned cases.

1.4.2 Classified ads

Classified ads are further divided into several categories for instance, ads related to recruitment, property, obituary, matrimonial, business, Announcements, educational, personal and so on.

1.4.3 Dawn Classified Ads

The classified ads of Dawn newspapers are about Real estate, business matter, automobiles, career, living, up, close and personal etc.

- Real estate classified ads include apartment, bungalow, portion, plot city wise or area wise,
- Business matter deals with the announcements, computer and office equipment, corporate Calendar, Machinery, and Plant Notice to Public. The popular choices associated with these things include Auction Business, Professional Court , Notice Designer and Consultants, Machinery for Sale, Sale Running Business, wanted Exhibition, Web Services, IT Investments
- Classified ads about automobiles/vehicles include Cars, Bikes, ATV, and Beach Buggy. Popular choices among these are Audi, BMWD, Honda, Hyundai, Mercedes, Mitsubishi, Nissan, Suzuki, Toyota

All these classified ads about automobiles are published in the newspapers frequently on the basis of choices according to the people of different areas.

- Classified ads related to career include Accounts, Administration, Computer/IT Engineering, General Management, Marketing, Medical, Receptionist, Tele Operator, Sales, Secretarial, Teachers, and so on.

Classified ads related to living include Events in different places, Diners Delights, learning and teaching, travel agents, living in style and the most popular choices with reference to these things include Caterers, Carpet Cleaning services, Cooking classes, Tuition Academies, Driving Schools, Gardening Houses, Home Mentainance, Home Tuitions, Hospitals and Clinics

- Classified ads related to up, close and personal are about the events and ceremonies of getting married and personal announcements like Marriage Bureau, Bride and Groom

1.4.4 Hindustan Times Classified Ads

In Indian English newspapers, several ads are also published as classified ads. Indian classified ads are related to matrimonial, wedding arrangement, court or marriage notice, Marriage bureau, property, recruitment, business, personal, vehicles, announcements, services, situation wanted, tenders, to rent, travel, public notice share notice or documents lost notice notices of names , retails, lost and found, education, remembrance, entertainment, commercial/ personal, obituary, astrology, computers, and others.

1.4.5 Socio cognitive influence of Advertisements

In the newspapers advertisements are published daily and weekly. With the help of newspaper advertising, the advertisers or producers try to get closer to consumer in order to get the profit in their business. All the ads are carefully prepared in relation to the target audience or reader. Newspaper ads are in different forms depending on certain aspects such as the size, appropriate kind of publication, quality and ranking of paper, color, illustration or font, location etc.

1.5 Matrimonial advertisements

Matrimonial advertisements have regular place in several newspapers and magazines from last few decades that are published in various part of the world including Pakistan and India. In matrimonial ads parents, relatives, close friend or any marriage bureau or marriage advertising company places a text advertisement/s or a classified display about the prospective bride or groom to seek prospective match. These ads contain

specific context in precise and to the point linguistic structure on the basis of peoples' needs related to caste, physical appearance, sect, age, occupation, income, family background of bride or bridegroom. Matrimonial advertisements are included in the category of the classified advertisement in which various linguistic features are depicted in order to convey the message in form of color, border, font, type size etc. along with the information about social, cultural, geographical, economic status, physical appearance and personality traits.

1.5.1 Linguistic aspect of Matrimonials

Matrimonial advertisements are written with most carefully constructed lexico grammatical features. These features act like window which shows several conventional /prototypical features through several dimensions. The emphasis is given on nouns and adjectives used in these ads. Lexis is used according to the required approach of the people in order to find a perfect suitable match.

1.5.2 Generic perspective of Matrimonials

The prototypical features of matrimonial advertisements are discussed in this study. The content of these ads reveal social and cultural dynamics and has its specific linguistic structures, format, pattern and conciseness. The people who require the proposal for their relatives mention their preferences regarding age, language, religion, profession, sect, caste, income, and family background that are discussed as prototypical features in the present study. The advertisements in newspapers are not allowed to get published without fulfilling the instructions about structure, format or length given by advertising association/editors to the writers of ads. The appropriateness and clarity in language and self-explanatory information are pre requisite for every kind of advertisement especially matrimonial advertisements. The specified instructions are strictly followed by the producers of ad in order to fulfil the communicative perspective that is considered to be the key element of study based on genre analysis. For the present study, organizational context and structural pattern of matrimonial ads is observed. The two groups or organizations of the chosen newspapers Dawn and Hindustan Times have a certain control over the constructions of genre. Basically the control over genre is because of rules

imposed by institutions or organizations where the pre-requisites for the authors are generally laid out.

In the genre study of matrimonial advertisements, there is a link between the selection of words used by advertisers and their intentions and psyche. It deals with cognitive perspective of language. All the word choices by the writer reflect the writer's purpose of writing the genre. It also highlights what idea goes on in the mind of writer while writing and what would be its effect on the readers' mind or on the person for whom the message is delivered.

1.6 Rationale of Study

Language as a communicative event takes place at various sites. Newspaper is one such sites that makes use of a specific kind of language. It is also noteworthy that the language used for reporting follows a different pattern from the language used in the editorials. One other specific example following a very different pattern in newspaper language is found in classified advertisements especially matrimonials. Noticeably, the matrimonials have an interesting text that highlights the role of language in disclosing interesting patterns of cultural norms, social demands, expectations, beliefs, intentions and/or cognitive impacts and cultural differences among various groups simultaneously existing in a society. For this reason, matrimonial ads from Dawn and Hindustan Times, as communicative events, from almost similar cultural groups have been selected to ascertain that these have distinctive discoursal patterns. The matrimonials from Dawn and Hindustan Times also represent Pakistani and Indian cultural groups/societies.

The rationale of this study also deals with the need based concern of writers and respondents of these advertisements. It talks about the strategy of advertisers, producers, readers or writers for seeking suitable match for their relatives or for themselves. It also attempts to bring awareness about the present practices of modern citizens and advertisers for classified ads especially for matrimonial in Pakistani and Indian context and the impact of these ads on readers.

1.7 The Statement of Problem

The discourse of matrimonial advertisements that take permanent and specific place in the classified advertisement section of Pakistani and Indian English newspapers, is context specific and deals with linguistic, cultural, social, religious, economic and academic background. The discourse of matrimonials as a genre displays words denoting socio, psycho and cognitive implications. In research studies, from genre analytical point of view no proper attention is given to the text or discourse of matrimonial advertisments in Pakistani and Indian context. Due to this reason the study in hand is conducted. The research investigates conventional lexicogrammatical feature via genre analytical perspective considering them to be the combination of several moves based on specific structural patterns.

1.8 Research Objectives

The objectives of this study are as follows:

1. To explore the use of language in Pakistani and Indian matrimonial advertisements in English newspapers
2. To find out similarities and differences in these advertisements in Pakistani and Indian context

1.9 Research Questions

Q No.1 What are the conventional lexicogrammatical features of matrimonial advertisements in Pakistani and Indian English newspapers?

Q No.2 What are the differences and similarities in Pakistani and Indian matrimonial advertisements in English newspapers?

1.10 Theoretical Framework

In this research, Bhatia's model of genre analysis (1993) is employed. Before Bhatia models for genre analysis were given by Miller (1984), Swales (1990), and Hasan (1978). Miller (1984) proposed the New Rhetoric (NR) approach to analyze the genre. He considered genre as rhetorical action. According to him, the meaning of any activity is

associated with the social context where the action takes place. Systemic Functional Linguistics was introduced and developed by British linguistic M. A. K. Halliday. According to his point of view SFL deals with the functions of language. Semantics, Phonology, Syntax, Morphology and Lexis are the linguistic system. The grammar plays an important part to make relationship with the meaning. So, form and meaning and their relationship are mainly discussed in this approach and this also leads to genre analysis in further approaches. Swales (1990) gave the concept of application of moves for the analysis in the Research Article related to scientific and academic discourses. Move analysis in his model is used in order to analyze the grammatical and lexical features.

1.10.1 Bhatia's Model of Genre Analysis

The model proposed by Bhatia (1993) consists of seven steps that are as follows:

1. **Placing the given genre text in a situational context**

   In this step the genre that is to be analyzed is intuitively placed in a situational context to gather knowledge and information.

2. **Surveying existing literature**

   This step deals with linguistic analysis of genre or related genre and tools, methods or techniques used in discourse, linguistic or genre analysis. It also includes practitioner suggestion/ advice, supplementary material such as relevant guide books. Moreover, it discusses the social structure, history, beliefs, communicative process along with its purpose etc. of expert academic or professional community.

3. **Refining the situational/ Contextual analysis**

   It defines addresser and addressee of the text and their relationship. It further focuses upon historical, philosophical, socio-cultural or any workplace of community from where the discourse emerges. Moreover it identifies the topic, content, context as well as extra-textual reality which are represented in the text.

4. **Selecting Corpus**

   For the selection of corpus, a reasonable criterion is recommended in this step. It includes only a long single text, any randomly chosen text or any sample that can statistically analyze a large data with the help of easily recognized indicators.

5. **Studying the institutional context**

   This step involves the methodology or technique that describes some rules   that indicate the use of expression in a particular setting linguistically, socially, culturally, academically or professionally.

6. **Levels of linguistic Analysis**

   This step is further subdivided into three levels

   Level 1 Analysis of lexico-grammatical features

   Level 2 Analysis of text-patterning or textualization

   Level 3 Structural interpretation of the text-genre

7. **Special Information**

Special informants are those who are trained professionally and expert to use, deviate and exploit the language to bring innovation in a disciplinary culture for the analysis of genre.

1.11 AntConc

AntConc was introduced by Laurence Anthony of Waseda University in 2004. It is a freeware corpus analysis toolkit for concordance and text analysis. With the help of this program, patterns in language are found and revealed. This system has its key feature that includes Key Word in Context, Advanced Keyword, Collocates and Word Lists. This software runs only the data that is converted into the plain text files. After that, the required material is to be saved as txt.file to the desktop. The AntConc preface is given below:
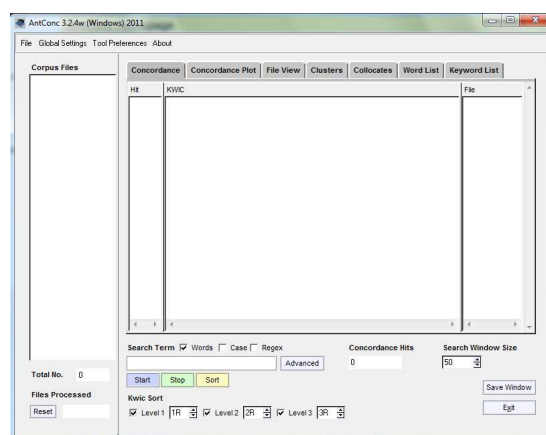
Figure 1.1 AntConc Preface

There is a window on the left-hand side for corpus files that are loaded for analysis. Before this and on the top of this, there are other options as well like files, global setting and tool preferences. Moreover, there are seven tabs on right side for several analytical functions. These are Concordance, Concordance Plot, File View, Cluster, Collocates, Word List and Keyword List.

Concordance: It shows Keyword in Context (KWIC) view within a click by using search bar below Search Term.

Concordance plot: It shows KWIC search in a simple way along with the examples.

File View: This shows full file view in order to get larger context of a result.

Clusters: This shows more frequently used words that appear together

Collocates: This shows those words that statistically appear together

Word List: This shows all the words that are present in corpus

Keyword List: This shows two corpora in terms of comparison

The first step for finding out the result of any data quantitatively through AntConc is to upload the corpora; in the File either File Open is opted or Open Directories is chosen. This is presented in the image next page in the preface
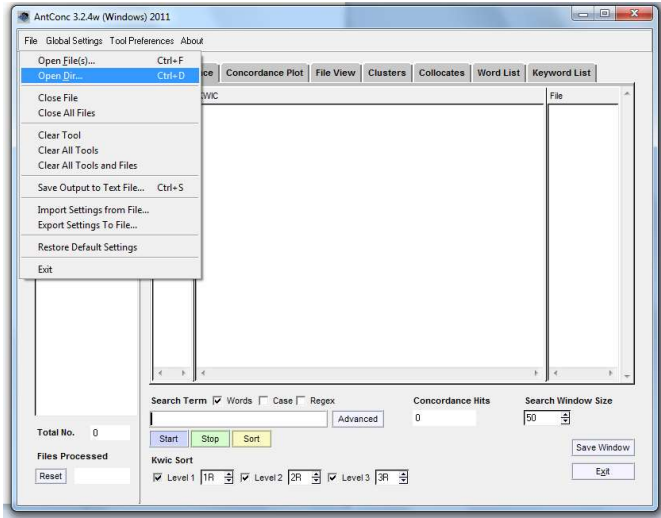
Figure 1.2 Preface of Uploading Corpora

For finding the required data to use AntConc, it is preferable to have a copy of data or chosen corpora on the desktop. After uploading the corpora through open file or file directories, the next step is as follows:
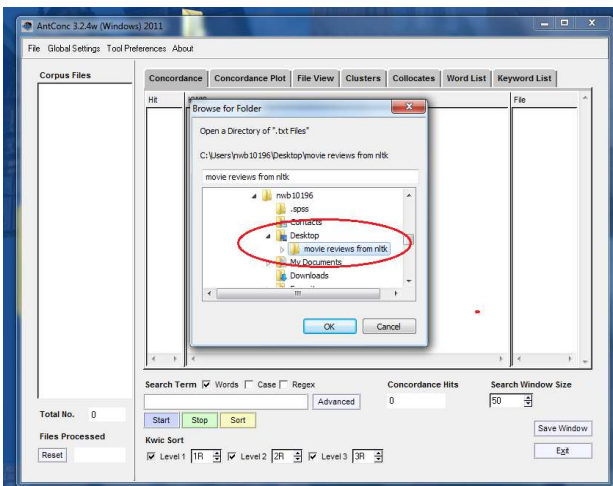
Figure 1.3 Preface of Browsing Corpora

1.9.1 Searching Keywords in Context

AntConc Corpus tool identifies patterns of language. These patterns are grammatical as well as lexical and are commonly known as functional words and content

words. This tool helps the researcher to identify the pattern in any text for research purpose. To start its function, the procedure to be followed is to click the 'start' button at the bottom of the search box. The Concordance view shows the word that appears every time in the corpus that is selected and searched for analysis according to the context. It is known as a "Key Words in Context".
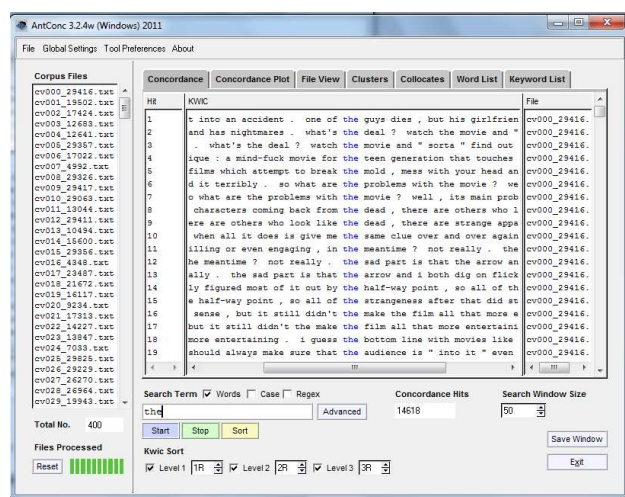
Figure 1.4 Preface of KWIC

According to the Concordance Hits box, the number of any word is recorded for required result. There is also another option at the bottom that is 'sort'. It tells the pattern in connection with the same word. Through AntConc the key word can be sorted out in context for analysis.

This study is qualitative as well as quantitative in nature, based on Bhatia's model of Genre Analysis. Data is collected with the help of purposive sampling technique to explore conventions prevailing socio-cognitive and socio-cultural activities in Pakistani and Indian communities. The methodology of this research work is discussed in third chapter in detail.

1.12 Organization of the Study

Chapter One deals with the introduction of terms like genre, genre analysis, and various approaches of genre analysis. It also gives problem statement, research objectives, and

research questions. Moreover, the chapter also gives orientation to AntConc software which is the tool for the collection of corpus for the present study.

Chapter Two deals with the review of literature on genre analysis and work already done on matrimonial advertisements and various other genres.

Chapter Three describes the chosen research type, research procedures and the design of the study. It also includes an argument on its theoretical framework.

Chapter Four presents the data in the form of corpora, its analysis, and then comparison and contrast of the features present in the matrimonials

Chapter Five synchronizes the essential aspects that were endeavored to prove matrimonial as a genre depicting socio cultural as well as socio cognitive pattern of respective societies

1.13 Delimitation of the Study

In this study the researcher has considered only the classified ads page and among so many classified ads only matrimonial advertisements are gathered for genre analysis over a time period of four months that is from November 2017 to February 2018. Only Sunday newspapers are selected. The English newspapers Dawn, Islamabad from Pakistan and Hindustan Times, Delhi, from India are chosen for the collection of corpus. Only five ads are taken purposively from each newspaper to explore lexicogrammatical and conventional/prototypical feature for the comparison and contrast of respective societal norms.

1.14 Significance of Study

The study in hand is significant in order to explore the prototypical features of genre study or analysis including content and context of matrimonial advertisement as it is inquired that in this perspective no research in Pakistan has been done yet. This research is significant in terms of ethnography, applied linguistics, sociolinguistics, and psycho linguistics and to understand genre analysis in Pakistani and Indian context.

Matrimonials are considered as an independent genre in this study because of its prevalence and unique characteristics in the newspapers as a text. This research highlights socio cognitive perspective of people of our society. For better understanding of communicative conventions related to genre, with in any specific discourse community, it is necessary to have knowledge about contextual situation. Because this enhances the idea that why the genre is conventionally written the way it is and why it is used in the specific area of activity to which the genre belongs. The research in hand determines the various functions of language that fulfills communicative purposes as social needs, demands, trends and norms that are changed in order to search perfect and/ or suitable match by taking help from electronic and print media.

Finding out the generic and move structures of the matrimonial ads published in Pakistani and Indian English newspapers can provide assistance or more ideas to the future researchers to explore any written /printed or broadcasted/spoken text from advertisements related to national or international level or native or non-native to do the research work. The significance of this study also lies in the fact that it presents the sequential/schematic description of a yet unexplored genre of matrimonial through comparative contrastive perspectives. It can provide the way to upcoming researchers to find out pattern of any text, genre or discourse that represents discursive practices or communicative events and has greater impact on the mindset of the people.

1.15 Conclusion

Bhatia's model regarding genre analysis is applied in this study. In this study textual analysis, multidimensional analysis and corpus based text analysis under the category of genre analytical perspective is explored. This makes the study qualitative as well as quantitative. The findings of this research work are related to micro and macro level analysis. In addition, the findings or results explain the significance of this particular genre that is unexplored yet in applied linguistics as well as socio linguistics most specifically in the sub-continent perspectives.

After a focused overview on the concepts of genre, genre analysis, Bhatia's model of genre analysis 2003, by providing the gap or problem statement along with objectives,

research questions, delimitations, rationale and significance of study, a detailed literature review is presented in the next chapter.

CHAPTER 2

LITERATURE REVIEW

The present chapter gives an argument on the work viz a viz criticism, research paper, reviews and dissertation done on genre and its analysis. In the light of the work done on genre analysis, the present chapter endeavors to identify the gap in the existing body of knowledge on the subject of genre analysis.The study in hand is conducted to examine the socio-cognitive dimension as well as some distinctive prototypical features of matrimonial advertisements from Pakistani and Indian English newspapers,

2.1 Bhatia's Notion of Genre Analysis

Bhatia's model is process-oriented and is comprised of seven steps that includes placing the given text in a situational context, surveying existing literature, refining the situational /contextual analysis, selecting corpus, studying the institutional context, levels of linguistic analysis, special information in genre analysis (Bhatia, 1993).

As a multi –disciplinary model, it highlights the aspects related to patterns and structures set by society, communication system, historical background, belief and goals or objectives of the professional as well as academic communities. Bhatia (1993), Swales (1990),and Miller(1984), have presented several definitions of Genre and Genre analysis by considering it as "a class of communicative events", multi-disciplinary", "homely discourse" and so on.

As an interdisciplinary area of research there is an overlapping in the models as well as approaches of genre analysis. This has been due to a wide range of discourse/genre being explored, for example research article introductions (Swales 1981, 1990) abstracts (Bhatia 1993), textbooks (Myres 1992), and the like. Moreover, genres are also investigated through disciplinary variations (Biber 1988, Fortanet, & Hirvela 1997).

2.2 Swales Model

Swales,1990 developed the Creating a Research Space Model (CARS) for analyzing the journal articles. He analyzed that research articles are based on multi-disciplinary writing practices and every article has its own specific organizational and structural pattern of scholarly writing to develop introductory part of the research. His work regarding introduction of research articles is worthwhile in terms of developing three moves or steps namely; establishing a territory, establishing a niche and occupying the niche about structural and lexico grammatical features (Murcia & Freeman,1999).

Swales has identified three moves and steps for each move within the introduction of the scientific research article (see Table 1).

Table 2.1 Swales' moves and steps

Move 1 Establishing a territory Step 1 Claiming centrality and/or Step 2 Making topic generalizations and/or Step 3 Reviewing items of previous research	Declining rhetorical effort
Move 2 Establishing a niche Step 1A Counter-claiming or Step 1b Indicating a gap or Step 1C Question-raising or Step 1D Continuing a tradition	Weakening knowledge claims
Move 3 Occupying the niche Step 1A Outlining purposes	Increasing explicitness

or	
Step 1B Announcing present research	
Step 2 Announcing principal findings	
Step 3 Indicating RA structure	

Bhatia's concept (1993) of genre deals with the analysis of sales and promotional letters. He informed his research work related to these genres in his article *Analyzing genre: Language use in professional settings*. He also mentioned his generic view in his another research work named as *World of written discourse: A genre based view(2004)* Swales and Bhatia both believe that genre is not related to fixed norms and values. In the light of genre analysis theory proposed by both of them, indicate that one genre mixes up with another genre in communicative events and it is also very common in almost all professional genres (Bhatia, 1997).

2.3 Genre Analysis

In his book genre analysis, Swales (1990) claimed genres are based on communicative purposes. According to him genres may evolve, change, develop, expand or shrink at any time (Swales, 2004). In relation to it, Bhatia (2004) argued 'genre colonies' to extend the discussion about purposes and variations in genre in terms of professional, disciplinary and contextual perspectives.

2.4 Language in Newspapers

Language is used differently on every page of newspapers according to the news items, content and material related to various sections. It mostly depends on information related to business, academic, non-academic and current affairs etc. The language of newspapers has been the common area of research from previous few years by several researchers. Previous researchers have conducted their research on the basis of stylistic analysis, comparative analysis, content analysis, and sociolinguistic aspect of analysis. Jucker (1992) and Bell (1984) investigated linguistic choices adopted by writer of newspapers while Crystal and Davy (1969) have talked about newspapers articles by comparing articles of '*The Times*' from the articles of the '*Daily Express*'. Similarly

Ljung(1997) compared complexity of a sentence and use of modals in American and British newspapers.

Previous researchers conducted their research not only from linguistic point of view but some of them have also focused on comparing different sections of newspapers like Mardh (1980) explored the language used in the headlines of the newspapers. Wallace (1977) conducted his research by selecting sample from *Tribune* and the Champaign-Urbana Courier for comparing the language used in news section with the language used in sport section published in Chicago.

It is according to the nature of the field, like news is different from articles written on academics or business. Similarly, in newspapers classified ads are differently written as compared to the sport news item or editorials and so on. The style, form and structure also varies from one newspapers to another, from one journalist to another. It depends on the eclectic approach from stylistic point of view adopted by newspapers printing agencies or publishing companies. The way of presenting the same news or information is different in different newspapers in different places. Similarly matrimonial advertisements are published differently in Pakistan and India with more or less the same content.

Several aspects of newspapers were also remained the part of research works in recent years. Many classified ads were also analyzed from research point of view.Bell (1984) and Jucker (1992) conducted research on effect of linguistic choice adopted by author of newspapers. Kress (1983) explored how to persuade audience by using more suitable linguistic variant. Fasold (1990) investigated gender discrimination in the Washington Post while on the other hand Fowler (1991) inquired the same aspect in British newspapers.

2.5 Research on Matrimonials

Siddiqi and Reeves (1998) conducted the research on *A Comparison of Marital Preference of Asian Indians in two different Cultures 1989.* The purpose of their research work was to analyze the content of matrimonial advertisements that were published in India and United States for comparing Indians marital preferences among those who live in India and those who settled down in the United States. The data was collected from

systematic random sampling technique from 1974 to 1980. There were nine hypothesis made on the basis of which the result they got was about giving more preference to complexion and family background by those who live in India while on the other hand the Indians settled down in the United States give great consideration towards same language and interests for selecting the life partner. Moreover it also indicated that Indians Nationals living abroad follow sometimes traditional patterns and sometimes amalgamation of modern world and traditions. Variation occurs from time to time.

Abhijit Banerjee, Esther Duflo, Maitreesh Ghatak and Jeanne Lafortune in 2013 conducted a research entitled as *Marry for What? Caste and Mate Selection in Modern India*. In this particular article they explored the marriage in terms of economic decision by analyzing and evaluating empirically some distinctive noneconomic features such as caste or physical appearance in the contextual situation of middle class in India particularly in arranged marriages. The rationale behind this research paper was to investigate the role of caste in mate selection. The emphasis of this particular research was on to understand why the influence of caste remains always remained so strong in India (Bisin, Topa, and Verdier, 2004). At the end of their research they found that own –caste preferences are stronger than any other attribute in matrimonial advertisements given by ad-placers from bride or bridegroom side. Dugar, Bhattacharya, and Reiley (2012) also got the same result when they conducted the research in the United States about Indians Nationals who prefer more towards the same race or castes for selecting the spouse.

Majumdar (2004) explored in *Looking for bride and Grooms: Ghataks, Matrimonials, and the marriage market in colonial Calcutta, circa 1875-1940* that investigates the colonial historical background in Calcutta about marriage match makers, bureaus, marriage consultants and matrimonial advertisements along with the traditional concepts of traditional ghataks. The objective of this research is twofold. Firstly it inquires the increasing rise of matrimonial advertisements and marriage bureaus over the traditions decided by elder members of society or by ghataks, the traditional matchmakers. Secondly the content of these advertisements are also analyzed in comparative contrastive way in Hindi and Bengali cultural references from the time period between 1875- 1940.

The research related to matrimonial advertisements and matrimonial websites has already been done in India from several perspectives. Linda & Martin, 2012 have

conducted research on the topic *A Genre Analysis of Promotional Language in a Brahmin Matrimonial Website*. Similarly many other researchers conducted their research on several other issues in this regard like *'Wheatish' grooms and 'innocent' divorcées: Commodifying attributes in the discourse of Indian matrimonial* by Srilakshmi Ramakrishnan,(2012) *Trends in Matrimonial Advertisements A Study on Content Analysis of Matrimonial Advertisement in Newspapers* " by Tanjum Kmboj,(2013) "*An Analysis of Matrimonial Advertisements* " by K.Anand (1965), " *Mate Selection and Mass Communication in India*(1953)" by Noel P. Gist, " *Changing Trends in Marriage: A Study of Matrimonial Advertisements in Newspapers*(Nov,2015)" by Dr. ManjeetHundal.

A few studies have been conducted on wedding invitation genre in Iran. The focus of those studies is on Discourse Analysis used in wedding invitation cards.(Sajad Faramarzi, Atefeh Elekaei, Hosein Heidari Tabrizi, 2015). In the same Iranian context, other researchers worked in the same field entitled, "*On the Persian Wedding Invitation Genre*" (Yarmohammadi, 2013).

Finding a spouse by using the medium of newspaper has now become very common trend in Pakistan and India as compared to the conventional or traditional way according to the choice of elders in the family for marriage arrangements. The content and linguistic patterns of these matrimonial advertisements reflect the socio-cognitive factors prevailing in any community.

The research related to matrimonial advertisements and matrimonial websites has already been done in India from different angles. Janet Linda (1999) has conducted research on the topic "*A Genre Analysis of Promotional Language in a Brahmin Matrimonial Website*". Similarly many other researchers conducted their research on several other issues in this regard like " *'Wheatish' grooms and 'innocent' divorcées: Commodifying attributes in the discourse of Indian matrimonial*" by Srilakshmi Ramakrishnan, in which he considers matrimonials as principal conduits of a type of communication in the arrangement of marriage in the context of India. The main concern of this article was on exploring matrimonial advertisement as a sub-genre in the category of personal classified ads that act like communicative events. It also gives emphasis on the register of Indian matrimonial advertisements for examining some specific linguistic

features that actually depict simplified registers. This particular research study ends with interpretation of matrimonial advertisements in order to identify their text within contextual background of arranged marriages. The finding of this research shows that matrimonial advertisements obtain linguistic simplification through strategic uses of language (Ramaktishnan, 2012).

Tanjum (2013), states in her research work that is entitled as *"Trends in Matrimonial Advertisements A Study on Content Analysis of Matrimonial* that matrimonial advertisements are worthwhile firstly because these are skipped by some and picked by others according to the needs. As its title shows it is based on content analysis. The result of this work shows that the latest trend among people for the suitable match is to opt hybrid matrimonial advertisements accompanying/carrying with extra effects as compared to normal appearance of ads. People observe others' economic status on the basis of style they opt for matrimonial ads for seeking bride or bridegroom.

Anand (1965) states in *Analysis of Matrimonial Advertisements* that marriages in India are intra-religious and intra-caste. The paper is written for finding out the reason and reality of deviance in the choice of spouse among Indian society from traditional socio cultural pattern to modern and urbanized trends by selecting the sample from two widely read newspapers where content varies from one newspaper to another or from one social attribute to another.

"Mate Selection and Mass Communication in India" by Gist, (1953) is a descriptive thematic research study about conventional change for searching bride or bridegroom in India in the beginning of second half of the twentieth century. Urbanization and traditional aspects are discussed and investigated in this article in a comparative way for perfect suitable match. The importance and preference towards caste in mate selection is explored in addition to age, education, family status, occupations, income and property, physical traits along with some other personal traits.

Hundal (2015) explores in *"Changing Trends in Marriage: A Study of Matrimonial Advertisements in Newspapers"* the role of matrimonial ads in the process of selecting life partner. With the advent of time new methodologies and techniques are

adopted in this regard in the form of marriage bureaus, electronic, print and social media. The result shows that because of latest social living standards in current scenario peoples' inclination lead towards the most preferable, secure and well settled occupational fields and professional set up for mate selection.

Cora Vreed (1976) in her research work *The Relevance of Matrimonial Advertisements For the Study of Mate Selection in India, 1969* states that idealism is revealed in matrimonial advertisements in the want of bride or bridegroom by matchmakers or advertisers. Social and economic attributes like finances, caste, and beauty matter along with some other related perspectives in Indian society for marriage decision makers. According to this research, number of matrimonial advertisements was very less in newspapers because the literacy rate was only 24% in India as it is mentioned in this article by Cora Vreed.

A few studies have been conducted on wedding invitation genre in Iran. The focus of those studies is on *Genre-based Discourse Analysis of wedding invitation cards in Iran.* (Sajad Faramarzi , Atefeh Elekaei, Hossein Heidari Tabrizi, 2015) . In this research work, the researchers explored the wedding invitation cards from genre analytical dimensions. For this, different theoretical and methodological approaches are adopted. Swale's concept about genre analysis as well as Van Leeuwen's (1996) multimodality perspective about analyzing text is the main focus in the genre of particular wedding invitation card. The selected corpus was analyzed structurally, systematically and thematically to understand social and cultural worth of wedding invitation cards in Iran.

In the same Iranian context, other researchers worked in the same field entitled, "*On the Persian Wedding Invitation Genre*" (Yarmohammadi, 2013). In this research paper, an attempt was done to analyze the genre of wedding invitation cards with the help of genre model based on moves, proposed by Swales (1990). It aimed at providing details about communicative events about the social and cultural beliefs related to wedding invitation card in Iran. It also highlights the religious significance in the beginning of every Iranian wedding invitation card.

Melika Hadavi, Behrooz Marzban and Mostafa Morady Moghaddam conducted their research on the topic *Analysis of official letters based on applied genre analytical model* in 2015 to highlight interrelationship between multi layers of official letters based on text, context and society by selecting and analyzing the corpus of sixty authenticated letters from authors' point of views. The finding of this research indicates that the identity constructed on the basis of any particular society, plays a significant role in official situations and also has greater impact on generic and textual features. Bhatia's applied model of genre analysis was used in this article to find out the underlying realities of genre from multidisciplinary angles.

By analyzing the texts of matrimonial advertisements within Pakistani and Indian contexts in this study, the main focus is on language that is used as a tool of communication in these ads to understand the social, economic, regional, academic, occupational, cultural, social and religious aspects of both the societies.   The genre study of these ads helps to understand the text within its specific contexts, discourses,and linguistic features. The genre analysis of study in hand reveals the conventionalized lexicogrammatic features of matrimonial advertisement and all these aspects are not explored in the fields of Pakistani and Indian research studies.

Genre deals with objective, reason, relationship between linguistic feature and subject matter, form, pattern, structure and style of message, argumentation, content, material of the text. Genre is "an identifiable category of literary composition… (or) any formally distinguishable variety that has achieved a level of general recognition" (Crystal, 2003).

Genre is an umbrella term that functions like a colony that has several members for example historical accounts, biographies, autobiographies, short stories, letters, novels and so on. All these genres reveal the purpose of communication and are the part of versatile system. Every genre has its own worth and purpose of communication to represent some norms, rules or values. There is also the combination of genres. For example, narration and appraisal are collectively the part of promotional genre. This promotional genre is comprised of advertisements, reviews, fundraising and corporate genres, brochures, pamphlets, and leaflets, Accrding to Bhatia (2oo2), the levels of genres are as follows

- The first level deals with the 'generic value' which stands independent of any contextual restraints.

- The second level deals with the more general 'genre colony' and these are loosely dependent on the social context for their meanings.

- The third level deals with individually identifiable generic constructs (Bhatia, 2002c).

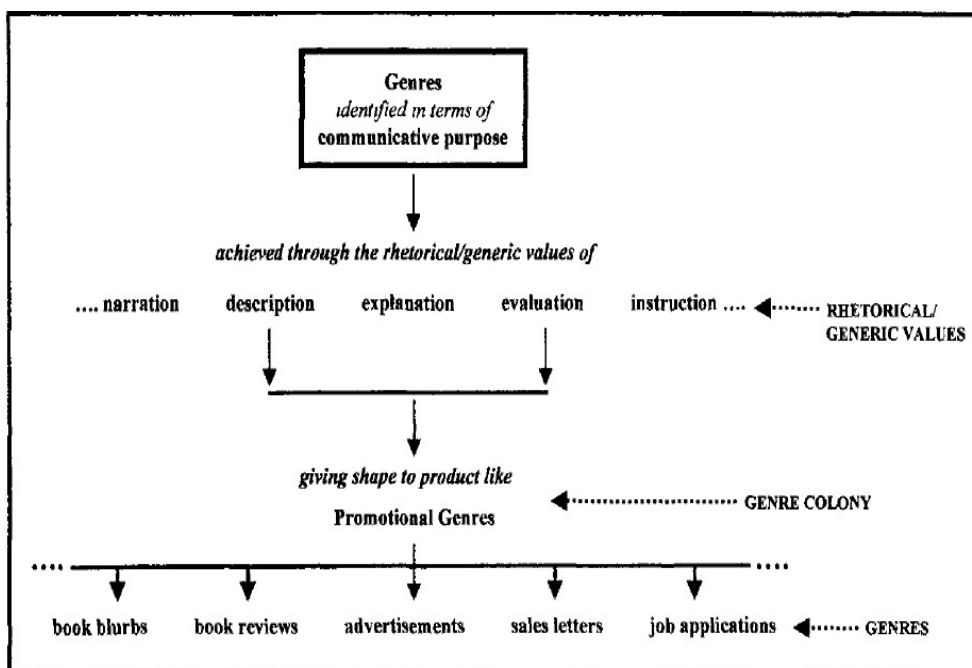The representation of these three levels in a diagram is as follows:

Figure 2.5   Generic description at various levels

(Bhatia, 2002c, as cited in Johns, p. 281)

Similarly many other colonies about genre can be categorized, for instance the colonies of 'instructional genres', 'reporting genres', 'letter genres', 'academic introductions', 'expository genres' and 'narrative genres' (as cited in Attia's research, p.35). All of these genres seem overlapped, and because of their integration, Bhatia (1997) calls them mixed genres. In a nutshell, generic descriptions are mainly based on three different levels:

- 'generic values' that does not depend on any social context

- 'genre colonies' that are quite overlapping and sometimes dependent on the contexts semantically

- 'individual genres' that are completely based and dependent on a socio-rhetorical situations in order to get the meanings

Matrimonial advertisements from research point of view are neglected mostly in terms of genre analysis. These ads take significant place in Pakistani and Indian newspapers, magazines and websites. Very less work by researchers is available in this regard. The genre analysis in terms of matrimonial advertisements is the core objective of this research. The available as well as non-available literature is related to research context and supports the genre analysis conducted in this particular study. The genre analysis used in this research study, belongs to communicative events in form of writing that occurs or appears in words, sentences or language written in advertisement of newspapers especially matrimonial advertisements. This research is based on Bhatia's model of genre analysis. Though several works have been done on matrimonial advertisements in India from several social and economic dimensions, but there is no comprehensive study conducted from genre analytical point of view yet. The scholarly work is not available in Pakistan and is limited in India also, from genre analytical point of view. In comparison of available works, the focal point of present study is to address the socio-cognitive and socio cultural perspectives of these advertisements in practical life of Pakistani and Indian people at a greater length.

To sum up, this chapter covered the discussion about genre of matrimonial advertisements in the field of genre theory, print media, newspapers and the role and use of language in these ads. The next chapter is about overall process and methodology adopted for this current work, the description of the corpus as well as the theoretical framework.

CHAPTER THREE

METHODOLOGY

This chapter deals with the research design, methodology, theoretical framework and process of analyzing and collecting data .The overall research procedure is discussed in three main parts. In the first part research design is discussed, in second part the structure to conduct this research is mentioned whereas in the third part, the theoretical framework is elaborated.

3.1 Nature of Research

This research is qualitative, quantitative, genre-based, descriptive, multidisciplinary, and exploratory. The textual method is used to analyze the corpus of matrimonials. "The qualitative research includes the collection, analysis, and interpretation of comprehensive narrative and visual data to gain insights into a particular phenomenon of interest" (Gay, 2012). It is qualitative research as it identifies, selects and analyzes the matrimonial advertisements published in Pakistani and Indian English newspapers in detail. This study falls into the category of quantitative research as well because the data is numerically presented in the form of tables as the quantitative research is, "the collection of numerical data to explain, predict and/or control phenomena of interest" (Gay, 2012) . The data were generated with the help of software Antconc as it provided the frequency of the significant word forms/ categories for the genre analysis.

This research is genre-based because matrimonials are selected and analyzed as an independent genre. It is also exploratory research as it investigates the generic structure of matrimonial advertisements as well as it intends to explore the trends, preferences and principles set by causal relationships and cultural similarities or differences in two neighboring countries. This research is descriptive as it paints the picture of the social attributes and demands of Pakistani and Indian people in depth. Descriptive research 'determines and describes the way things are; involves collecting numerical data to

hypotheses or answer questions about the current subject of study' (Gay & Mills 2012). It discusses language, theme, content, form, structure and meaning conveyed and received through these advertisements proposed by different people, bureaus, organization or websites generally and more specifically published in Pakistani and Indian English Newspapers. It also finds out how people in modern world use and exploit the language to get their own means (Genre Analysis of System Description for Pallet Handling Machine, November, 2005). This research is multidisciplinary because it is related to academic as well as non-academic text that is used in media discourse.

3.2 Research Procedure

In this research study, the corpus is collected from Pakistani and Indian English newspapers from matrimonial section under the category of classified ads. Sunday newspapers were selected for required corpus over the period of four months except the month of December 2017 that had five Sundays. Thirty four newspapers were gathered overall from Pakistani and Indian English Sunday newspapers. Seventeen newspapers from each country were assembled for comparison and contrast of the selected ads. Five matrimonials from each newspaper were purposively chosen as they displayed a considerable number of prototypical/conventional features and lexicogrammatic aspects. The total number of these ads is 170 from which 85 ads are from Pakistani newspaper and 85 are from Indian newspaper. All the selected matrimonials are given in the Appendices. The selected Pakistani matrimonial ads published in Dawn from November 2017 to February 2018 are shown in Appendix A, B, C, D whereas Indian matrimonial ads for the same time period are given in Appendix E, F, G, and H. All the chosen ads have been enumerated there. However Chapter Four refers to the chosen ads for their features.

The data is specifically arranged initially in the form of tables and finally in descriptive form. After collection of the material several lists and categories of prototypical features are made that depict the communicative events involved in the discourse of matrimonials. The table related to lexicogrammatical feature consists of noun, adjectives, verbs and other parts of speech as well. The content of tables that represents prototypical features include physical appearance in terms of complexion, height, physique, age, religion, caste, language, qualification, possession, achievement, family background,

residence, accommodation, status etc. Later on the sketchy linguistic expression of matrimonial is grouped together in the form of numerical figure for comparison and contrast.

Initially six different lists were prepared on the basis of words that appeared in the matrimonial advertisements in the selected newspapers. These lists include one word or two word list containing noun, adjective word to indicate prototypical features, list of acronym and abbreviation, list of words for the representation of prototypical features and list of words for indication of comparison and contrast. After that, for analyzing genre, all the words in these lists are shown in table.

The following procedure was adopted while constructing the table:

1. The identification of various grammatical categories
2. Placement and choice of lexical items
3. Use of abbreviation to discuss prototypical features
4. Use of Acronym to mention prototypical features
5. Comparison of words and themes of Pakistani and Indian matrimonials
6. Contrast of linguistic expression and themes of these matrimonials

The data from Pakistani newspaper, Dawn was extracted from original hard copy of newspapers. Initially the images of the selected ads were captured from digital camera and then the card of that camera was attached to the laptop to save images, and used these images as a data. The data of Indian newspapers, Hindustan Times has been gathered from e- newspapers as it was very difficult, costly and time consuming for researcher to manage manually.

The analysis of selected matrimonial advertisements from Dawn and Hindustan Times based on lexicogrammatical features is represented firstly in tables and then it is explained qualitatively to highlight the socio cognitive and socio-cultural aspects of Pakistani and Indian society. Both typicalsocio-cognitive and socio-cultural traits of matrimonials are included as the focal point of genre analysis that is done at various levels in the study in hand. At first level all advertisements were collected for analyzing their format, layout, font, size and colors and so on. Then words and expression used in them

are analyzed and discussed in detail. Afterwards, themes as well as social, cultural and cognitive attributes underlying the conventional lexicogrammatical features are pinpointed.

3.2.1 Data Analysis mechanics

3.2.1.1 Population

The population selected in this particular research work is

- Dawn, Pakistani Newspapers
- Hindustan Times, Indian Newspapers

3.2.1.2 Time period: Four months (Nov 2017-Feb2018)

3.2.1.3 Research Tool: AntConc

3.2.1.4 Sampling Technique

Due to specific socio-cognitive and socio-cultural specific purpose, purposive technique is adopted in this study. According to Gay (2012) the purposive sampling technique is defined as "the process of selecting a sample that is *believed* to be representative of a given population". For the selection of sample from Pakistani and Indian newspapers from matrimonial advertisements page, purposive sampling technique is the most appropriate sampling technique. The researcher has picked up the selected newspapers on the basis of popularity, high ranking and easy access of these newspapers among the masses of both the countries for the process of data collection and data analysis. The reference of these newspapers in perspective of ranking has been taken into consideration with the help of various websites. In this study the researcher has selected one newspaper from each country to delimit this research work with in the time span of four months.

3.3 Application of AntConc

To investigate the linguistic, conventionalized and contextual structure used in the matrimonial advertisements, AntConc system proposed by Laurence Anthony in 2004 is used in order to achieve the maximum accuracy, reliable and valid outcomes. The

researcher has used AntConc Corpus tool with application of different options to search the findings of textual patterns used in matrimonials. These used options are word list, collocates, concordance.

3.4 Theoretical Framework

The model of genre analysis proposed by Bhatia (1993) is employed in this research. Bhatia's model is process-oriented and comprised of seven different steps. These steps are as follows:

- Placing the given Genre- Text in Situational Context
- Surveying existing literature
- Refining the situational/contextual analysis
- Selecting corpus
- Refining the institutional context
- Level of linguistic analysis
- Special information in Genre analysis

<div align="center">(Bhatia, 1993)</div>

In the First chapter the researcher has discussed all of the above-mentioned steps in detail. This chapter has mentioned the research design, development and over all procedure of the corpus along with the theoretical framework for genre analysis of matrimonials. The next chapter is Data Analysis which is subdivided into four divisions.

CHAPTER 4

DATA ANALYSIS

This chapter is divided into four parts. It adapts Bhatia's genre analytical model to explore the matrimonial as a genre. The first part deals with the description of situational/ contextual aspect of the matrimonial as discourse and/ or genre as per second stage of Bhatia's model. The second part follows the sixth step of Bhatia's model where the lexicogrammatical features, text patterning and structural pattern of the text genre are brought forth in order to indicate idiosyncrasies of Pakistani and Indian people. The third part deals with the quantitative analysis of corpus with the help of Antconc software to find out the frequencies of occurrence of prototypical/conventional and lexicogrammatic features in these ads. In the final part of this chapter the similarities as well as dissimilarities regarding feature and themes of Pakistani and Indian matrimonials are analyzed.

4.1 Situational/Contextual Analysis

This part sums up the initial levels of Bhatia's model where firstly the matrimonials are considered "intuitively"/ "naturally" to be a genre, secondly it discusses the societal, cultural, historical and communicative dimensions that give rise to the genre of matrimonials and finally the refining of the contextual analysis is done where extra textual reality is constructed through the text.

Matrimonial as stated earlier take permanent place in newspaper published in India and Pakistan. It is interesting to note that how language is used there to convey the message for mate selection in concise informative expression. It is observed that some of the words in both Pakistani and Indian advertisements are same and they reflect their typical cultural and social traits. Therefore matrimonial advertisements can be considered as a separate genre to shed light on social discursive practices.

Within the sub categories of genre analysis, textual and contextual analysis plays a significant role. In this research, matrimonial advertisements are selected to examine the texts and discourse produced in Pakistani and Indian context. The analysis of the text of matrimonial advertisement reflects social and cultural factors of addresser and addressee that influence them naturally as well as cognitively. It also mentions what kind of linguistic devices are used to represent gender in these ads to achieve the goals set by the people for their practical life. Moreover it indicates how much importance is given to class, caste, income and social adjustment along with certain other prototypical features through media discourse. In other words, the multidimensional perspectives and prototypical features of matrimonial advertisements are mainly considered in data analysis as the study was based on generic structures by applying Bhatia's structural models of moves in matrimonials of Pakistani and Indian English newspapers. In Pakistan, according to the newspaper readership ranking, Dawn is read every day or weekly by thousands of people who belong to different fields. Similarly Indian newspaper, Hindustan Times is vastly read by huge number of Indian people. The newspapers selected for this study have wider audience as mentioned in the introduction; therefore they may be considered in playing their role in shaping the psyche and personality of individuals living in Pakistan and India.

Marriage is one of the most considerable obligations in Pakistani and Indian societies religiously, morally and ethically. The decision of elders coping up with all familial, ritual, socio-cultural, socio-economic and socio-religious requirements plays a substantial role for matchmaking of the prospective bride and groom as well as for the union of the whole family. Mostly the decision taken by elders of the family or senior members of society is considered as the final decision. This trend is still currently followed traditionally in most part of Pakistan and India. The communication in the text of matrimonial ad is based on religious and cultural constraints.

There are many kinds of marriages in Pakistani and Indian context. Arranged marriages, love marriages and partially arranged and partially love marriages are commonly in practice here. The most common and highly considerable and conventional marriages are arranged marriages in both the countries. These marriages are still prevalent in many regions where consideration is given to the same caste, class, religion, sect,

community or ethnicity or locality. Educational, financial and professional status is worthwhile in the match making process of life partner. Though the trend of arranged marriages along with the elders' decision is getting changed, but it is also observed that now the people are becoming more conscious to select a life partner. They choose the words or linguistic expression that can be acceptable to matrimonial alliances and audience/readers to represent their demands. Their focus is not only on the stereotypical factors related to physical appearance or skin color but also on factors concerned with new challenging time period of 21st century. These include wealth, profession, qualification and social reputations of their families or relatives and much more. It is observed that people are very particular/highly concerned about their preferences irrespective of gender. In this regard they mention their son's or daughter's beauty, age, qualification, job, religion, language, and bent of mind and expect as well as demand the same compatible or ideal match.

Matrimonial ads consist of limited lines loaded with significant linguistic expression related to socio-cultural, socio-cognitive and socio- religious norms and values in order to seek desirable prospective bride or groom. The previous research work "*Looking for Brides and* Grooms*: Ghataks, Matrimonials, and the Marriage Market in Colonial Calcutta, circa 1870-1940* by Majmdar (2004) also has some aspects related to the current research in terms of marriage advertisements and new forms of social domination. According to this research, caste has become one criterion among many that had to be matched in order to determine the suitability of a match. Though this trend is still followed presently but as compared to the date taken in the current study, there are some exceptions also due to the change of time and awareness among the masses. For example the study reveals that in some ads the "caste no bar" is written.

In the arrangement of matrimony, in Pakistani and Indian societies, the choices of social standards are diverse in nature. In some ads the "Caste no bar" is written. This sentence shows that nowadays the trend to just focus on the same caste, '*biradari*' or community is changing but looking from another perspective it is also noticeable that people still follow the trend of getting married into the families belonging to the same value system and beliefs because they feel convenience in the same upbringing and general living style.For the arrangement of this significant occasion, nowadays there is growing demands

of matrimonial advertisement in print, electronic and social media in both the communities. These ads truly reflect the deep-rooted societal practices.

Matrimonial ads have two major components. In first part the advertiser provides the detail about an individual as the producers give the information to sale their product in the market and in second part some tactical or more significant target -based expression is used to get the task of having suitable matrimonial match fulfilled. The order can be varied. It is noticed that in some ads the producers have given their own information in the best possible manner first and then the demand or expectation is discussed for consumers whereas in some ads the urgency or demand is discussed first and then one's own detail is mentioned. The same aspect is highlighted by Ramakishman in 2012, as already mentioned in chapter 2, where the focus of that article is on register of matrimonials by examining some of the linguistic features. As compared to that specific research, the study in hand discusses the lexicogrammatical features that covers structural organization, linguistic and stylistic devices, and figurative devices of these ads.

The producers are those who give their ads to get them publish for daughter, son, relative or for own self. People prefer to get suitable life companion who have same educational and cultural background. They clearly mention their inclination/preferences in ads after taking into account the socio-cognitive factors. For example, in the Indian ad of Nov, 5 "Caste, age & status no bar". In the next ad the sentence "Looking for a likeminded and well educated match" reveals the preference of advertisers. Such sentences indicate the essential functions of language; as Halliday proposes emotive and reflective function of language where language functions as the displayer of language (Halliday, 1960). According to Siddiqui (2014), matrimonial advertisements reflect the most significant aspect of the interplay of language, gender, and power. To grab the attention of consumers or clients, with the help of playing upon the words, the advertisers state their underlying commercial advertising philosophy in matrimonial ads.

4.1.1 Situation of girl's family searching for groom

From girl's side, search for groom is conveyed in these kinds of words: Boy should be tall', 'smart', 'equally well-groomed', 'qualified', 'preferably from public school' and

'decent family' HT Nov 19. Expectation and demands from girls and boy side are based on socio cultural norms and values. The families demand according to their own social reputation and standards. Girls' parents want financially strong, well settled boy for their daughter most preferably settled abroad or in posh area whereas the beauty factor is considered the most important element for boy's family. It also demands for educated, well-mannered, soft spoken, cultured, homely and active working girl.

The average age of boys and girls both for marriage noticed in these ads is in twenties and thirties. As women are educated as well as more career oriented now, therefore for finding suitable match for them, more ads are from girls family's side in the marriage market in print and electronic media. Sometimes parents of girls and boys both tend to think that they will get good 'rishta'/proposal through this channel/medium. Families of divorcees also approach advertisers of newspapers along with their ads of re-marriage. For second marriage people do mention their priorities regarding married/un married life partner.

A glance at these ads easily brings to notice that there are certain yet rigid expectations from the would-be bride or the would-be groom. Often the look and beauty as mentioned earlier become the prime factor or feature of the eligible girl. While on the other hand, financial strength and well reputed job is included in the eligibility criteria for would-be groom. In other words, the bridegroom's worth depends on his annual income and university certificate, and appearance and skin color" as mentioned by Rochona Magumdal in his article *Looking for bride and Grooms Ghataks, Matrimonials, and the marriage market in colonial Calcutta, circa 1870-1940.*

Girls are described by their own parents, guardian or advertisers in selected matrimonials as 'beautiful', wheatish, 'slim girl fair', 'very fair' , 'extremely fair', 'pretty' , 'cultured', 'soft spoken', 'wel mannered', 'well-groomed', 'intelligent', 'slim', 'professional', 'professionally qualified', 'convent educated', 'homely', 'smart', 'active', 'attractive', 'well educated', 'Canadian born' / 'Australian born' , 'Malhotra b'ful girl', 'good looking', 'beautiful', 'charming', 'career driven', 'confident', 'fluent in English', "very pretty, (Ad 1), "only daughter" (AD 2), "fair" (Ad 19), "very smart, graceful,

sophisticated unmarried girl" (Ad 23), ' slim and smart with fair complexion' (Ad 66), 'beautifulbcultured and highly qualified daughter' (Ad 80),'Br girl', 'smart convent educated Jat Sikh girl,beautiful Tula Rashi Mangli Kayasth girl' (Ad (106), 'cultured family oriented' (Ad 143), ' never married' , 'daughter educated from top B School UK, sharp with attractive features doing PhD from DLI getting SRF' (Ad 116) , 'sharp featured' (Ad 136), 'well versed girl with a blend of Traditional, sophisticated, Cultrd & grounded upbringing from a family of repute' (Ad 135), 'beautiful girl 81/5'4 (looks younger)'. People wish to seek beautiful and especially working girl nowadays. They also demand for 'only daughter' and 'seek beautiful educated girl from cultured family' (Ad 140).

Parent of the girl also mention intentionally the profession and job status and job place of the girl in these words like 'Ambitious' and 'enterprising' in Ad 130 and Ad 131 'divorcee, no kids, very short marriage, with kids, issueless lady' in Ad 121. In case of widower, the linguistic expression is used as 'seeking beautiful, fair, slim, well-educated non-manglik homely girl with strong family values from a loving cultured family' in Ad 144. According to Siddiqui (2012) family, caste, heights, looks and qualifications are the main attributes of Pakistani and Indian matrimonials.

4.1.2 Situation of boy's family seeking for bride

Boys are described by their relatives/advertisers as 'smart almost teetotaler son 30 years Aug 87 height '7" B Com (Hons) involved in multiple family businesses'. (Ad 144). In another ad, this is mentioned, 'SM4 V, handsome Punjabi well settled business boy. Own big home appliances showroom. Upper middle class family' (Ad 145). As the parents of girl write every important detail about them, similarly boys' parents mention the words like 'well settled', 'well qualified', 'highly educated', 'well settled professional', 'handsome', 'business/Service class boy', 'educated boy from respectable family, suitable Gurgaon based', 'boy should be educated', 'well settled and belonging to high status Business/professional family', 'smart handsome boy', 'tall, caring' , 'convent educated', 'smart equally well-groomed', 'good looking', 'qualified preferably from public school and decent family high status professional' , 'doctor', 'industrialist', 'businessman', 'boy preferably an NRI', 'decently settled', 'never married', 'vegetarian and non-smoker', 'British born boy', 'wkg boy in service', 'very fair', 'only son', 'Amritdhari boy' for the

proposal of a boy. Parents of the girl wish to seek the groom for their daughter who has ideal established job along with certain other characteristics. In most of the ads, the grooms who are more preferably required must have a well-settled job and place. They must belong to posh areas like F-10, Islamabad, Karachi, Delhi/NCR or Metro Cities. The advertisers wish the perfect financially strong boy settled abroad for their daughter from example, in Ad 111 'we wish to hear from Tall, Dynamic enterprising and well settled boy from a reputed family based in USA, Canada'. In case of second marriage the attributes of groom are expressed in these words 'widower 56 age looks younger, fair, own '*kothi*' own business, accomplished business man very progressive' .The ads given by girl's side clearly demand 'preferred, high status unmarried/I'less div. boy'. The status of groom must be high according to girls' guardians like in Ad 127 it is written 'seek boy from high status family'. In case of ad of remarriage the reference of 'short marriage' is also included. If a girl or boy has 'Well Travelled abroad' then this information is also provided. It is also observed that the attribute of looks is significant in the description of females' proposals. The same dimension is highlighted by Siddiqui (2014). According to him, the bride's worth is dependent on her father's income and physical appearance. He mentions this aspect in the chapter Matrimonial Ads: Societal Expectations in his book Language, Gender and Power.

4.1.3 Habits/Styles

Along with some physical attributes, several other patterns, style or habits of life are stated in these ads that depict the typical demands or concerns of a prospective bride or groom. For example, 'clean shaven', 'veg. Teetotaler' in Ad 118 and 121, veg, non-smoker in Ad 109, Non-vegetarian in Ad 112 and Ad119, veg/ eggtrn in Ad125, Clean shaven boy in Ad 142 and Ad147. The sense of humor is also an attribute that is in demand for acquiring suitable match.

In matrimonials the information is provided about the individual's own financial and social status precisely after taking into account the profession, salary, and place of job. Moreover, in some ads the profession or financial strength of the family members is also mentioned. Some statements or clauses are written clearly not to follow the specific socio-cultural practices that take strong grip in overall community on larger scale. For example

dowry or gender discrimination is considered an important part in the arrangement of marriage. To negate this practice, some advertisers mention their strong point of view in the phrases/ sentences like 'No dowry in Ad 136', 'Simple marriage' in Ad 121, 'Family believes in equality between son and daughter' in Ad 139, 'Dowry seekers and unislamic custom followers regretted' in Ad 68.

For mate selection, the focus is given on the language, not only the *"regional"*, but also the "best conversant in English" is the main concern of the people. Sometimes strict instructions are also written for example in Ad 24 'son married 36, landlord, graduate, Shia Balouch, son 26, MBA Government job, smart seeking educated pretty, slim, religious belong from Shia family, Sdaat not accepted only Hazara, Parachinar, Persian, priority religion and good manners' This aspect has similarity with Radna Krisha's & Rangain's article A Sociological analysis of the content in Matrimonial Ads in South Asia. He discussed the same aspects as well as the changes that occurred in society due to the advent of westernization. He compared the traditional and modern mate selection process whereas the study in hand discusses the comparison and contrast of the ads published in the subcontinental context in socio cultural and socio cognitive perspective.

4.1.4 Horoscope

In Indian matrimonials the reference of Horoscope is typical and unique because the place or position of one's star along with ones beliefs in the lucky numerals is dominantly believed to be influential in one's destiny. The Indian cultural norms are often related to these metaphysical creeds. Horoscope and numerology are followed so as to have blessedness and success in finding and having a suitable life partner. If the match percentage is higher it is considered that the marriage will be more successful. Horoscope is the determining factor in Indian matrimonial whereas in Pakistani matrimonial it is not. For example in one of the ads in the Indian newspaper it is stated, "Kindly match Horoscope and send details" (Ad 100).

The advertisers, the relatives of prospective bride or groom, socialite person or the person himself expresses the conditions in matrimonial ads for seeking suitable match. These conditions or standards mostly depend upon family preferences and customary

concepts or beliefs that include physical appearance, religion, sect, caste, language, profession, status and so on. An important step in this process includes an in-depth study of the astrological charts or horoscopes of the prospective bride or groom; all interactions between the two families come to an end if the astrological predictions are not well-matched. If both families concur, a date is set for the final engagement ceremony, followed by a favorable date for the wedding. All these traits actually reflect the socially constructed norms and values. As a result the trend of community-based matrimonial alliances continues for finding a favorable match. This element is interpreted in Srilakshani Ramakrishnnan's article 'Wheatish'grooms and 'innocent' divorcees;Commodyfying attributes in the discourse of Indian matrimonials(2012). The important traits or conditions are as follows:

4.1.5 Physical Attributes

The physical appearance of the person getting married is discussed willingly in matrimonials by advertisers or writers of these ads. The matrimonial ads reflect that people have their own socially constructed standards for beauty, physical appearance, body built, and height and skin color. The words used in these ads related to the same aspects reflect the peoples concern in order to seek favorable match. Skin color is considered the most important element in the Subcontinent. The color distinction divides and stratifies the society among different groups of people. The complexion has become an important yardstick for beauty and thereby a criterion for the selection of bride and sometimes groom as well. In other words it shows stereotypical behavior or attitude of the people when they select the life partner. For example, fair complexion is highlighted in Ad 96 where the phrase 'very fair' is used.

KARNAL BASED Reputed Business Fmly seeks alliance for their daughter 20(97 Born), 5'2". very fair, Convent Educated & Pursuing Graduation from DU. Lives in Posh area of Karnal. Several Businesses Looking For a Smart, H'some Boy from Reputed Business Fmly. Cont.: # 9811454531, E-mail: blessing7929@gmail.com Call Voice Ad -(0124)-2743784

Image 4.1: Physical Attributes; Complexion

4.1.6 Age

In matrimonials age factor is considered as an imperative reference for the selection. Age, maturity and marital status become the criteria for match making. The distinction of age for choosing life partner differs from person to person. For unmarried girls the age limit for getting married is from 18 to35 years, for unmarried boys it is from 22 to 45 years old. For second marriage, or for widow/widower or for divorcee/divorced man, it can exceed from the socially standardized age pattern and depends on the need and circumstances. It also depends on the interest as well as the desire of the person whether he/she likes young or old companion because of profession, status, social pressure or mental satisfaction. It is perceived that bride must be younger in age than the groom as per social demand. For widow, widower, divorcee or divorced man, the criteria of age for looking forward to remarry is not fixed. It depends on the circumstances or needs. The maximum age that is observed among women in the corpus is 50 years and for men is 58 years. Some people do not care about the matter of age especially when the marriage is within the same family or to support a person to secure or establish him or her or their own benefit in order to get stability and security. Most of the advertisers mention the age limit for prospective bride or groom along with the age of a person for whom they search the life partner. There are also the ads where only the age of proposed person is mentioned but not one's own age like in Ad 18. Some advertisers do not disclose the age of the boy in ads rather the ads display their demand for financial strength and settlement.

4.1.7 Qualification

In matrimonials the educational factor is discussed more significantly in the accompaniment of educational institutions, educational places with city or country name. In addition to it, if the candidate has received distinction in any particular field or is pursuing any degree, its status or stage is also mentioned. All these aspects are shown in the table below:

Table 4.1: *Qualification*

Advertisement Number	Education /qualification	Educational Institution/ Place	Position Achieved	Stage
1	Master Finance	London		Done
3	Highly educated	UK		Done
4	MBA	NUST		Done
5	Highly educated			
6	MS, CS		Gold medalist	
7	Doctor			Pursuing fellowship in USA
8	O/A Levels, BS Accounting/Finance	BNU, NUST		
9	Masters in Accounting	University of Michigan	GPA 4	Pursuing for CPA
10	BSc Hons	LUMS		
11	M.Sc.			
12	Highly educated			
13	BBA, MBA			
14	Graduation in Business and Marketing	University of Maryland		

15	Graduation	NUST	
16	MSc		
17	Well educated		
18	Highly educated		
19	GCC Arabic	Madrassa	Doing online MBA
20	American qualified		
22	BBA		
23	Law graduate		Further regular studies in progress
25	MBA		
27	CA	Beacon House, Kinnaird College, Pitaro Gov. college, University of London	
29	Masters Electrical Engineering, MBA	Austin, Berkeley USA	
30	Graduation		
31	Bachelor of education		
32	MPhil, HR		

33	Graduation and Masters	Leading institution of Pakistan	
35	FPCS		
37	MBBS		
39	Master Finance	London	
41	FCPS		Trainee
43	Electrical Engineering	UET	
44	BDS		
45	Graduate	LUMS	
49	MPhil		First Class Matric to M.Sc. MPhil gold medalist
50	MS Mechanical Engineering	NUST	
51	Mechanical Engineering	Australia	
53	Graduation, MBA	London School of Economics, Germany	
54,55,59,62	BBA, MBA		

56	MBBS, Master Electrical Telecom Engineering		PhD in progress
57	M.Phil.		
60			Student
61	BBA,CFA		
63	MS Computer Science	Abroad	Doing PHD
66	Master Degree in Health Management		
67	MS	UK	
68	MA English Literature		
69	Masters of Engineering Management	Australia	
70, 73, 79,80	MBA,(HR, Finance)	IBA,	
74	MBBS		Pursuing USMLE
80	MBA (Finance), MA		
83	PHD	USA	
88	B.Com		

89	Business Hons Graduate	Lancaster University, UK	
90	MBBS	Maulana Azad Medical college	Pursuing MD Gynecology from PGI Chandigarh
91	Well educated		
93	BEE, MBA		
94,95	MBA		
96	Educated	Convent	Pursuing graduation from DU
97	Professionally qualified		
98	Prof. qualified, BSc, Masters	Convent educated, BSc and Masters from Top Univ UK	
99	Graduation	Delhi Uni,nLSR College	
100	BBA, B.Com, M.Com, CTET	Delhi	

101	Con. Edu., B.Com (Hons) CS		
102	B.Tech (CSE), MBA (Fin.)		
104	Cov. educated, Bachelors in Mgmnt, MBA(HR)		
106	BE in Electronics and communication, CCIE	CISCO	
107	B.Tech, MS(CS)		
108	12th pass		
109	B.Tech		
111	MS in Media Management	US reputed University	
113		Edu from top B School , UK	
114	Convent educated, Masters in Archeology & Heritage Management	IP University, Delhi	
115	BBA. B.Com. B.Ed. MCom, CTET	Delhi	
116			PhD from DU getting SRF

117	Graduation, Masters	LSR, Delhi, LSE, London	
118	B.Com Hons CS girl		
119	Convent educated, LLB Hons LLM	National Law University	
120	Convent educated, Bachelors in Mgmnt, MBA (HR)		
122	Wel-educated B.Tech		
124	MCH in Pediatric Surgery	Leading Govn. Medical College , Delhi	In progress
125	BTech (ECE)- IIT, MBA	Top school of USA	
126	MPhil, NET,Ph.D	(SW)(USA)	
127	Graduate	University in Boston	
128	MCom,Bed		
129	LLB		
130	M.A. Clinical Psychology	A.M.U.	
131	BA(Du), BFA(Fine Arts)		
133	BBA,MBA		

134	MBA(Intl. Business)	
135	B.Tech(EE), LLB,MBA	
141	PHD Finance	FMS D.U
142	M.A Eng, B.Ed & M.B.A	
143	Convent Edu, Post Graduate	
144,145, 146, 149	Well educated	
147,148	MBA	
151	Double Business major Honours Graduate	Top university
152	MA (Eng.),MBA,B.ED, PGDCA	
153	Masters	Cass Business School, London
156	MA,MBA	
158	MBA, B.Ed.	
159	M.Tech, PhD	
160	Md(Med)	

161	Highly educated NET qlfd			Full time PHD student
162	BE(Electronics)MBA	IIFT Delhi		
163	PHD		Gold Medalist	
165	Double MS Engineering Electrical/Computer			
168	MBA	Top Inst		
169	Educated	Premier institute		

Advertisers mention the degrees that bride/groom has received in their fields. In some ads only the name of degrees are mentioned. In some ads the distinctive position and award the girl or boy have achieved are given. In some ad the name of well reputed national or international educational institutions from where the girl or boy has got education is included. If the qualification or degrees are in progress then it is also stated openly. In some ads the educational degree is not disclosed by name but the alternative words are written to grab the attention of reader for example in ad 3, highly educated (UK qualified), in Ad 5 well educated from Reputed American University, in Ad 6 MS,CS gold medalist Ad 7 Masters in IT, Ad   For example, Ad 1 the education of daughter is Masters Finance, London, in Ad 4 MBA NUST, in Ad 6 MS,CS gold medalist Ad 7 Masters in IT, Ad 8 O/A Levels from BNU & BS Accounting/Finance from NUST, Ad 9 master in Accounting from University of Michigan in GPA 4, pursuing for CPA, Ad 10 B.Sc. (Hons) from LUMS,AD 11 M.Sc., Ad 14 graduated from University of Maryland in Business and Marketing, Ad

15 NUST graduate, Ad 16 MSC, Ad 18 Hafiz Quran doing online MBA, AD 20 American qualified, Ad 21 Ad 22 BBA, Ad 23 law graduate (further regular studies in progress)Ad 27 CA Compilation education from Beacon House , Kinnaird College, Pitaro Government College, Lahore, LLB University of London, LLM Waels U.K, Ad 29 Masters Electrical Engineering Austin and MBA Berkeley USA after A-Level from Pakistan, Ad 31 Bachelor of Education, Ad 32 M.Phil., HR, Ad 33 graduation and masters from leading institution of Pakistan, Ad 34 FPCS, Ad 37 MNBBS Doctor, Ad 39 Master Finance, London, Ad 41 FCPS trainee, Ad 43 B.Com Hons. Ad 46 LUMS graduate, Ad 48 MBA Add 49 First class Matric to MSc, M. Phil Gold Medalist from NED, Ad 50 MS Mechanical Engineering NUST, Ad 51 Mechanical engineer from Australia, Ad 53 graduate from London School of Economics, MBA from Germany, Ad 56 Master electrical and Telecom Engineering, PhD in progress, Ad 57 MPhil Ad 60 student, Ad 61 Canadian BBA, CFA Ad 63 education up to high school abroad BS, MS Computer Science doing PhD from well reputed university, Ad 66 Master degree in Health Management, Ad 67 MS from UK, Ad 68 MA English Literature, Ad 69 Master of Engineering Management from Australia AD 70 MBA from IBA Ad 73 MBA (Finance), BS in Psychology, Ad 74 MBBS girl pursuing USMLE , Ad 76 Chemical Engineer in America, Ad 83 PhD USA, MS IT, and in Ad 84, MS Mechanical Engineering NUST.

4.1.8 Religion

The religious factor is very important in the discourse of matrimonial ads among other socio-cognitive aspects in India and Pakistan. On broader level of this aspect, the religiously loaded structures are expressed in two ways for instance, in some ads initially the name of religion is mentioned and then categorically the sects and social and familial values are mentioned after it, whereas in some other ads sects/class is written before the name of religion. For example, "Highly educated, cultured affluent Muslim Sunni Family of U.P. is looking for an alliance for their daughter" (Ad130).

The concept of religion is also mentioned in Gura Bhargava's research article "Seeking immigration through matrimonial alliance: A study of advertisements in an ethnic weekly (1988). It reveals India's ethnic based stratification as an essential component in Indian matrimonial ads. The study showed that apart from Hindu based stratification,

Muslims, Parsees, Jains, and Christians are among the significant participants of the ads. Each religious group wants to have respective specification, mentioned in the ads.

Table: 4.2 *Religion-related structure in matrimonial ads*

Ad. No	Name of Religion	Caste/class/ community/ family	Sect/	Religion related structure	Culture/Manners/ moral values
3			Sunni,syed	Religious minded	
5				Religious	No dowry, good family values
7				Hafiz-e-Quran	
14					Good moral values
25			Shia family Sadaat	Priority religion	Good manners
29				Moderate practicing Muslim	
48				Religious values	
62				Moderate practicing Muslim/Muslimah	

66			Sunni Muslim	Moderate
68			Unislamic custom followers regretted	Dowry seekers and unislamic custom followers regretted
76			Religious	
86	Hindu	Khatri		
87		Vaish/Bania		Cultured
88		Manglik/Malhotra		
89,90	Hindu	Brahmin Agarwal		
92	Sikh	Arora/Khatri		
94		Mahajan		
95				
96				Convent educated
97		Ahluwalia		Well-groomed, well mannered
98				Convent educated
99				Cultured, soft spoken
100		Arora Sachdeva Manglik		Horoscope

101	Hindu		Entire family is God loving trying to move on the path of the truth	
102, 135		Arora Ansh.Manglik		
103	Br			
104	Sikh			
105	Sikh	Ahluwalia		
106		Tula Rashi Manglik Kayasth		
107		Agarwal	Well cultured	
108		Agarwal Manglik		
109		Khatri		
111	Hindu	Kashmiri	Cultured, well mannered	
112		Rajput/Swaran kar		
113	Sikh			
114		Brahmin		

116		Aggarwal Garg Gotra		
117	Brahmin	Vashisshta		
119		Khatri		
120	Sikh	Jat		
121		Khatri		Simple marriage
122		Kashmiri pandit		
124	Hindu	Khatri		
125		Arora gurkish		Gurkish with family values
126,128, 132		Khatri		Cultured
127	Jain			
129		Manglik		Cultured, convent educated
130	Muslim		Sunni	
131		PAL, Gadaria/ Dhangar		
134		Non-manglik		

I35		Ansh Mnglk		Blend of traditional, sophisticated, cltrd & grounded upbringing
136				No dowry
137	Sikh			
138		Manglik/ non manglik		
139	Hindu		Religious	Family believes in equality between son and daughter
140		Khatri		Cultured family
142	Sikh			Good moral values
143		Saraswat, Non manglik		Cultured, family oriented
144		Non manglik		Homely girl with strong family values
147	Sikh			Good moral values
155		Brahmin		
153		Agarwal		
154		Brahmin		Issueless
156		Brahmin/ Non manglik		
157	Hindu			Excellent sense of humour

158		Khatri	
160		Saraswat Brahmin	
161, 164		Non manglik	Well cultured
162 , 164		Manglik	
163		Gurkish Khatri	
166		Gurkish Arora	Homely fair btfl girl
167	Sikh		Turban/non turban
168	Sikh		
169		Agarwal	

Beside caste and religion, some other religion –related words and expressions are also used in the ads semantically and syntactically that reveal the interest of people towards morality and moderation for the selection of life partner. For example, in Pakistani matrimonial ads the word 'religion' is used as adjective like 'religious' 'religious minded', 'moderate practicing Muslim' for example, "Sunni Muslim, "Hindu Khatri", Manners, cultural norms and values are also attached with religion. The words and phrases are carefully selected to express the religious affiliations of people belonging to different religions, familial and cultural beliefs and sects. The religious attachment of Muslims, Hindus, and Sikhs is observed in the corpus of study by analyzing the lexicogrammatical, visual and organizational pattern of the selected ads. Lexicogrammatical and contextual connotation reveal that marriages are arranged after finding out the match from the same religious background because the religiously loaded structures reflect the discursive practices. From above mentioned table it is observed that following words are used in these ads;

Ad 3 "Sunni Syed", "religious minded", Ad 5 "religious", Ad 7 Hafiz-e-Quran", Ad 14 "good moral values", Ad 25 "Shia family Sadaat, priority religion, good manners", Ad 29 "moderate practicing muslim", Ad 48 " religious values", Ad 62 "moderate practicing muslim/muslimah", Ad 66 Sunni muslim", "moderate", Ad 68 "Unislamic custom followers regretted", Ad 76 "religious", Ad 86 Hindu, Khatri, Ad 87 "Vaish/Bania", Ad 88 "Manglik/ Melhotra", Ad 89, 90 "Hindu", "Brahmin", "Agarwal", Ad 92 "Sikh", Arora/Khatri", Ad 94 "Mahajan", Ad 96 "convent educated", Ad 97 "Ahluwalia", "well-groomed", "well mannered", Ad 98 " convent educated", d 99 "cultured", "soft spoken", Ad 100 "Arora Sachdava Manglik", "Horoscope", Ad 101 "Hindu", "Entire family is God loving trying to move on the path of truth", Ad 102, 13 "Arora Ansh Manglik", Ad 103 "Br", Ad 104 "Sikh", Ad 105 "Sikh", "Ahluwalia", Ad 106 "Tuli Rashi Manglik Kayasth", Ad 107 "Agarwal , well cultured", "Kayasth", Ad 108 "Agarwal Manglik", Ad 109 "Khatri", Ad 111 "Hindu", "Kashmiri", "cultured", "well mannered, "Ad 112 "Rajput/Sawarla", Ad 113 "Sikh", Ad 114 "Brahmin", Ad 116 "Aggarwaal Garg Gotra", Ad 117 "Brahmin", "Vashishta", Ad 119 "Khatri", Ad 120"Sikh", "Jain", Ad 121 "Khatri", "simple marriage", Ad 2 "Kashmiri Pandit", Ad 124 "Hindu", "Khatri", Ad12 "Arora gurkish", "Gurkish family values", Ad 126, 128, 132 "Khatri", "cultured", "convent educated", Ad 130 "Muslim, Sunni"d 131 "PAL", Ghadaria/Dhangar", Ad 134 ""Non-manglik", Ad 135 "Ansh Manglk", "blend of traditional, sophisticated, cltrd & grounded upbringing", Ad 136 " No dowry", Ad 137 "Sikh", Ad 138 "Manglik/ Non manglik" Ad 139 "Hindu religion", "family believes in equality between son and daughter", Ad 140 "Khatri", "cultured family",Ad 142 "Sikh", "good moral values", AD 143 "Saraswit", "Non-manglik", "cultred", "family oriented", Ad 144 "Non-manglik", "homely girl with strong family values", Ad 147 "Sikh", "good moral values", Ad 155 "Brahmin", Ad 153 "Agarwal", Ad 154 "Brahmin", "issueless", Ad 156 "Brahmin/ Non-manglik", Ad 157 "Hindu", "excellent sense of humour", Ad 18 "Khatri" Ad 160 "Saraswat Brahmin", Ad 161, 164 "Non-manglik", "well cultured", Ad 162, 164 "manglik", Ad 163 "Gurkish Khatri", Ad 166 "Gurkish Khatri", " Arora", "homely", " fair", " btfl gir", Ad 167 "Sikh", "Turban/non turban", Ad 168 "Sikh" 169 "Agarwal". From this corpus it is seemed that marriages are settled among people belonging to the same religion and caste.

4.1.9 Caste/Sect

Caste or sect is considered the most important element to choose a spouse. To some extent the trend of paying attention towards only caste or sect is becoming less prominent but still in most places , families and communities, it is considered as the most prevalent part in matrimonial match-making process. The first priority is given to the same class, caste, sect or cultural pattern. The ancestry of the individual still prefers inter-caste or inter-religious marriages in the same communities. The cultural and social pattern set by society or family plays an important role in this regard and it is proven in the text of matrimonial ads published by newspapers, marriage bureau, or electronically produced material by online matrimonial websites. Matrimonials highlight caste. In Pakistani and Indian English newspapers, identity is proven first in terms of caste along with sect, religion or class both for the brides and grooms. The identification of caste is also followed by other personal educational and professional qualification. The same aspect is mentioned by Srilaskshmn Ramarkaish in 2012.

Table: 4.3 *Preferences for caste, sect and class*

Ad No.	Caste/Sect	Class/Status
		.
1	Malik Awan	
3	Sunni Syed	
4	Syed Shia	
5	Sunni	
8	Jutt	Elite class
9	Ahly sunnant ahly tashee	

11	Rajput
14	Sunni
17	Sunni Hanafi Deobandi
19	Sunni
21,22	Syed
25	Shia, Sadaat not accepted
26	Kayani
28,29,31,33,34	Sunni
37	Rajput
38	Sunni
39	Malik Awan
40	Sunni Yousafzai
41,42	Sunni
43	Sheikh
44	Rajput
45	Awan, Lodhi
49	Sunni
50	Malik Awan
51	Syed Sunni
53	Syed Shia
55	Sunni Sheikh

56	Rajput
57	Syed Bokhari(only from sadaat families)
58	Syed Sunni only sadaat
59	Mughal
60	Jat, Awan
61	Sunni Hanafi
66	Sunni
67	Rajput, Deobandi
68	Sunni, Arain
69	Sunni
70	Upper middle class family
72	Sunni
73	Syed/Siddiqui Sunni
74	Arain
75	Kashmiri, Mughal, Awan, Pathan
77,78	Syed Sunni
83	Rajput
84	Malik Awan
85	Rajput, Arain

86	Khatri	
87	Vaish/Bania	Elite
88	Manglik/Non-Manglik	
89, 90	Brahmin Agarwal	
92	Arora/Khatri	
94	Mahajan	
97	Ahluwalia	
100	Arora Sachdeva Manglik	Business/service class
102, 135	Arora Ansh Manglik	
105	Ahluwalia	
106	Tula Rashi Manglik Kayasth	
107	Agarwal	
108	Agarwal Manglik	
109	Khatri	
111	Kashmiri	
112	Rajput/Swarsat	
114	Brahmin	
115	Arora	Upper middle class
116	Aggarwal Garg Gotra	
117	Vashisshta	
119	Khatri	

122	Kashmiri Pandit	
124	Khatri	
125	Arora Gurkish	
126, 128, 132	Khatri	
129	Manglik	
131	PAL, Gadaria, Dhangir	
134	Non-Manglik	Elite
135	Ansh Mnglk	
138	Manglik/Non-Mnglik	High class
142		High status
144	Non-Manglik	
145		Upper middle class
155	Brahmin	
153,169	Agarwal	
154	Brahmin	
156	Brahmin/NonManglik	
158	Khatri	
160	Saraswat Brahmin	
161	Non Manglik	
162, 164	Manglik	

163	Gurkish Khatri
166	Gurkish Arora

In matrimonial ads caste, sect and class have an important place. In most of the ads the family prefers to mention not only their own castes but also the caste of prospective bride or groom such as "Non manglik also acceptable" in Ad 108, "Pref. Both Manglik and Non Manglik Boy" in Ad 138, "Caste no bar" in Ad 89, 98, 94,106,111,113,121 ,122,124,126,133,138,142,147,152.155,158, "Caste, age& status no bar" in Ad 89, "boy be caste Hindu" in Ad 150, "Brahmin/upper cast only" in Ad 143, "Caste and marital status no bar" in Ad 169. Brahmin/Upper caste is mentioned in Ad 143 as "Looking for well-established prof/ Business/Industry boy from status family. Brahmin/Upper caste only". The representation of socially constructed hierarchy of classes is also stated as "Upper Middle class" in Ad 70, 115 and 145, "Elite class" in Ad 8, 87, and 134, "upper caste" in Ad 103, "Business/ service class" in Ad 100 and "High class, High Status" in Ad 138 and 142.

4.1.10 Family background

Family status, position and abode

The family is described in several ways in these selected matrimonial ads. In some ads family description is related to caste or sect. In some ads, the class or religion or profession or bent of mind of family is discussed. All this information is given in the table below:

Table 4.4 *Family, Status, Position and Abode mentioned in matrimonial ads*

AdNo.	Family size	Profession/ status	Values/ Nature	Caste	Language	Province	Residence	Family to be	Status
3				Sunni Syed	Urdu speaking		Phase V, DHA		

				Karachi	
4				Islamabad	
7				US	
9				Decent families from USA	
10		Educated family			
12				Families settled in F-6 to F-11 or E-7	Highly influential family
14		Educate family	Moral and family values		
15				Islamabad/ Rawalpindi and surrounding areas	
16	Small	Zamindar family			Serious families
18		Business		Defence Karachi	

19	Educated, religious						
20	Highly educated				Well-settled	Only serious families	
22	Political						
23	Highly educated family						
24	Business				Defence Karachi	Defence/ Clifton areas only	Well off
25			Shia family				
26	Educated		Kayani family		Decent family		
27		Decent family background					
29			Sunni	Urdu speaking	Educated		
30		Respectable family					
31					Good family		

No.				Sect	Language	Location	Status
						from Karachi	
32						Rawalpindi and Islamabad	
33				Sunni	Urdu speaking		
34	Educate family				Urdu speaking		
35	Highly educate family					Karachi Defence	
37	Business		Rajput			Residing paosh area Lahore	Well off
39						Bhria Town	
46						Karachi Defence	
48	Small	Excellent family/religious values				Clifton	
50						DHA	

51				Syed family			
53				Syed Shia family			
55	Combine family		Family values				
56					DHA		
57				Sadaat families			
60		Army family					
62		Educated		Sunni family			
63	Small family						
65					Lahore	British/ Canada families	
67	Small	Educated	decent	Rajput, Punjabi Deobandi	Gulistane Jauher		
68					Islamabad/ Lahore		
69				Sunni			
70		Educated					Upper Class

73		Eastern values	Syed/siddiqui sunni/Urdu speaking	Chicago	
74			Arain families		
77	Short family			Posh area	
78				Family well settled in New York	
80					Well
86		respectable		Vancouver Canada	
87			Vaish/ Bania family	South Delhi	Elite
89			Hindu Brahmin family	Faridabad	
90	Educated				
91			Punjabi	Canada	Affluent

92			Arora Khatri Sikh		Overseas		
93	Business family					South Delhi/ Gurgeon based	High status
94	Business/ professional		Mahajan		Jhalandar and Delhi		High status
95	Business family					Delhi/ NCR	
96	Business				Posh area in Karnal		
97		decent	Sikh Ahluwalia family				High status
98	Business family			Punjabi		India/ Abroad	Elite
99				Punjabi	Delhi based	NRI	
100						Delhi/ NCR	Upper middle class family
101		Entire family is God loving Trying to move					

		on the path of Truth					
103					East Delhi		Upper caste
105		decent	Sikh Ahluwalia fmly				High status
107		Cultured family					
109			Khatri PB fmly		South Delhi based		Affluent
111	Professional reputed		Kashmiri Hindu			USA, Canada	
112		Well settled			Birmingham (UK)		
113	Top Professional	Well placed		Punjab	Delhi	India/ Abroad	
114	Lawyers family		Brahmin		East Delhi		Well established Reputed family

115		Arora Sachdeva Manglik	Punjabi	Delhi/NCR	Upper middle class
116		Agarwal Garg Gotra		Delhi/NCR	
117	Business family	Vashihhta Brahmin		Gurgaon	
118	Business family	Hindu Bhopal	Punjabi		
119		Khatri	Punjabi		
120		Jat Sikh			
121		Khatri	Punjabi		High Status
122	Joint family	Kashmiri Pandit			
124	Doctor	Hindu Khatri Brahmin		Prominent locality of East Delhi	
125		Arora Gurkish family			USA

126			Khatri	Punjabi	Delhi		
127			Jain		Delhi		High status
128			Khatri	Punjabi			
129	Business				Delhi/NCR		
130	Education		Muslim Sunni		UP		Affluent
131			Gadaria/Dhangar		Delhi		
132	Business family				South Delhi based		High status
133		decent	Khatri	Punjabi	Delhi		Affluent
134						South Delhi	Elite royal family
135	Business			Punjabi		Delhi	Well established
136	Business		Khukhrain	Punjabi	North India		
137	Business		Sikh		Delhi/NCR		Affluent

138	Business		Manglik/ Non Manglik	Punjabi			High class
139		religious	Hindu		Delhi		
140	Business		Khatri		South Delhi		
142		Good moral values	Sikh		Ramgarh		High status
143	Educated family		Saraswat Brahmin	Punjabi			Upper caste only
144		Simple family/ strong family values	Arora		Rajastan Gurgeon base		Affluent
145				Punjabi			Upper middle class
146				Punjabi	Delhi	Delhi/ NCR/Metro cities / Overseas	Highly reputed
147			Sikh				High status
148	Industrial family				Agra	Well settled	

151		Brahmin		Delhi NCR	Delhi NCR	Elite
153		Agarwal		Gurgaon		Elite
154	Bureaucrat	Brahmin			NRI	
155			Kumaoni	Delhi based	Delhi / NCR	
156		Brahmin Non Manglik	Punjabi	Delhi		
157		Hindu				Affluent family
158		Khatri	Punjabi	Delhi		
160	Doctor	Saraswat Brahmin	Pb			Affluent
161	Educated family			Delhi		
162		Manglik	Punjabi	Delhi	Delhi/NCR	
163		Gurkish Khatri		South Delhi		Status family
164		Mangli/Non	Punjabi			

		manglik				
165	Gupta parents			Los Angeles California, U.S.A		
166	Business	Sikh Gurkish Arora				Highly placed
167	Business			Delhi		High Class
168	Industrialist family	Sikh	Punjabi	Delhi	India / Abroad	High status
169	Industrial family	Agarwal		NCR Delhi		

The table shown above clearly indicates the choices based upon a family's position and status in these societies. For example "family settled in Islamabad" (Ad 4), "family US citizen" (Ad 7), "seeking proposal from well-educated in decent families from USA" (Ad 9), "highly educated family" (Ad 10, Ad 23, Ad 35), and "highly influential family" (Ad 12). In the same table   proposal is required from "families settled in F-6 to 11 or E-7" (Ad 12), "a good educated family" (Ad 14), " only Islamabad/ Rawalpindi and surrounding areas families may contact"(Ad 15), "interested in small zamindar family from Lahore", "serious families"(Ad 16), "well off business family residing in defence Karachi"(Ad 18), "educated religious family" (Ad 19), "highly educated, well settle family" " only serious and well placed families may contact" (Ad 20), "political family"(Ad 22), ""shia family sadaat" (Ad 25), " kayani family" , "educated family", "decent family"(Ad 26), " decent family background" (Ad 27), "Urdu speaking Sunni family" , "educated family may contact"(Ad 29), "belongs to a respectable family" (Ad 30), "good family from Karachi" (Ad 31), " Sunni family parents may contact" (Ad 33), "well educated Urdu speaking Sunni

family" (Ad 34), "well off Rajput family"" looking for well settled boy from business family" (Ad 37), "Looking Sindhi families Karachi" (Ad 41). Proposal is required from "excellent family/religious values" (Ad 48). It is also highlighted in the same table based upon matrimonials that "We are a small educated family and residing in Clifton". The description of caste is done as "Syed family", "Syed Shia family", "combine family", "only from Sadaat families", "Army family", "Sunni family", 'small family', in (Ad 51, Ad 53, Ad 55, Ad 57 & Ad 58, Ad 63) respectively. Moreover, in other ads the concept of family is discussed as "upper middle class family" in (Ad 70), "Sunni family" (Ad 73), "Arain families" (Ad 74), "family settled in New York" (Ad 78). The detailed description of family is done in Ad 79 as "Well settled eastern Syed/Siddiqui Sunni Urdu speaking Pakistani family". In this ad the demand of proposal is from "only serious well cultured Sunni family strict on eastern values".

Families are described in Hindustan Times as "respectable family" (Ad86), "Elite Rajasthani family Vaish/Bania family"(Ad 87)"well reputed business family" (Ad87),"Hindu Brahmin family" (Ad 89)"Hindu-Agarwal community educated family" (Ad 90)"PQS Arora/Khatri Sikh" (Ad 92)"Canada based affluent Punjabi family" (Ad 91)"high status Mahajan family" (Ad 94)"highly cultured south Delhi based reputed business family" (Ad 96)"High status Sikh Ahluwala fmly' (Ad 97)" Elite Punjabi business family" (Ad 98)"Punjabi Arora Sachdeva Manglik" (Ad 100)"Upper middle class family" (Ad 100)"Well settled top professional or reputed business family""Canada based affluent Punjabi family" "decent family" (Ad 105)"Entire family is God Loving Trying to move on the Path of Truth"(Ad 101)"well reputed Kashmiri Hindu family" (Ad 111)"well connected business family of Gurgaon" (Ad 117)"joint family of Kashmiri pandat& Punjabi heritage" (Ad 122)"Delhi based real Estate Business Punjabi Khatri Family"(Ad 129)"High status"(Ad 132)"High status Jain Family" (Ad 127)"Family of repute" (Ad 135)"Elite Royal Fmily of Sainik Farm" (Ad 134)"affluent Sikh /Punjabi family" (Ad 137). The religious as well as wealthy family is expressed as " Delhi based religious family having inherited six flats/plots in Delhi Gurgaon etc" in Ad 139.In other ads the reference of family is given in these words such as "Ramgarhia Sikh Family" (Ad 142"Highly regarded & educated Saraswati Pb Br Family" (Ad 143)"Gurgaon based Arora affluent simple family from Rajasthan"(Ad 144) "highly reputed Delhi family" (Ad 146).In case of

choosing life partner, the preference is given to find a proposal from such family that resides in the same region, and locality having same language, eating and living style. For indicating the eating habits the words for instance vegetarian or eggtrin are used. For living style the words like "homely girl, well-cultured, sophisticated or soft spoken are written clearly. When any family needs proposal from the same near location then the words like "surrounding area, same area" is used. Moreover, the proposal is required from the same country or outside the country. It depends on where the person does his job or he or she or their family is settled.

With respect to second stage of Bhatia's model, a contextual background has been developed above. All these situational/contextual details have been elaborated from the matrimonial published in the chosen context of India and Pakistan. The upcoming section identifies the linguistic patterns as well as gives their analysis pertaining to sixth stage of Bhatia's model (1993).

4.2 Linguistic Analysis

Bhatia (1993) identified three levels of linguistic analysis pertaining to

I. Lexicogrammatical feature

II. Text patterning and

III. The structural interpretation of the text

4.2.1 Characteristics of the matrimonials

As Bhatia's model of genre analysis is employed in this research, therefore from genre analytical point of view, the corpus of this study, the matrimonial advertisements are comprised of several characteristics that are not written in fixed order, place, position or arrangement. The order of conventional/prototypical features in matrimonial advertisements varies considerably from ad to ad, newspaper to newspapers and from society to society. It is based on selection of using linguistic items rhetorically and contextually.

Both Pakistani and Indian societies are deeply rooted to their respective socio-cultural and socio-religious background. Most of the marriages are intra-caste as well as intra-religious. On occasions the marriages are arranged on the basis of similar financial

status. These multiple prototypical elements in Pakistani and Indian matrimonials are identified above during the elaboration of the situational contextual features highlighted in the ads from the two chosen context or societies. They are as follows:

4.2.1.1 Characteristics of Pakistani matrimonials

- Relation
- Age
- Caste
- Job settlement place
- Qualification
- Family Settlement Place
- Contacts / Address

4.2.1.2 Characteristics of Indian matrimonials

- Caste
- Education
- Age
- Occupation
- Income
- Religion
- Physical Appearance

4.2.2 Move Structure of Pakistani and Indian Matrimonials

The above mentioned characteristics are grounded on certain typical moves that are also flexible and vary in order to communicate several distinctive purposes based upon region, culture, social norms, religion, and cognition and economic status.

1 Initial word

2 Identifying the family relation/Advertiser/direct demand for match making

3 Identifying the prospective education/job/ personal qualities

4 Mentioning family financial/residential set up

5 Identifying the class/caste/Family

6 Demanding proposals according to social practices

7 Using lexicogrammatical features

8 Highlighting socio cultural factors

9 Highlighting socio cognitive factors

10 Giving addresses or contact numbers
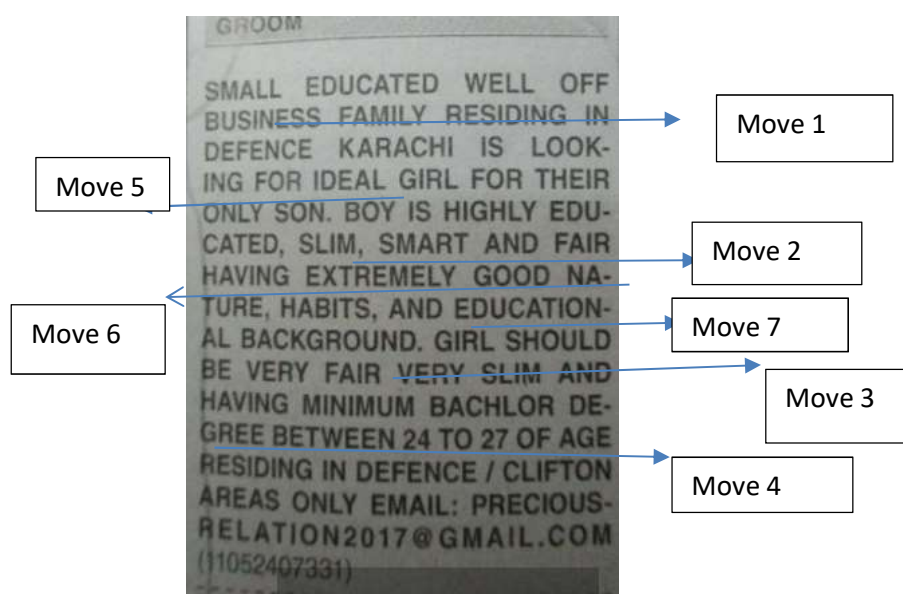
Image 4.2: Identification of moves in Pakistani Matrimonials (Ad 18)
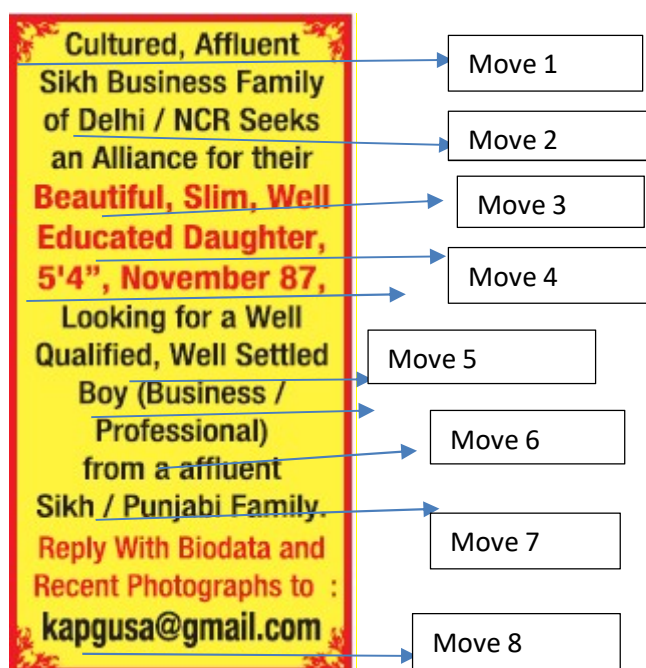
Image 4.3: Identification of moves in Indian matrimonials Ad 137

In the classification of moves of matrimonials, from close examination, it is observed that these above mentioned flexible moves are either obligatory or optional but do not occur in the same pattern and order in all matrimonials. Socially, religiously or culturally some moves in these matrimonials are obligatory while some are optional and depend on the advertiser's own preferences, convenience and need-based demand in order to seek the life partner. The obligatory moves deal with the norms and values of social members of society keeping in view the religious aspect. Furthermore obligatory moves are associated with caste, sect and class differences.

4.2.3 Structural Pattern of Matrimonials: Comparison and Contrast

There is a combination of thematic and linguistic characteristics typifies the generic moves of Pakistani and Indian matrimonial advertisements in this study. These characteristics are identified in the images following the discussion of the features below:

1. Linguistic structure/use of language

In Pakistani matrimonial, mostly single words are used. Complete sentences are rarely used. On the contrary, complete sentences are mostly used in Indian ads as compared to the single key words. Adjective, article, verbs, preposition are used quite often.

1   Capitalization of beginning words

In Pakistani matrimonial, the first letter of the beginning word is mostly and the whole ad very rarely written in capital form. Mostly nouns are used initially. In Indian Matrimonial, a word or group of words in the beginning of ad related to conventional feature or the whole ad is capitalized.

2   Colors

Pakistani matrimonial are displayed mostly in black and white colors whereas the Indian matrimonials are presented in colorful.

3   Layout

In Pakistani newspapers, the process of arranging content of matrimonial advertisements is fixed. These are written in simple script form or uniform written pattern without colorful image, font or size. As far as the Indian matrimonials are concerned, there is variety and flexibility.

4   Font

The font of Pakistani ads is in Times New Roman whereas in Indian newspapers, matrimonial ads are written in Times New Roman, Arial, Cambria, Calibri style.

5   Size/Length

Pakistani matrimonials are mostly comprised of four to seven lines. Indian ads have variety in size. Some ads are written in three to four lines whereas in some ads length exceeds from eight lines.

6   Punctuation marks

Comma is more frequently used. Full stop, colon, brackets, slashes are rarely used in Pakistani ads. On the other hand, slash, full stop, contraction sign and commas are more

frequently used whereas hyphen, inverted commas and colon are rarely used in Indian matrimonial advertisements.

7   Abbreviations/Acronym

In Pakistani matrimonial, educational degrees- related or educational institution–related abbreviation or acronym are used. Indian matrimonial ads also consist of acronym and abbreviation for mentioning rank-specific, caste-specific or educational, or residential specific concerns.

8   Contraction

In Pakistani ads, contractions are not used but in Indian ads these are used excessively.

4.2.4 Identification of grammatical features

Grammatical categories are used in these ads. Among them, most commonly used various grammatical categories are nouns, adjectives, and verbs to provide straight forward concise information about bride or groom. For example, "slim", "smart", well mannered", "small", "compatible", "suitable", "fair", "slim", "confident", "high", "fluent" are the adjectives used in the ads shown below.

DAUGHTER, 28 years, 5-6, MS from KU, slim and smart, pleasing personality, well mannered, father retired Govt Officer, mother housewife, both parents Punjabi, Rajput, Deobandi, small, educated and decent family. Residing in Gulistane Jauhar, seeking match from a compatible family, email: rishtasearch2017@gmail.com (10973280490)

Suitable Hindu Veg.,Tea Totaller, Match for 5'6" Fair, slim DOB 29.09.93 Bhopal, 22:25, Punjabi, Con. Edu., B.Com (Hons) CS girl, very B'ful. Confident. Fluent in English, Father Reputed Businessman (Steel), High Income, Entire Family is God Loving Trying to move on the Path of Truth. Cont: 09294555376 mukeshmalik376@gmail.com

Image 4.4: Identification of grammatical categories (Ad 67 & Ad 101)

4.2.5 Placement and choice of lexical items

The content regarding social conventional characteristics in Pakistani and Indian matrimonial ad is the same to some extent but the positioning differs. This element is also

evident in article 'Wheatish' grooms and innocent divorcees: Commodifying attributes in the discourse of Indian matrimonial" by Srilanksjhmi Ramakershin. In that article instances of lexical compounding are visibly distributed in the matrimonial through the use of either'or' or 'hyphen to connect words. The choice of words and typography of matrimonials published in Dawn and Hindustan Times also vary for representing the same content according to socio-cultural perspectives. For instance the images below show the same aspect.
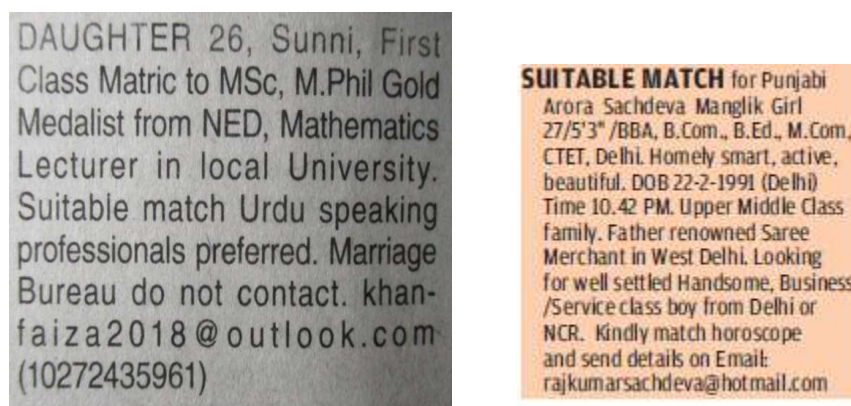
Image 4.5: Lexical placement in matrimonials (Ad 49 and 100)

Matrimonials show the evidence of the use of gender attributes such as girls/boy, daughter/son, bride/groom, widow/widower, divorcee/divorced. The most common usage is to say girl/boy, both in written and spoken interactions. In Pakistani ads, right after identification of bride and groom, his or her age is mentioned in number of years in most of the ads for example "Daughter 26" and then further information is provided about sect, qualification and achievements in educational field, employment. On the other hand, in Indian ads, religion, caste, family and their status or class is mentioned before identification of age of a girl or a boy in date, month and years of birth in most of the ads. For example, DOB is written as 22-2-1991 (Delhi) in the ad 100. In some ads age is mentioned only in the number of years that are passed. This shows that age factor is mentioned in most of the ads in the context of both communities but the difference is of only the order or place. Secondly the stylistic or writing expression to mention age is different. The precise age of birth given in Indian matrimonial presents the societal convention where the

correspondence of bride/ groom's birth date to the prospective bride's/ groom's birth date can also be cited from those ads where the time of the day birth is mentioned.

> **SUITABLE MATCH** for Punjabi
> Arora Sachdeva Manglik Girl
> 27/5'3"/BBA, B.Com., B.Ed., M.Com,
> CTET, Delhi. Homely smart, active,
> beautiful. DOB 22-2-1991 (Delhi)
> Time 10.42 PM. Upper Middle Class
> family. Father renowned Saree
> Merchant in West Delhi. Looking
> for well settled Handsome, Business
> /Service class boy from Delhi or
> NCR. Kindly match horoscope
> and send details on Email:
> rajkumarsachdeva@hotmail.com

Image 4.6: Description of living styles in matrimonials (Ad 100)

The extent of care in matching the horoscope, they believe in the matching of horoscopes of both bride and groom for a compatible and prosperous marital life. Hence the order of the conventions/prototypical features does not have the uniformity in all ads. It depends on intention of writer of ads how he/she expresses those qualities and seeks for suitable match.

4.2.6 Abbreviation: A prototypical feature

Abbreviations are most commonly used in Indian matrimonial Advertisements as compared to Pakistani ads. In the context of Indian matrimonial, abbreviations are used for regional, educational, organizational, occupational and professional contextual background for example, "NCR, MGLK, MA, IT and so on. As far as Pakistani matrimonials are concerned the abbreviations are used for educational, institutional and residential perspectives. Moreover it is used for the places where bride or grooms have completed their education and or settled. Moreover these are also used for proving information about rank, grade/score or status of prospective or their parents. Some examples are of abbreviations are M.Sc., CPA, GPA, USMLE, DHA, UK, UAE, BNU, UK, Dr. and so on.

Image 4.7: Use of abbreviation in matrimonials(Ad 49)

4.2.7 Acronym and Contraction as prototypical features

Acronyms are also used like the abbreviation in Pakistani matrimonial ads for educational institutions or occupational organizations. For example, NUST, LUMS, NESCOM and these stand for National University of Science and Technology, Lahore University of Modern Sciences and The National Engineering and Scientific Commission. On the contrary, contractions are used in Indian Ads to mention the qualities of prospective bride/groom or their family such as I'less, b'ful, H'some, prof'lly qlfd instead of writing these words completely as issueless, beautiful, handsome, professionally and professionally qualified etc. The images below also show the presence of acronym and contractions in both the newspapers.

Image 4.8: Use of Acronym and Contraction in Matrimonials (Ad 50 and Ad 109)

4.2.8 Hyphenated words or expressions

In matrimonials hyphenated words are used related to social and cultural values for example well-groomed, well-mannered, Hindu-Brahmin, Hindu-Agarwal, Non-vegetarian, Father-business man,, well-educated, non-smoker, non-manglik etc.

4.2.9 Fanciful linguistic expression

Fanciful and thought provoking words and sentences in sketchy as well as lengthy way are mentioned in ads of Dawn and Hindustan Times to represent several feature of society and culture. In the image of ad given below, the demand of bride is given by using the expression 'b'ful smart well educated girl from decent cultured fly' (Ad 97). This kind of expression is used for formal and sophisticated expression. In the same ad it is noticed that unique, unusual and complex vocabulary items are also used like "Boy's earlier few months marriage annulled". The reason may be to influence the reader by using complex and unusual vocabulary. Thereby, showing of a highly educated family background of the family. At the same time the reason may be traced out with reference to euphemism where the purpose of using fanciful language for an unpleasant idea is structured.

SUITABLE MATCH within 35 for highly educated handsome smart son oct 74 born / 170 CEO large sized established business house b'ful smart well educated girl from decent cultured fly. May pl email BHP at pnc.profile@gmail.com Boy's earlier few months marriage annulled.

Image 4.9: Use of Fanciful Language (Ad 97)

It depends on the cost that advertiser has to pay for getting his/her matrimonial advertisement published. More words mean more money is to be paid to publishing authority of the newspaper. Advertisements with fewer words are cheaper in rates as compared to classified ads with more words. People who can afford to pay more money use more words for providing detailed information in these ads. However, those who cannot afford higher charges of ads, use concise linguistic structure to communicate their message. Ads given by marriage bureaus often include three to four words to introduce a prospective bride or groom. In fact one ad may contain references to multiple proposals.

Image 4.10: Different proposals in one ad (Ad 26)

4.2.10 Nonlinguistic features

The non-linguistic features are used side by side with linguistic features in matrimonials. It is noticed that length, color, typography reflect the high socio-economic status. The colors and typography play an important part in the advertisements to appeal and provide ease and eye-catching view/impression to the reader. Another purpose of employing these features in matrimonial is to achieve the communicative goals of its genre. There is variation in Pakistani and Indian matrimonial ads related to color, length, layout, and font. Moreover a difference in the order and placement of lexicogrammatical and conventional/prototypical features also occur. The punctuation marks are also used in these ads differently.

After the identification of moves along with their analysis Bhatia indicates a sixth stage where the recurrent themes in the ads must be explicated. Following is the elaboration of various themes of the Pakistani and Indian matrimonials along with the concordance result of data, taken through AntConc.

4.3 Quantitative Analysis of Data

This data is related to the research objectives in order to compare and contrast the Pakistani and Indian matrimonial advertisements published in their respective English newspapers. The purpose of comparison and contrast is to know what kind of discourse is generated in these advertisements in Pakistani and Indian context and which prototypical features are preferably mentioned by the people of both the sides according to their own

social and cultural networks. As this research talks about genre analysis in which communicative events are indicated in the context of socio-cognitive factors, so the main emphasis is on lexicogrammatic features in the given corpora. The research aimed to compare and contrast structural pattern as well as the conventionalized traits of matrimonial advertisements and finally it interprets the influence of these advertisements that is created on the mind of reader or receiver. Furthermore, the corpora are examined after running through AntConc 3.2.4 software to verify the frequency of the features and essential themes of Pakistani and Indian English newspapers that were published over duration of four months for comparison and contrast between the two contexts.

4.3.1 Theme-based linguistic expressions

Linguistic expression used in the matrimonial ads carries the meaning associated with socially constructed norms and values, customs and traditions. These aspects are as follows:

4.3.1.1 Religious Stratification

Religion has an instrumental role in the lives of Pakistani and Indian individuals. The religion-specific terminologies/ lexicogrammatical features are used in the ads that reflect peoples' psyche/belief/intention/thought towards religion.
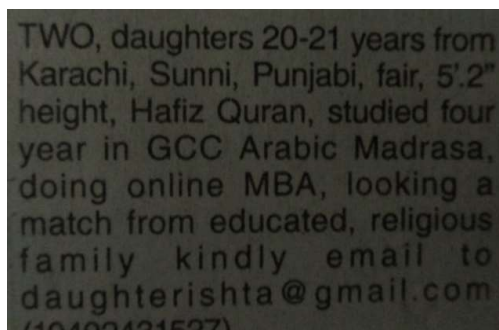
Image 4.11: Representation of religious education
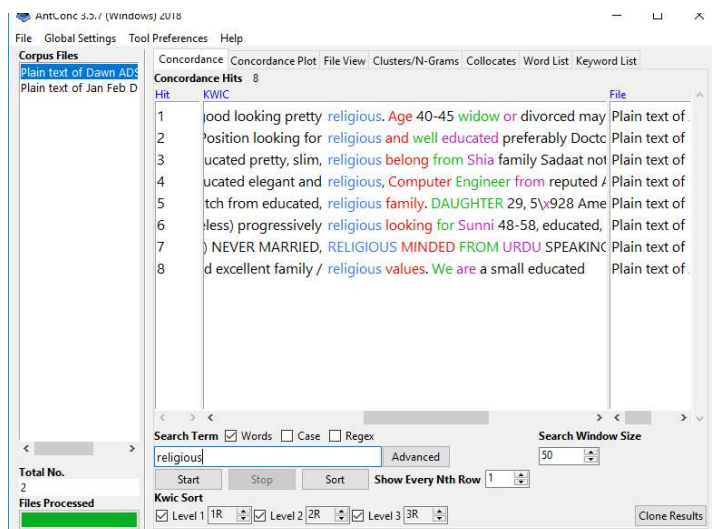
Image 4.12: Concordance Hits of the word 'Religious'

Religious attachments are considered important in the description of matrimonials. Beside the name of religion, other religious-specific lexical items in the form of sects, castes or social factors are mentioned in Pakistani and Indian matrimonial advertisements. The concordance Hit is 8 for the word religious; the image above shows that the religious concern is discussed with the expression like 'pretty religious', looking for religious and well educated', 'religious belong from Shia family', educated, elegant and religious', 'religious family', 'progressively religious looking for Sunni', 'religious minded from Urdu speaking', 'excellent family', and 'religious values'. All these words reflect socially constructed communicative events based on beliefs and preferences of people.
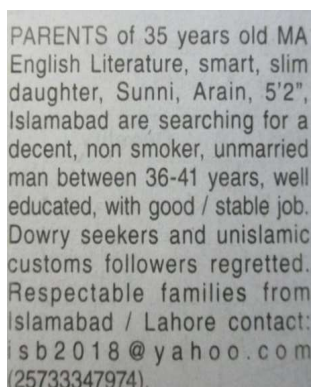
Image 4.13: Ad 101 from Hindustan Times and Ad 68 from Dawn

The images above also denote the religious affiliations according to their own respective beliefs, values, customs and traditions such as the sentences like 'Entire family is God loving trying to move on the path of truth' and 'Dowry seekers and unislamic customs followers regretted'

4.3.1.2 Caste/ Sect/ Denomination

Caste is not the priority of some people. In some ads, people of both sides specifically write "Caste no bar" or in some ads caste is not mentioned though the rest of prototypical/conventional characteristics remain important in the content of these ads. In Pakistani matrimonials, preference is given to the sect along with the profession or any other socio-cultural activity/ communicative event. For example, in some ads the condition that can be related to language, region, accommodation, profession or any other socially constructed standard is mentioned, where caste does not matter but other features like these have more worth. The image of an Indian Ad and the image of Concordance Hits of 'caste' given below indicate that in some Indian ads, the advertiser's own information is provided along with professional, financial, cultural and family background. In the same way, in Dawn ad, compatible match for professional life partner is required and/ or mentioned instead of focusing upon any specific caste. It also shows that the people of both the communities prefer socially and professionally active and influential person in order to seek prospective bride or groom.

Image 4.14: Caste No bar Ad
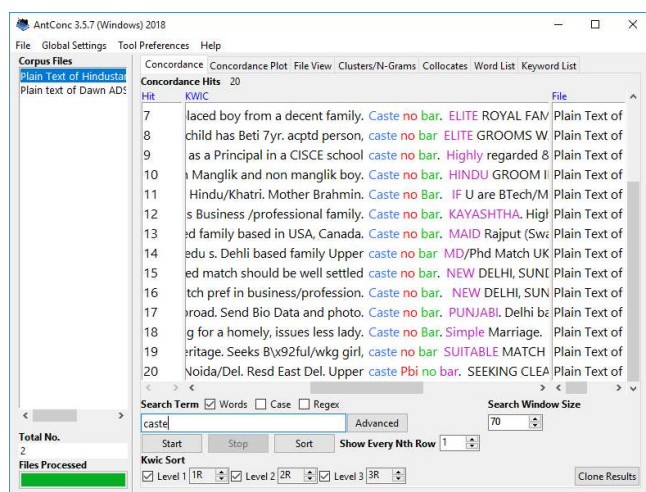
Image 4.15: Caste Concordance Hit of the word 'caste' in Indian Matrimonials

In India, people prefer caste system. They mention this aspect in their ads as their identity and they need the partner from the same caste. This trend dominantly exists in their ads and reflect their belief based on further classification of the society under the name/circle of one dominant religion. Besides, it is noticeable in the corpus of this study that there are also the ads where some of the people belong to the same community do not prefer any specific caste. Their focus can be on any other social, economic or cultural traits like professional, decent, active, and educated bride or groom.

The Hindu Caste system is based on four levels. According to their hierarchical pattern, Brahmins are considered the Hindu priests, the superior one and secondly Kshatriyas are there for ruling services and performing in war. The Vaishya, third one hierarchically, is divided into eighteen clans. Their surnames are Aggarwal, Gupta, Lala, Seth, Vaish, ,Sahu and Sahukar.   Bania also includes six subgroups namely the Bisa /Vaish Aggarwal, Saraogi /Jain, Shiva/Maheshwari and Oswal. Bania group belongs to trading community and the reason behind this is that it is a generic term that originated from the Sanskrit word vanij. Vanij means trader or merchant. They do their work as grocers, shopkeepers and money lenders. They perform their duties in governmental departments for social and political services as teachers, administrators, doctors, scholars and industrialist at regional as well as national level. Bania community shows great loyalty, caring and cooperative attitude in all matters to the person who belongs to same bania community in time of need.

Though this class is on third number in Hinduism, and below Brahmin and Rajput but is superior to rest of the castes. Being superior, they give edibles to lower ones and do not accept anything from the lower caste for themselves in the way they take food and water from upper castes but cannot provide them anything as a gift because of the status of the caste. Their native language is Hindi. They communicate in other regional language as well and it depends on the place where they reside in. Bania community are strict vegetarians traditionally .Their diet includes to eat wheat, maize, vegetables dairy products and fruit. In Bania community the marriage decisions are done with the negotiation of parents and elders members of society. Divorce is not considered a good social activity, It occurs quite often. The second marriage of widower is permitted. There is also the trend of joint family system but smaller families are also acceptable and exist. From inheritance point of view all sons get equal share but daughter have no right to take property.

In both the newspapers, it is observed that the text of these ads consists of simple linguistic and lexicogrammatic structures in order to avoid confusion. The cost of all advertisements that are published in any newspapers is estimated on the basis of length that includes number of words, characters and lines. From business point of view, the editor of newspaper or advertiser of classified page of newspapers instruct producer of these advertisement to follow the specific pattern keeping in mind the important information like physique, age, religion, language, profession, caste, sect, and other certain social factors. For these ads along with the contact information. To receive the response of readers, email address and phone number are written by advertisers for providing more detailed personal information in the form of pictures, horoscope, income, personal qualification and preferences of prospective life partners. So producer of these ads communicate in a very precise, selective and simple way without exceeding the given word limit or line limit.

Classification and categories are constructed with great consideration in these ads by consumers and producers both for getting these ads published because the impact of publishing ad under separate and appropriate section varies from ad to ad in terms of choice of reader and writer of ad. Putting the ad of matrimonial in wrong category may lead to miss the access of large number of addressee or reader because while searching the suitable mates, readers often go through the advertisement under specific section or category.

In Pakistani ads, the element of sectarianism is commonly found such as 'Shia', 'Sunni', ''Barelvi', 'Syed', and so on. People belong to other sects are not confidently accepted in the respective families or group of people. Some people strictly write their demands like the 'Sadaat not accepted, only Hazara, Parachinar, and Persian' in the ad given below. The priority is based on religion and manners along with the description of sect, class and family.

Image 4.16 Representation of sect

Image 4.17: Concordance of the word Sunni

Through AntConc the key word can be sorted out in context for analysis. For example, the image shown below presents the word "Sunni" in various contexts from the selected corpus of the study.
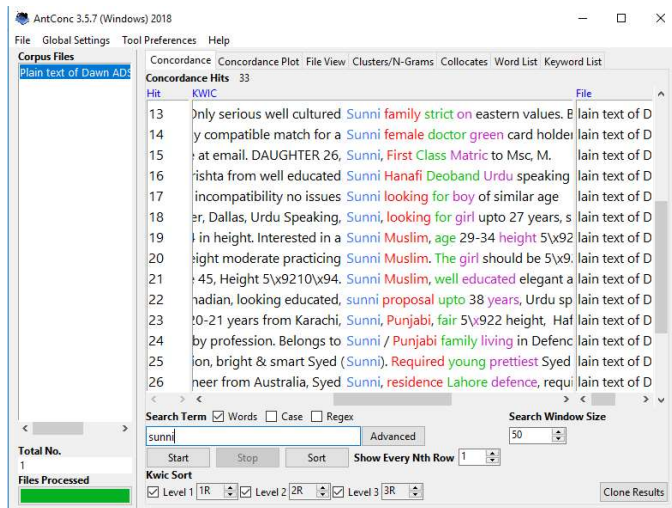
Image 4.18: Concordance Hit of Sunni

From the concordance Hit of the word 'Sunni' it is found out that the word 'Sunni' is used thirty three times in the corpus of the study in connection with Hanafi, first class, family values, educational background and accommodation.
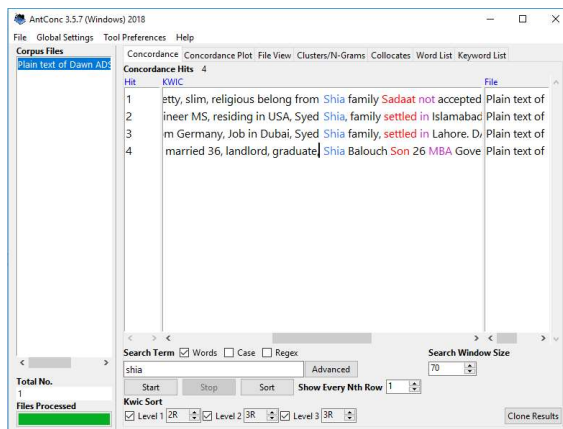
Image 4:19: Concordance Hit of the word 'Shia'

According to the Concordance Hits box above, the number of word 'Shia' is recorded four times in the context of family settlement, norms and values.
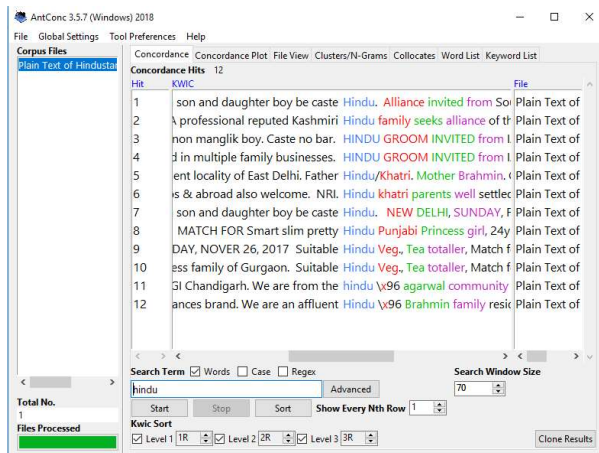
Image 4:.20: Concordance Hit of the word Hindu

As the Concordance Hit image above shows, the number of word 'Hindu' is used twelve times in context of family, class, residential area and food preferences.
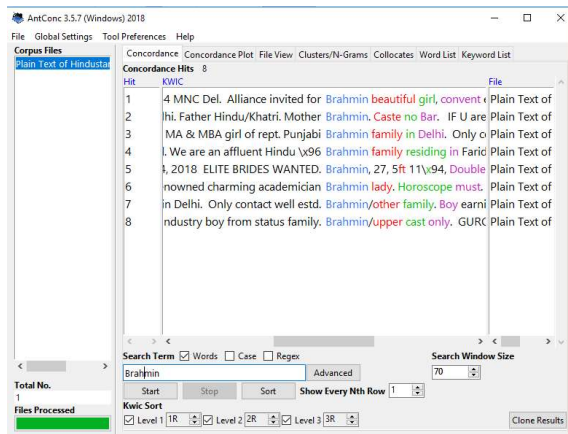
Image 4.21: Concordance Hit about the word 'Brahmin'

The word Brahmin is used in image of concordance Hit box shown above which displays social hierarchal pattern followed at high places. This word is used in the context of beauty, status, place, family values, and horoscope.

4.3.1.3 Class representation

People mention clearly from which class they belong to, for example middle upper class, business class, elite class, and so on. This shows that class distinction has major influence in Indian society. Indian people express it explicitly. In Pakistani matrimonials it

is observed that family background in context of residence, profession and income is given in order to show the status, repute and dominance in the society. The images are as follows:
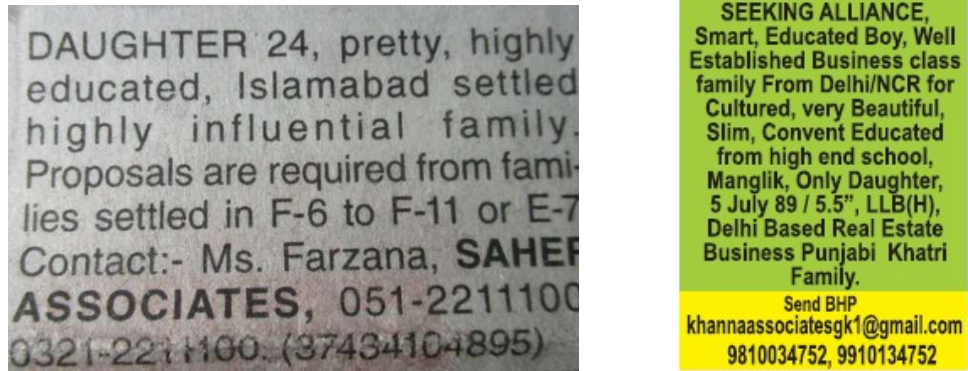
Image 4.22: Class Representation in Matrimonials

Class is specifically mentioned in the matrimonial in various contexts. Through AntConc it is observed that the word 'class' is used in relation to 'established job', 'service', 'business' and different levels of classes like middle class, upper middle class, elite class and so on. It reflects standards set by societies for match making.
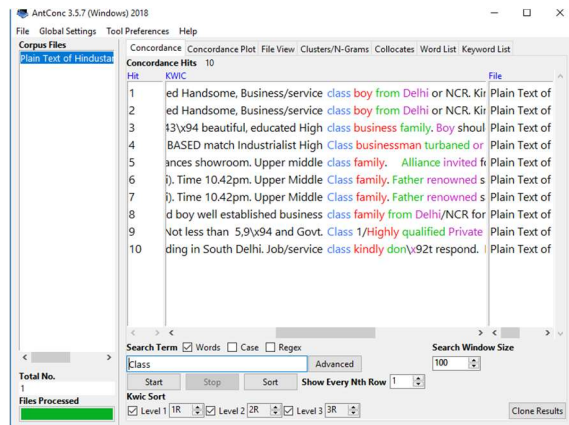
Image 4.23: Concordance Hit of word' class'

As the Concordance Hit shows, the word class is used ten times in context of service, job, status, or family background.

4.3.1.4 Values
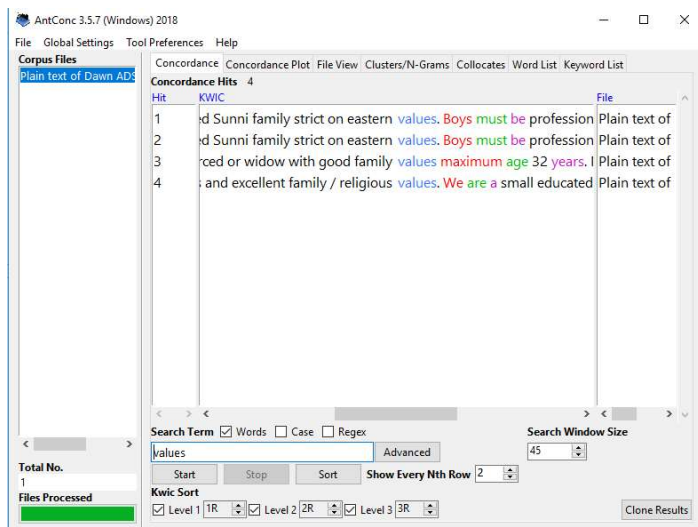
Image 4.24: Concordance Hits about Values
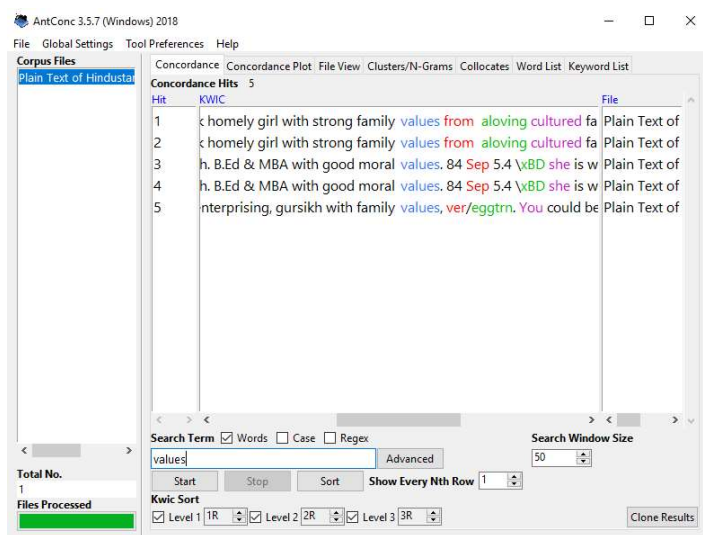
Image 4.25: Concordance Hit of family/moral values

In the images of concordance hits above, it is noticed that the word 'values' is attached with eastern values, religious values and family values. The words eastern, religious and family denote a particular way and perspective followed and demanded by the people here.

4.3.1.5 Familial Aspects
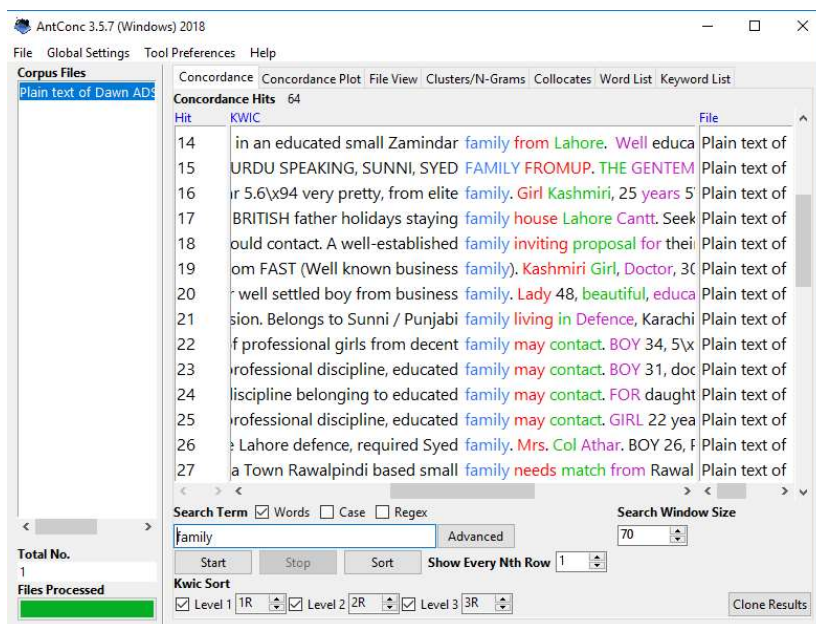
Image 4.26: Concordance Hit of Family in Dawn

The reference of education, sect, wealth, size and establishment of family become quite frequent with the word family that has the count of sixty four as Concordance Hits. A family is, therefore, reviewed with these dimensions in the society.
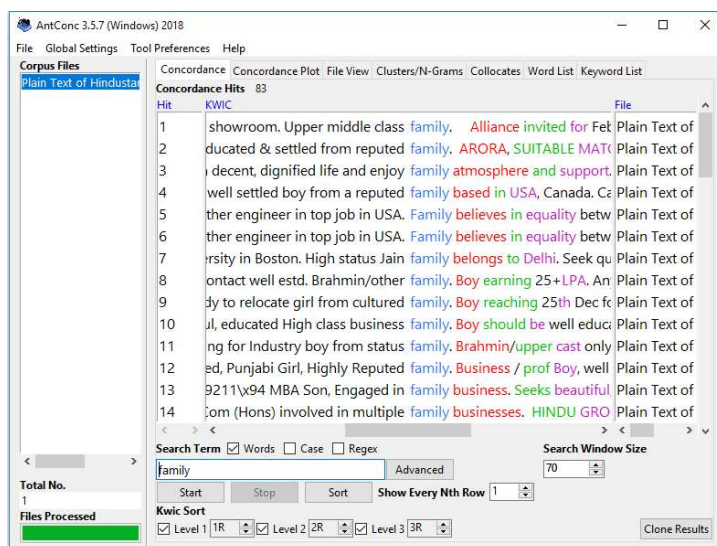
Image 4.27: Concordance Hit of Family in Hindustan Times.

Family, family system and family values are considered very important in the Sub-continent. In the above ad from Hindustan Times one may claim on the basis of eighty three concordance hits that family is the most crucial participant or aspect for matrimony. The society cannot afford to ignore family. Marriage can hardly take place individually. In fact, court marriages or most of the time love marriages are looked down upon.

4.3.1.6 Manners

For example, the expression "homely smart" in the ad below denotes the girl who has the skill to take care of home and family, who has family values and can easily adapt to any circumstances for example, financial crisis or according to the standards or patterns of the would-be family.

Image 4.28 Concordance Hit of manner in Hindustan Times

Image 4.29: Concordance Hit of Manner in Dawn

Manner is used in the context of decency in terms of religious obligations as well as presentable personality trait as the word has eight Concordance Hits as shown above.

4.3.1.7 Habits

In most of the Indian ads the word teetotaler nonsmoking (a person who abstains from intoxication, a person who never takes drink) is used to prove oneself not to involve in any harmful or socially prohibited addicted activity. In the first ad, veg/eggtrn is used that indicates social standard of life. People take great care of eating habits also in India.

IF U are BTech/MS/ MBA/PQ frm inst of repute in India/USA, with wk-ex, ambitious/enterprising, gursikh with family values, veg/eggtrn, you could be the right match for BTech (ECE) - IIT, MBA - top School of USA, working with leading tech co in California, Amritdhari boy 30/5'-5" from highly educated established Arora Gursikh family of professionals of Chandigarh. H1b/ Student/ work visa of USA preferred. Send details with photo to gursanjog33@yahoo.com or Contact 9814015080 (preferably after 7pm on working days) or SMS "MA" and we will call back.

GOVT. EMPLOYED Teetotaller Non smoking Non Mglk Match 4 16.10.1988/ 08.30 AM/ Delhi b'ful well cultured highly educated NET qlfd full time PHD student with 3 yrs Lectureship exp. Early marrige. BHP: manmohananand53@gmail.com

Image 4.30: Representation of habits in Hindustan Times

Habits are discussed in Indian matrimonials according to several living style and activities like non-smoking, eating or not eating vegetables, having clean shave
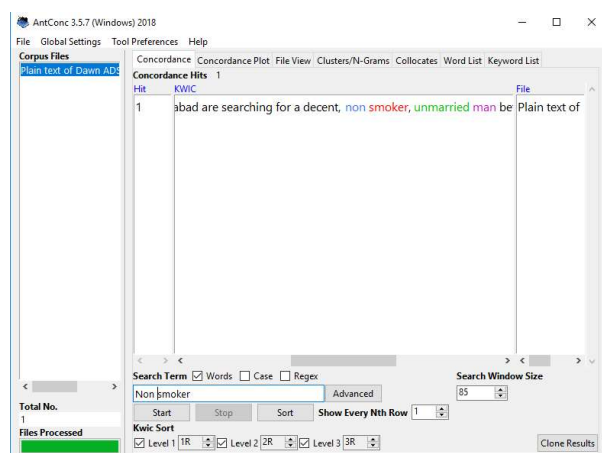
Image 4.31: Concordance Hit of 'Nonsmoker' in Dawn

Only in one ad it is noticed that nonsmoker is used in Pakistani context as it is not considered a good habit. Such a demand seems rare in Pakistani context.
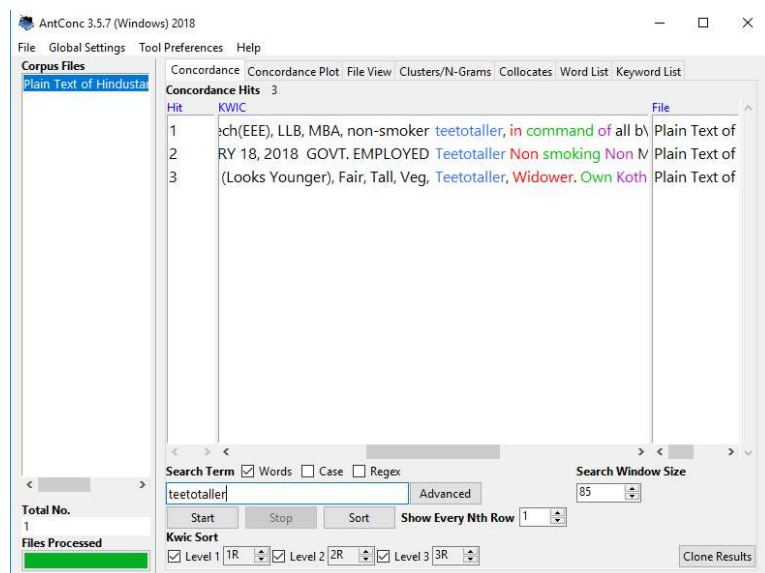
Image 4.32 Concordance Hit of Teetotaller

4.3.1.8 Vegetarian/Teetoteller
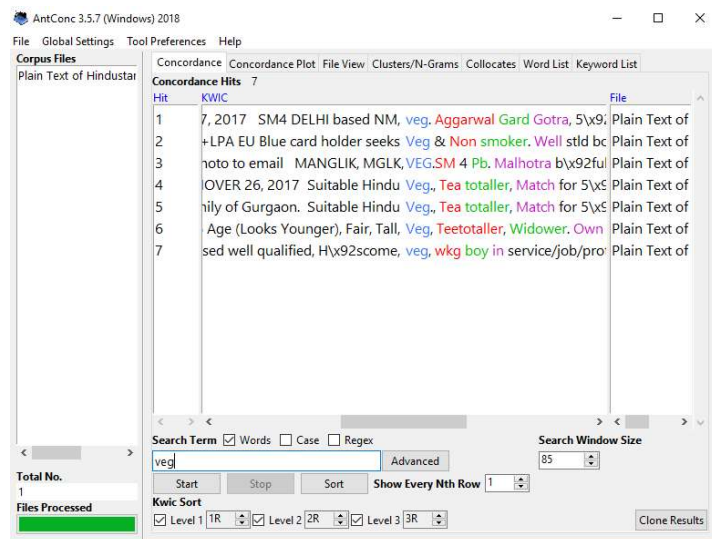
Image 4.33 Concordance Hit of Veg

The comparison of the theme done partly above indicates that some cultural patterns are fixed in these countries. Among these patterns like horoscope, homely girl, soft-spoken, vegetarian, teatotellar are equally important. There is a sociocultural aspect in the description of these social attributes. In other words, all these words reflect the socio-cognitive and socio cultural impact. These above mentioned words are commonly used in Indian culture. On the contrary in Pakistani culture words are used while associating piety, decency, practicality of religious knowledge and morally socially constructed norms and values.

4.3.1.9 Physique

It is found that the personality trait of bride or groom and demand/expectation for the same compatible match are written in very sketchy and thought provoking manner in these ads in Pakistan as well as in India. For example, for physique, beauty and complexion the words like "slim, smart, fair, wheatish, attractive, tall, pretty, prettiest, beautiful, very beautiful, young looking, handsome, good looking, graceful," are used in the ads of both countries.

4.3.1.10 Beauty
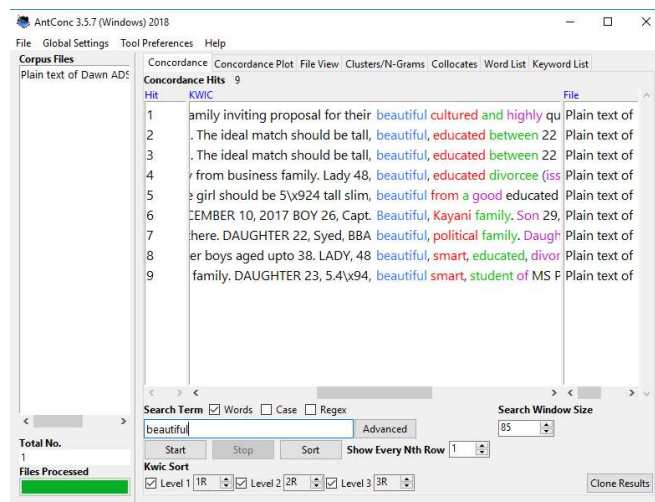
Image 4.34: Concordance Hits for beauty in Pakistan

In Pakistani context the trait of beauty is mentioned in terms of cultured, educational aspect or smartness. The concordance Hits of the word beautiful is recorded nine times.
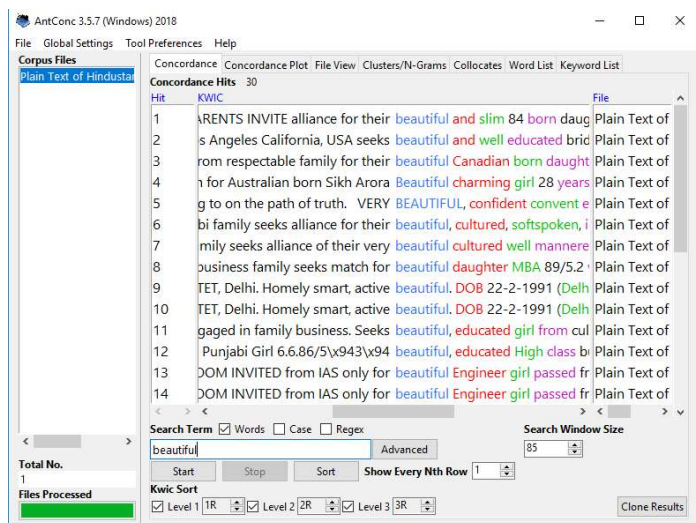
Image 4.35: Concordance Hits of beautiful in Indian Ads

In Indian Ads the word 'beautiful' occurred thirty. It is collocated with the smartness, confidence, manners and education.

In Indian ads the fanciful expression is used to some extent "beautiful charming, very fair, b'ful, extremely fair and beautiful". By looking deep into the underlying meaning of lexical items of these ads, it is analyzed that fair complexion, slim and smart figure with suitable height are included in socially constructed standard of beauty for idealized perfect suitable match in both neighboring countries

Image 4.36: The perspective of beauty in Dawn (Ad 21)

SM4 DELHI based NM, veg.
Aggarwal Garg Gotra, 5'3"/9.5.91,
slim, charming, sharp with
attractive features doing Ph.D from
DU getting SRF. Prfd. Delhi based
well qualified, H'some, veg. wkg
boy in service/ job/ profession in
Delhi/ NCR send BHP Email:
samodgupta827@gmail.com

Image 4.37 Perspective of beauty in Hindustan Times

It is noticed that in both the images above the lexicogrammatical features related to beauty consciousness is highlighted. In Pakistani ad the word 'prettiest ' is used whereas in Indian ads words like ' slim, charming, sharp with attractive features' are highlighted that reflect the standards or their thought pattern about beauty.
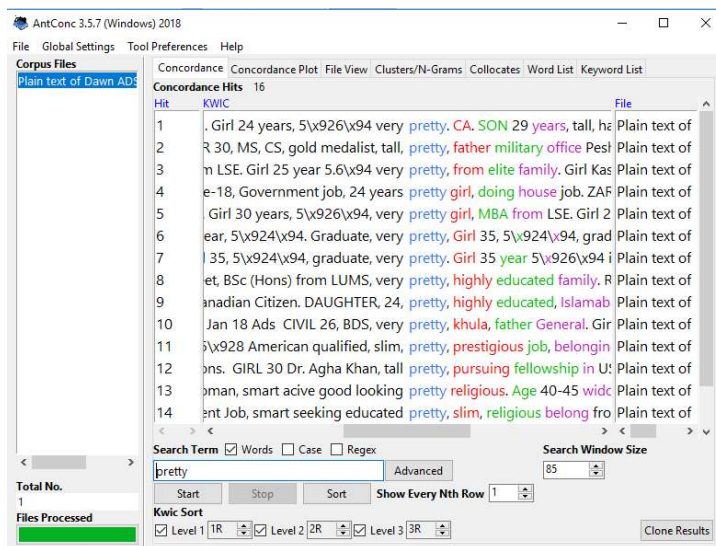
Image 4.38: Concordance Hits of the word 'pretty'

As mentioned above, the people demand beautiful or pretty bride. The Concordance Hits of the word pretty is in 16.
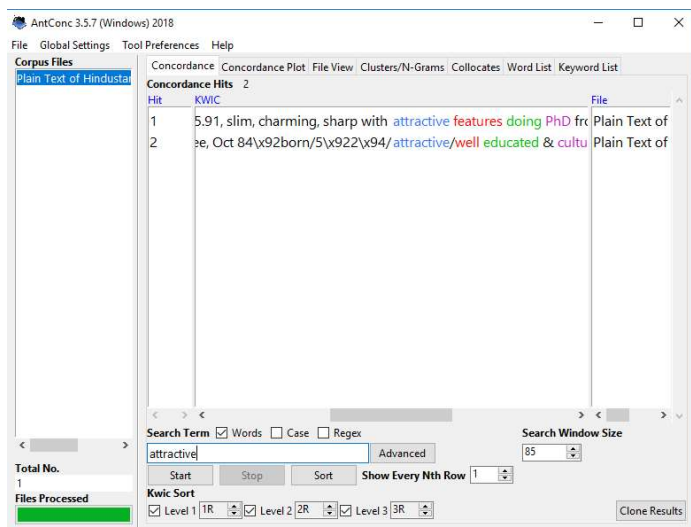
Image 4.39: Concordance Hit of the word 'Attractive'

Concordance Hit is recorded twice in context of sharp features and educational background in the Ads of Hindustan Times.

4.3.1.11 Looks
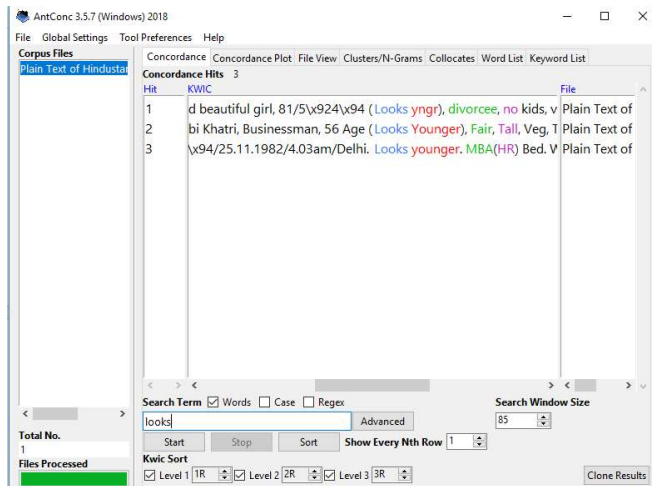
Image 4.40: Concordance Hits of the word 'Looks'

As the image shows, the number of concordance hits is three where the emphasis is given on young age apparently.

4.3.1.12 Complexion/ Skin color
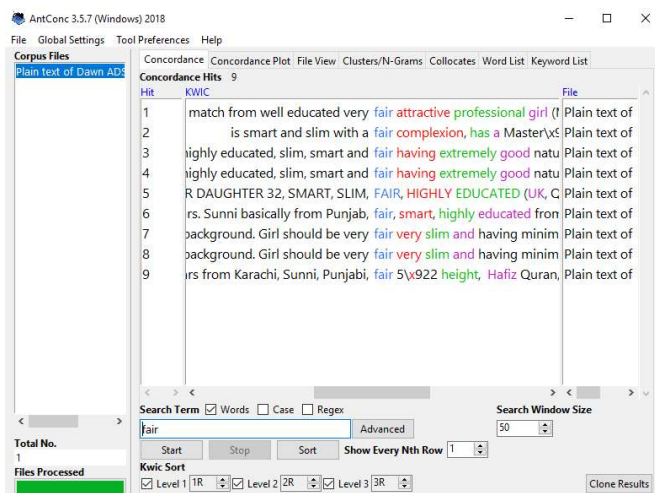
Image 4.41; Skin color in Dawn Matrimonials
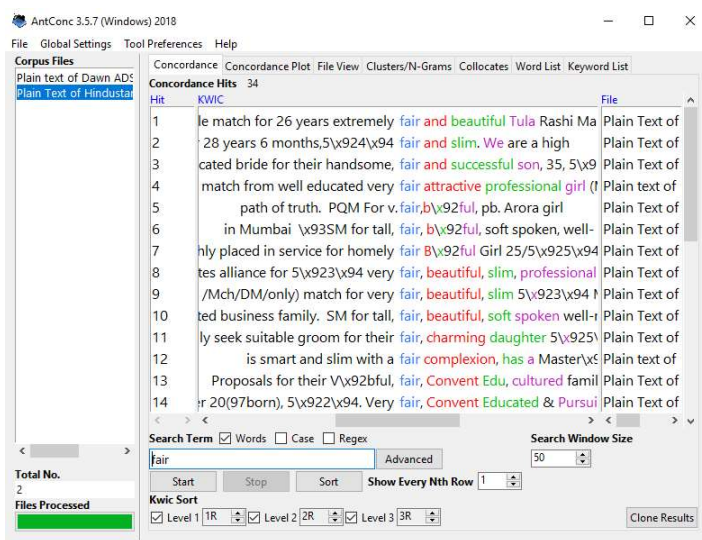
Image 4.42: Beauty perspective: Skin color in Hindustan Times

In view of Concordance Hits record related to skin color, it is noticed here that fair color is a sign/symbol of beauty in both these Asian countries. To seek the bride with fair complexion is the most preferable demand of advertisers. In Pakistani ads the word 'fair' is used nine times whereas in Indian ads, the same word is used thirty four times along with certain other socially-built traits of beauty like height and fitness.

4.3.1.13 Height
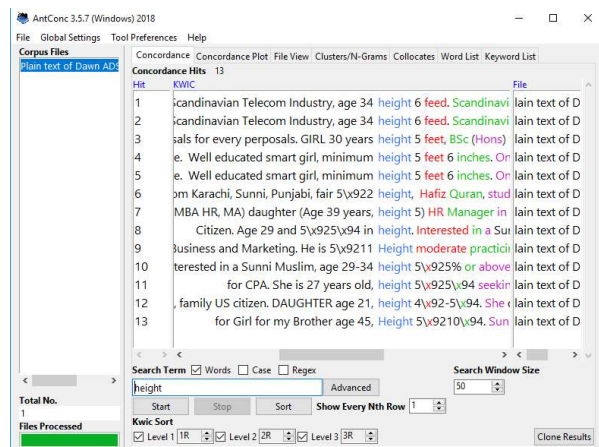
Image 4.43: Concordance Hits; Heights

People desire/prefer to seek tall/heighted prospective bride or groom. The Concordance
Hits record is thirteen for the word 'height' in Pakistani matrimonials.
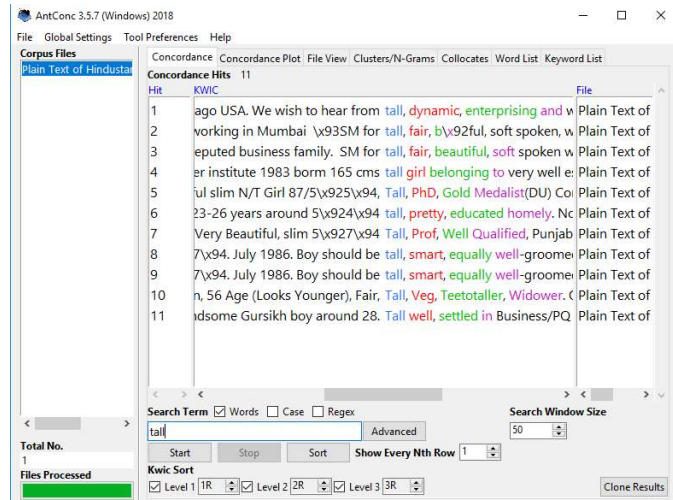
Image 4.44: Concordance Hit for word Tall

The word tall is used in the eleven ads as image of concordance Hits above reveals. It also
reflects the peoples' interest in search of a tall bride/groom.

From the concordance Hits result related to the word 'tall' or 'height' it is noticed here that in some ads the height is mentioned with exact and accurate measurement of feet and inches.

4.3.1.14 Physique: Slimness/Smartness
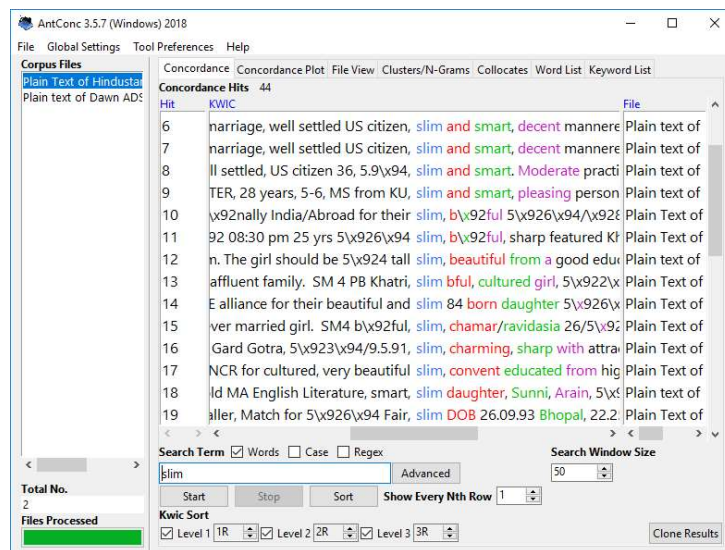
Image 4.45: Concordance Hit: Slim

In some ads various physical attributes are written together that reflect beauty consciousness and physical health among the masses of both the countries. Slimness and smartness is also the requirement of match makers along with fair complexion, pleasing personality, decent manners and young looks. In Indian ads the expression like 'slim and smart' or 'slim, charming or beautiful' is found more frequently as the Concordance Hits record forty four as the image above shows.
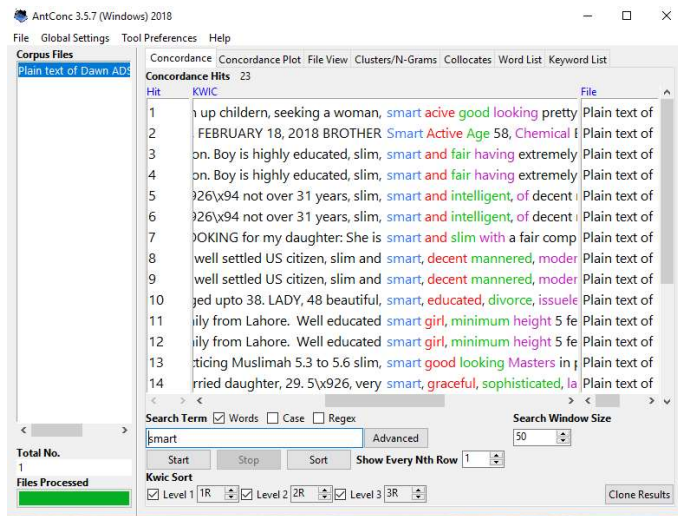
Image 4.46: Concordance Hits: smart

In Pakistani ads, there is a presence of word 'smart' that is used in context of fair, intelligent, graceful, active, good looking and sophisticated prospective bride or groom as the Concordance image shows above where this word is twenty three times counted.

4.3.15 Income/ Salary

Financial strength/security in terms of salary or income is displayed in some of Pakistani and Indian ads. In this regard, secure and influential job at good place is considered as good indicator for socio-economic status. People specifically mention the job as well as the salary package of the son/daughter in the matrimonial ad. For example, the ads given below show the economic position.

Image 4.47: salary description
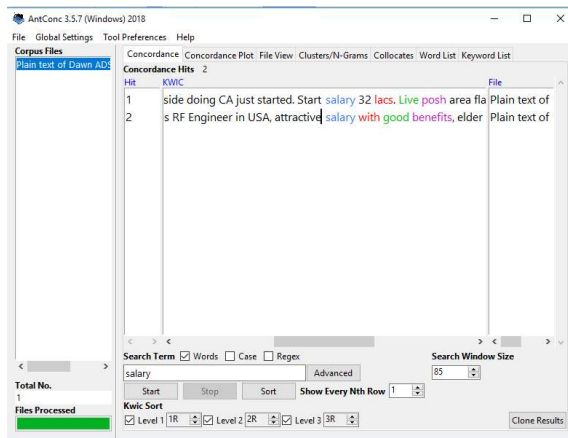
Image 4.48: Concordance Hit; Salary

Salary information is presented in the above image from the start of career in an eye-catching manner. In the second example the words like 'attractive salary with good benefits' are expressed. The Concordance Hit is two. The words related to amount '32 lacs' or 'attractive salary' show the financial status of a person that reflects people psyche and status consciousness in order to find suitable match.
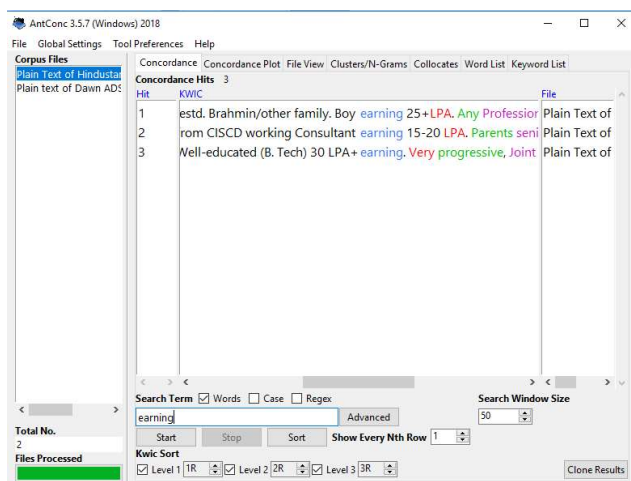
Image 4.49 Concordance Hits: 'earning'

People prefer to mention the amount of their salary in some of the matrimonial ads. For example as mentioned in the image above as 'boy earning 25+ LPA', 'Consultant earning 15- 20 LPA', and 'Well-educated(B. Tech) 30 LPA + earning'.

4.3.16Age
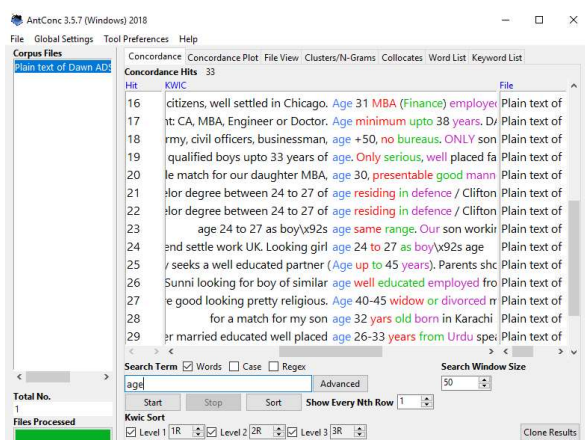
Image 4.50 Concordance Hit; Age

To mention the factor of age is also considered important in matrimonial ad. Concordance Hits for the word 'age' are counted thirty three times. There is not exact fixed or standardized age limit for matrimony. It is noticeable here that there are variations in defining age limits for the people belonging to different status, circumstances, phase of life career, or social set up. For example, in some ads age limit for young unmarried boy or girl 23 -27 or 26-33years whereas for married, widower, divorcee, it is observed that no specific limitations about age are mentioned.

4.3.1.17 Qualification/ Education
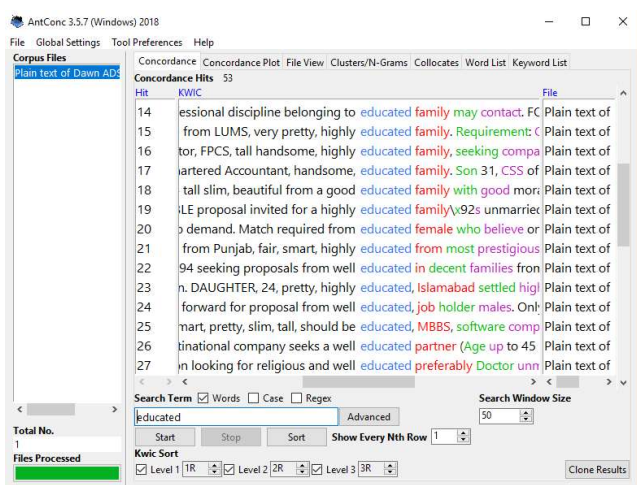
Image 4.51: Concordance Hits; educated in Dawn
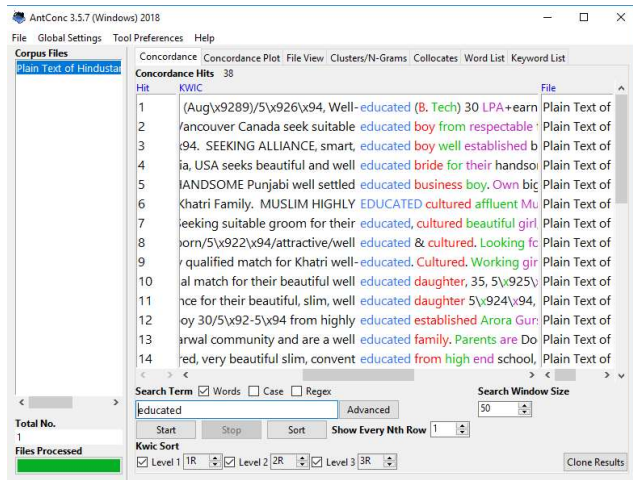
Image 4.52: Concordance Hits; Educated in Hindustan Times

Education or qualification of bride or groom is mentioned in some ads. Parents' education or qualification is also mention in some ads. The Concordance Hits for the word 'educated' is recorded 53 times in Pakistani matrimonials and 38 timesin Indian matrimonials. It reflects the peoples' intentions to approach the same match for matrimony.

4.3.1.18 Residence
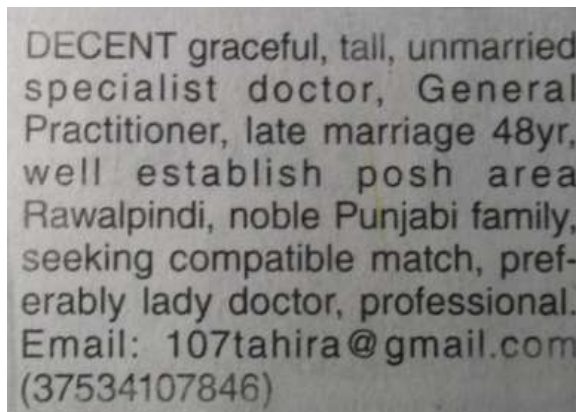
Image 4.53: Residence

The residence is mentioned as 'Posh area of Rawalpindi' in the above ad that indicates or reflects the socio-economic position where the person getting married resides.
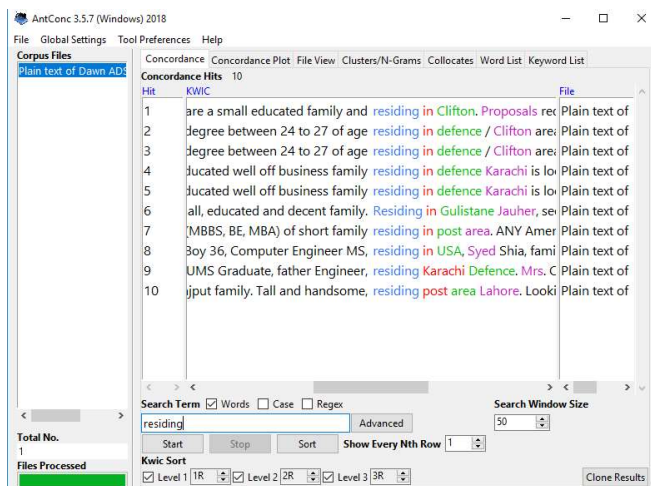
4.54 Concordance Hits; 'residing' in Dawn

The frequency of word 'residing' is found out ten times where this word is expressed in context of metropolitan cities or posh areas like Karachi, Lahore, and Clifton.
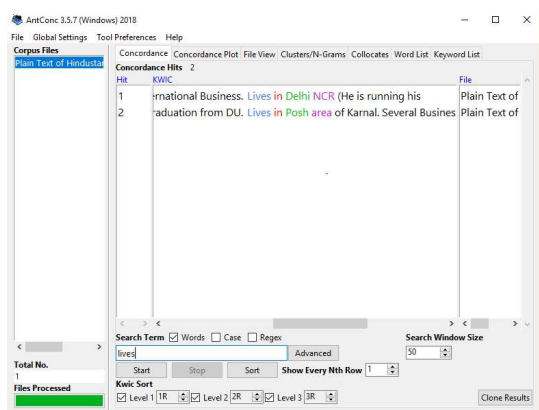
Image 4.55: Concordance Hits of Lives in Hindustan Times

The word 'lives' is used in context of Indian Posh areas like Delhi NCR, or Posh Area of Karnal twice in the corpus of the study.

4.3.1.19 Job/Profession
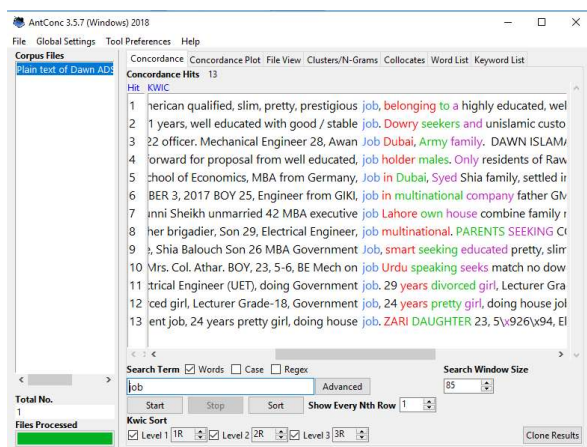
Image 4.56 Concordance Hits 'Job'

Job detail is noticeably presented in matrimonials in context of location, position, and governmental security. The concordance Hits for the job is 13.
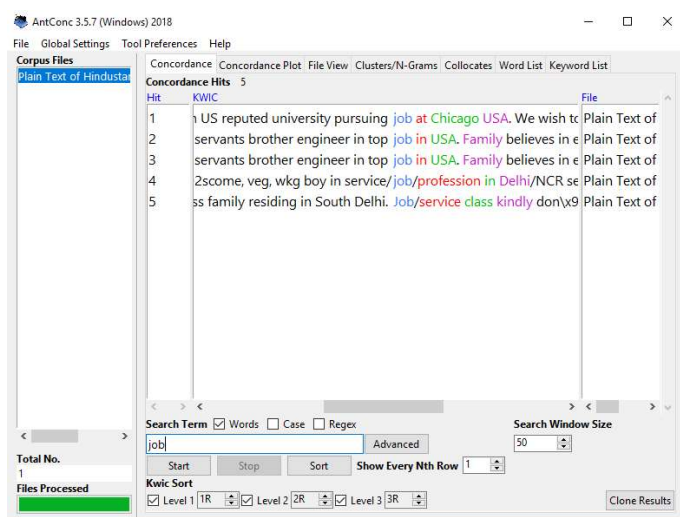
Image 4.57: Concordance Hits 'job' in Indian ads

In Indian ads, it is also explained in context of pursuing job, top job, service job is mentioned that denotes social or economic stability of a person as a bride or groom.

4.3.1.20 Nationality

The advertisements include a special reference of the foreign nationality. This denotes the significance of highly civilized, developed and prosperous future abode for the prospective bride and groom. Such details regarding nationalities and foreign settlement appeal the masses of these two contexts who grumble over the non developed situation of their living. Therefore, parents look up to these as additional attributes for their sons and daughters.
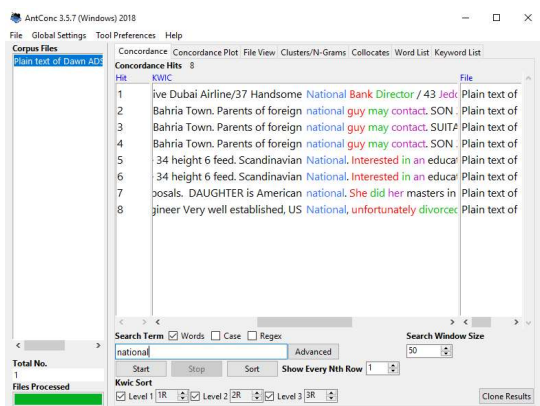
Image 4.58: Concordance Hits for representation of Nationality

In some ads, it is observed that people of both the sides are fond of seeking or claiming the nationality based match for prospective bride or groom. For example, 'national guy', US National', Scandinavian National'

4.3.1.21 Marital status

There is a detail of marital status for the proposals of widow, widower, divorcee, divorced or second marriage seekers in the newspapers. There are also some ad where parent mention the words like married, never married or unmarried as shown in the images given below.
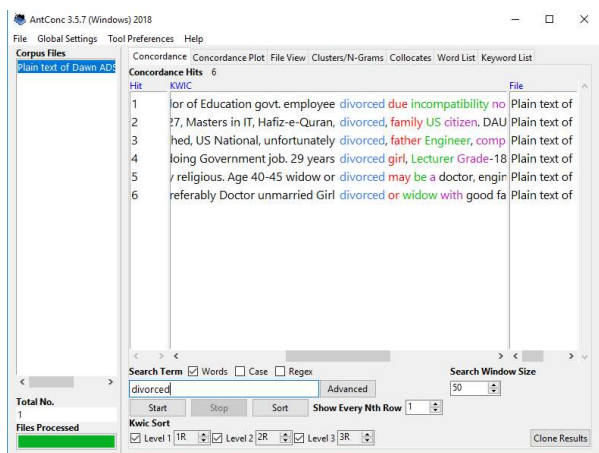
Image 4.59: Concordance Hits for representation of divorce
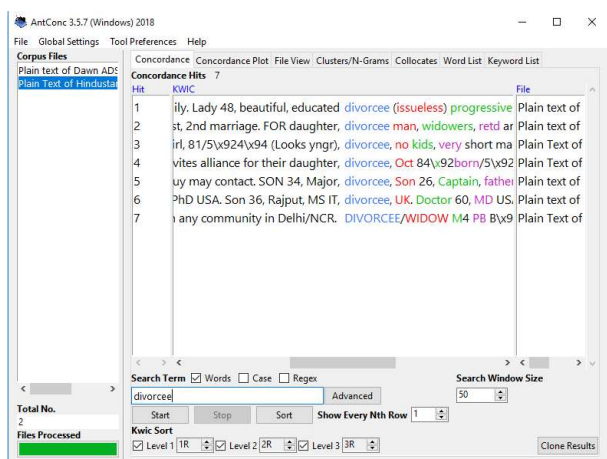
Image 4.60: Concordance Hits for representation of divorcee

The word 'divorcee', and 'divorced' are used frequently in Indian and Pakistani contexts as the concordance Hits results are six and seven . In some ads the word 'issueless is attached with them.
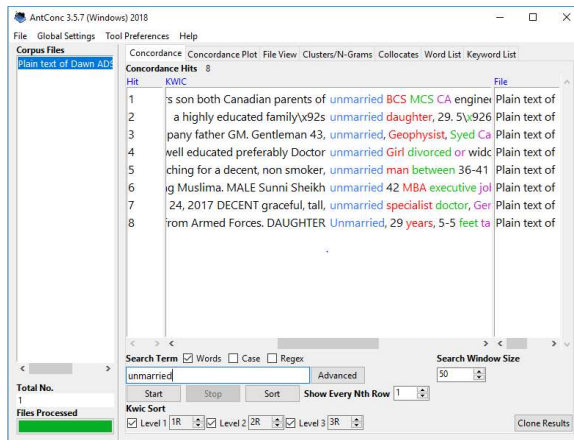
Image 4.61: Concordance Hits 'unmarried

This word is used eight times with the reference of both the genders along with their education.
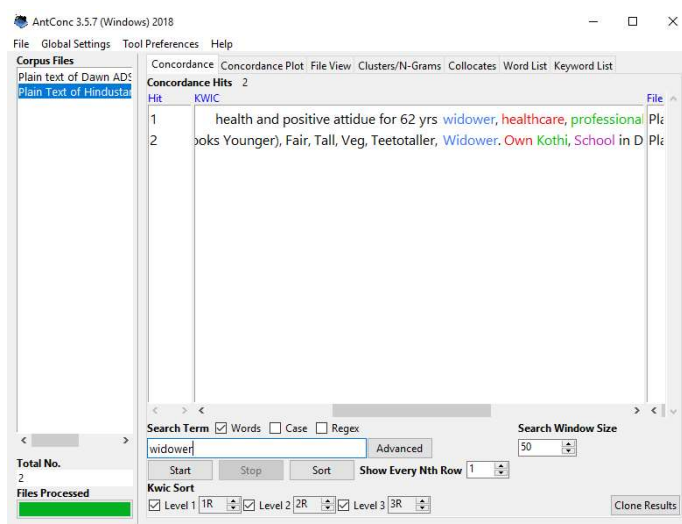
Image 4.62: Concordance Hit widow in Hindustan Times

In Indian ads it is used for twice according to the context of age, eating habit and other resources.

4.3.1.22 Language

The language factor is mentioned specifically in the matrimonials where it clarifies the linguistic identity.
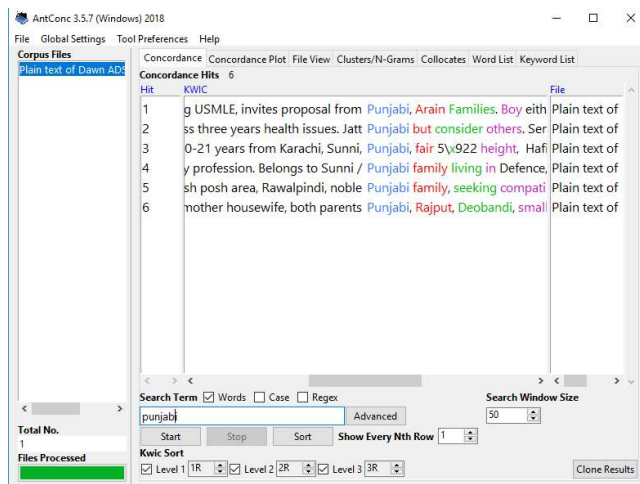
Image 4.63: Punjabi

The influence of Punjabi language is presented here as social cultural communicative trait/event. The concordance Hits here is 6.
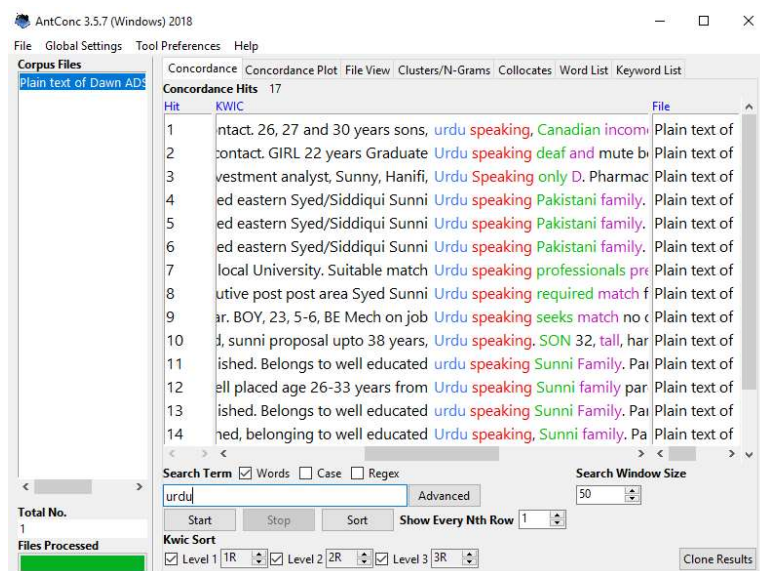
Image 4.64: Concordance of Urdu speaking reference

The geographical/regional characteristic of linguistic identity has dominating role in cultural and social thought pattern. The concordance result recorded in this regard is 17 Hits.

Matrimonial advertisements are currently considered the most significant part of newspapers that are published in the section of classified ads in order to seek suitable brides

and bridegrooms by marriage bureaus, marriage service associations, parents, relatives, friends and sometimes by person himself or herself. Hence, the main aim of these advertisements is to act like a search medium in perspective of eligible spouses. In current scenario many people prefer these ads in Pakistan and India to get surety of the availability of more people in speedy search process on broader level by doing so. For instance the matrimonial ad published in Pakistani English newspaper Dawn Islamabad is as follows:

Image 4.65: dawn Ad, published on 5th Nov, 2017

Image 4.66: Hindustan Times Ad published on 31st Dec, 2017

Table: 4.5 *Socio, cultural and cognitive Features: A comparison and contrast*

S.No	Social, Cultural & Cognitive Aspects	Dawn Matrimonial Ads	Hindustan times Matrimonial Ads
1	**Relation with advertiser**	Daughter and son	Daughter
2	**Religious belief**	Islam (Al-Ham-do Lillah-Rub-ul-Almeen)	Sikh/Hindu
3	**Age**	25-30 years	July 1986
4	**Qualification**	Graduate/post graduate	MBA
5	**Educational Institution**		Top institution
6	**Family Status**	Corporate professional /family business	Industrialist/ Professional
7	**Class representation/Social Set up**		Elite
8	**Prospective: National/International Own country/abroad**	Pakistani/overseas	India/abroad

The above mentioned table gives the clear picture of social, cultural and cognitive preferences of Pakistani and Indian people. For prospective life partners, parents and relatives construct as well as consult matrimonial advertisements in newspapers. They also advertise themselves for the proposals of their children and relatives. After reading these matrimonial advertisements, the social practices, communicative events and their purposes

can easily be understood by the reader about Pakistani and Indian communities. This also highlights that words are used in these advertisements with great consideration while keeping in view their forms and function. Advertisers, parents, relatives, editors or those who write these advertisements to convey the proposal or message in the form of media discourse as social practice structurally, linguistically, stylistically and thematically to grab the attention of wider audience in a more precise way.

4.4 Pakistani and Indian Matrimonial; Similarities and differences

All the factors mentioned above paint the picture of Pakistani and Indian communities specifically in terms of socio-cognitive and socio-cultural scenario. This fourth section of the chapter now highlights the glaring similarities as well as differences between matrimonials of India and Pakistan. They are dealt as follows:

4.4.1   Captions/ Headings of Pakistani Ads

In Pakistani Matrimonial, the ads are categorized in two different ways. Mostly these are advertised by family of a girl or boy under the section of "Seeking Marriage" and then captioned as 'BRIDE' or 'GROOM'.

Image 4.67: Dawn Ads Captions: Bride or Groom

Under the caption of 'Upclose & Personal Marriage Bureau' as well as 'Seeking Marriage', in Pakistani English newspaper Dawn, the ads are displayed by referring to main cities of Pakistan namely; Islamabad, Lahore, Karachi, Multan and so on. Within the subcategorization of major cities of the country, ads are written under the title of Bride or Groom with white color bold capital letter written alphabets in blue color background/ shade to highlight the seeking proposal. The length of these ads is about five to seven lines carrying four to five words in each line. These ads are published sometimes on page no 3 and sometimes on page no 4   in the section of Dawn Classified Ads; the National Advertiser Adbuzzzz page.

Image 4.68: Dawn Ads Caption: Cities

In Pakistani English newspaper, Dawn, there is a classification of matrimonial ads under the name of main cities as mentioned above. The reason behind this depends upon various traditional, cultural and social setups. People belong to various social groups prefer their own social practices in terms of selecting life partner for any person. The names of cities are Karachi, Lahore Islamabad and Peshawar. The use of the name of these metropolitan cities implies that seeking of a bride or groom is conveniently done by city dwellers rather than small town or village inhabitants. In other words the rural population still does not use this convenient mode of finding a bride or groom. Another reason can be the   publication of newspapers from these main cities. At the same time urbanization can also be taken as the motive for finding bride/groom from these main cities. The town dwellers also prefer to find a bride /groom on their own rather than via matrimonial. It is

customary in the village side to seek immediate relatives help in finding a daughter-in-law or son- in- law. The society there also considers it as a matter of pride to find a girl or boy within family. Often the family seeks a proposal where their daughter or son can settled abroad as it often mentioned in the advertisements.

4.4.2 Captions/ Headings of Indian Ads

In Indian English newspaper Hindustan times, the Matrimonial ads are published in more descriptive, colorful, lengthy and fanciful appealing way as compared to Pakistani English newspapers Dawn. The number of ads in Indian newspapers is also more than Pakistani newspapers ads. In Pakistani Newspaper there are twenty to seventy matrimonial in one Sunday newspaper whereas in Hindustan times the number of matrimonial exceeds from two hundred ads in one Sunday newspapers. The reason is diversity of culture in India where people belong to various social, religious and cultural background.

Another noticeable thing in ads includes caption like 'GROOMS WANTED', or 'BRIDE WANTED'. Such phrases in the caption appeal the readers for their unusual expression but also makes the reader divert his attention to his specific need.

Image 4.69: Caption in Hindustan Times: Grooms Wanted

Image 4.70: Caption in Hindustan Times: Brides Wanted

Under the categorization of 'Bride wanted' or Groom wanted', in Indian ads, the further sub-categorization is also mentioned to specify status, class, profession, religion, caste, or family name of a prospective bride or groom. Some images of these kinds of ads are as follows:

In Indian newspaper, there is another unusual caption, as 'Elite grooms' and 'Elite brides'. This way the preferences are mentioned thereby showing the pronounce class discrimination in the Indian society.

Image 4.71: Caption for Elite Grooms/Brides in Hindustan Times

Society can be stratified on the basis of professions. For example, Business man, Doctor, Army officer, and Manager also constitute the caption of many matrimonials in Indian context. After claiming the professional distinction/ description of profession name, the focus is given to the family name in Indian ads. The ads of these kinds as images given below start with the name of family, caste or community name. Singhal that is written in

the beginning of the above mentioned Indian matrimonial ad is an Indian surname. Its origin is from Sanskrit word *simvha that* means leonine. This name is Hindu (Bania) and Jain based. Similarly Agarwal is also associated with the name of Indian community belongs to Bania family. These names written in bold denote how much significance the society gives to family's name.

BUSINESSMAN

M4 SINGHAL MBBS - IPS (2017 AGMUT/DEL CADRE) 89 / 5'6" Del Bsd Fair Boy Lkg for well educated girl frm elite Fmly. Mail details with photo at : garg.ishi323@gmail.com

DOCTOR

AGRAWAL 28 yr/ 5'10" h'some fair MD radiodiag drs family, lokin 4 suitable b'fultall mbbs, md, CA, architect agrawal, jain, Bania, upcaste girl. 9427731989
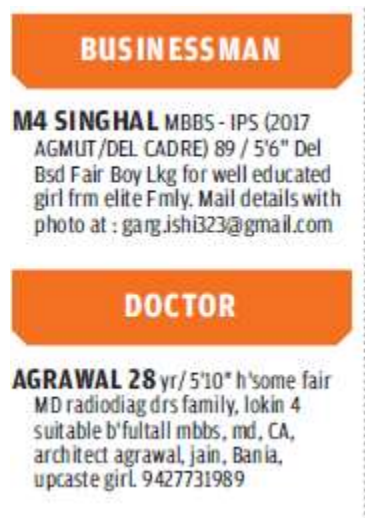
Image 4.72: Captions used for professions in Hindustan Times

SON 32, tall, handsome, BBA, working in Oman. Seeking compatible match of a pious and practising Muslima. Contact: seekingmatch2017@gmail.com. (37404108614)

PARENTS in Karachi seeking bride for son, second marriage, well settled, US citizen 36, 5.9", slim and smart. Moderate practising Muslim, Masters Electrical Engineering and MBA, USA after A.Level from Pakistan, well established, belonging to well educated Urdu speaking, Sunni family. Parents of moderate practising Muslimah 5.3 to 5.6 slim, smart good looking Masters in professional discipline belonging to educated family may contact at naseem3140@yahoo.com. (37604105750)

Image 4.73: The representation of religious attributes/practices

In Pakistan and India, religion is considered as the most important element in matrimonial. It also reflects the socio-cognitive aspect that is strongly attached with beliefs

and perception of people. According to the corpus that is selected in this study from Pakistani English newspaper Dawn, language is used to show the religious touch in these words and phrases; "pious and practicing Muslima" in the first above mentioned ad and in another ad the words like 'moderate practicing Muslim and moderate practicing Muslimah' are significantly used to enhance the religious preferences in order to get the compatible match for a daughter or a son. Every word has significant meaning. The interpretation of these words gives the clue about social standards and mind set of the people in search of practical follower of religion as well. Pious means that the girl must be religious and must have practical implementation of religion in her personality in terms of respect, honor, worship, attitudes and behavior with other social members in her surroundings. Moderate Practicing Muslim or Muslima also reveal that the impact of religion must be present in seeking bride's or groom's personality. People prefer this kind of demand to show their religious concern. The element of sectarianism is also attached with it. The use of the word moderate as opposed to pious also indicates the extent of following religion. In other words the expectation from "moderate" may be taken as a demand of a bride or groom not to be extremist in following religion. In some ads people deliberately mention their requirement for reader under/to follow certain conditions. For example, the required condition for reader to be followed in the ad given below is 'Dowry seekers and unislamic customs followers regretted'.

PARENTS of 35 years old MA English Literature, smart, slim daughter, Sunni, Arain, 5'2", Islamabad are searching for a decent, non smoker, unmarried man between 36-41 years, well educated, with good / stable job. Dowry seekers and unislamic customs followers regretted. Respectable families from Islamabad / Lahore contact: i s b 2 0 1 8 @ y a h o o . c o m (25733347974).

SON 35, 5'9", visiting Pakistan, second marriage, well settled US citizen, slim and smart, decent mannered, moderate practising Muslim, Masters Electrical Engineering Austin and MBA Berkeley USA after A-Level from Pakistan, well established, belongs to well educated Urdu speaking Sunni family. Parents of moderate practising Muslimah, 5'2" to 5'6" not over 31 years, slim, smart and intelligent, of decent manners, good looking with Masters level education in professional discipline, educated family may contact at: na...om. (37014...

Image 4.74: Representation of religion-related conditions

On the contrary, in Indian English newspaper Hindustan Times, there is presence of multi religious elements. As India is the country of many ethnic groups and has population from multi religious communities, so in matrimonials, Hinduism, Islam, Jainism and Sikhism are mainly included.

As Muslims are more than one third in Pakistani population, so in selected ads the researcher noticed that there is no matrimonial ad published by or for the minority or people belong to other religion. There is no heading or words written for highlighting the religion. It is understood that the religion is important without specifically mentioning Islam or Muslim. Instead of it the focus is given on the caste and sect. With the help of sect and caste the religion is perceived as Islam and the followers are Muslims. On the other hand in Indian ads the caption is given as Muslim or Sikh or Hindu as the images shown below and then ad is written under that caption as per criteria of Hindustan Time newspapers. As in Pakistani ad the sect and caste is attached with or without the name of religion, in India the class or caste is associated with their respective religion.

HINDUSTAN TIMES, NEW DELHI
SUNDAY, NOVEMBER 26, 2017

HINDU

B'FUL PLEASANT loving decent fmly girl for Kayastha smart h'some Gora Boy B.Tech, PSU Bank PO Delhi 167cm/70kg/29yrs Father Retd. Distt. Magistrate & Secy to Govt. Email: sksaxena650765@gmail.com **Call Voice Ad - (0124)2743490**

MUSLIM

SYED SM Rptd Del-bsd fmly seeks SM Edu'd, Relig, Khandaani, v.fair/b'ful Syed/ YZ Pathan/upr caste girl 4 conv Edu, h'sm, v.fair 33/5'11 (PG-HR Mgr) No dowry. Send B+P .# 9910507900 **Call Voice Ad -(0124)-2743990**

Image 4.75: Caption for Religion in Indian matrimonials

4.4.3 Class/caste and sect

Caste system is an important factor in both the countries. More specifically it is dominantly found in Indian matrimonial ads.
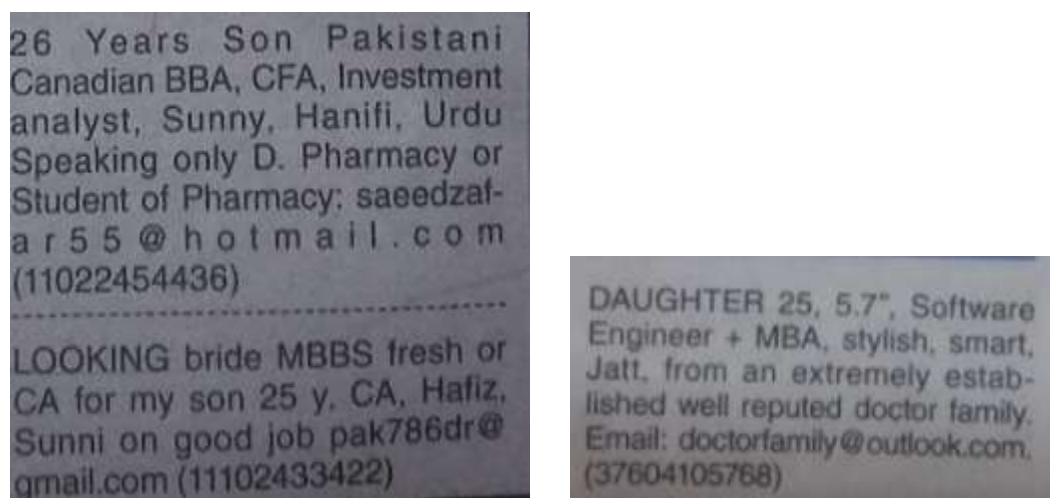
Image 4.76: Sect Element in Pakistani matrimonials

In Pakistani matrimonials, the religious elements is discussed by claiming/demanding the match according to the sect

Image 4.77: Class/ caste/ family in Indian matrimonials

In India, there is a Caste system based on hierarchical pattern and is divided into four categories: Brahmin, Vaishyas, Khashtria, and Shudras. According to the class segregation, their profession and nature of work or rank is different. Brahmin is at the top of the hierarchy. This caste is considered the most prestigious social class in India from religious perspectives of Hinduism. By profession they are priests and teachers and present and revered all over India. After Brahmin, Kshatriyas come on second number and they are rulers and warriors. Farmers, merchants and traders are included in third group of class distribution Vaish and the last one is Shudras who are laborers.

The society also has Jat, Kayashtha, and Agarwal as important family lineages that are given equal importance almost like castes. They are also priliveged. Jat are those people have traditional agricultural background and settled as a native community geographically in Pakistan and Northern India. Kayashtha is a caste/class belongs to have the strong historical background in terms of occupying highest administrative positions during the Mughal Empire and British Raj. It was also an ascribed caste in India that had to fulfil the task to keep public records as clerks, accountants, administrators and writers of the state. Agarwal community exists in the most populated regions in Northern India . Their religious background is related to Hinduism and Jainism. The languages used by them are Hindi, Marwari, Punjabi, Haryanavi, and Gujrati.

Matrimonial ads concerned with language are further classified as Bengali, Kashmiri, Kannada, Gujrati. Assamese, Malayalam, Punjabi etc. Professions are also categorized under the heading of MBA, businessman, goldsmith, Engineers, CA, Advocates, and Doctor etc. There is classification in these advertisements from religious point of view such as Sikh, Muslim, and Hindu etc. The categories related to class discrimination/representation are also very common in these ads for instance Brahmin, Khatri, Vishwakarma, Kayashtha. Similarly sects are also clearly mentioned in Indian English newspapers for example Agarwal, Bisa, Manglik, NRI, Arora, and Oriya. The words like Rajput and Jut indicate the aspect of caste.

Table 4.6: *The language use and social/cultural factors*

Social Traits/Factors	Dawn	Hindustan times
Age	Age in overall years	Age in years and months
Physical Appearance	Beauty, Physique and complexion	complexion, height, physical fitness, beauty
Qualification	Bride's and groom's as well as their parent's	Bride's and groom's qualification
Profession	Occupation	Occupation/job
Religion	Islam	Hinduism, Sikh, Muslim
Marital Status	Married/unmarried/widow/divorcee	Married/unmarried/divorcee
Nationality	Own/abroad	Own/abroad
Class	Influential	Class distinction
Language	Regional	Provincial/ Regional
Sect/Caste	Sect Caste	Caste

Income	Salary/financial status	Salary/financial status

The presence of the above mentioned socio-cultural traits in matrimonial advertisements of both countries indicate that these prototypical/conventional features are based on moves related to order of content and lexico-grammatical structure. In more detail, similarities and differences appear primarily in communicative events of Pakistani and Indian communities, mainly concerned with move structures that include gender specific description of prospective bride or groom, their age with or without detail of month or year of birth, physical appearance, income, religion-specific, caste/sect specific, honorific specific, social status specific that includes qualification, income, residence, and marital status specific information concisely in matrimonial ads. Moreover the advertiser or sender of these ads mentions their address, contact number, email, viber, or whts app account/id. The similar socio-cultural aspects present in the ads of Dawn and Hindustan times prove that there is similarity in some common socio-cultural demands or values though these two are different in culture, religion, beliefs and thoughts.

4.4.4 Socio-cultural features

Religion plays a very important role in both the countries in all aspects of life including marriage. Matrimony is also considered a very sacred social event. This social practice occurs according to their own specific religious norms, beliefs and values. The religious touch is clearly evident in the matrimonial ads of both the sides as most important generic component and rhetorical move through the language used in them. From discursive point of view, the textual organization of matrimonial advertisements of Pakistan and India reveal religious influences for example, Al Ham Do Lillahi Rub Ul Alameen. The words are taken from Surat ul Fatiha from the sacred book the Holy Quran to create a strong deep impact on receivers mind. In other words it can also be known as socio-religious impact.
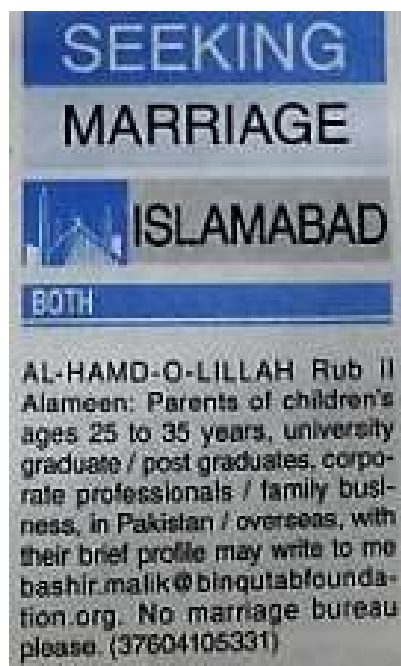
Image 4.78 Representation of Holy Verses in matrimonials

Similarly in Indian newspapers, the religious reference is mentioned with the name of their religion Hinduism, Sikhism, Jainism, along with their caste that also depict their religious bent of mind.

However, certain lexico-grammatical and prototypical/conventional features related structures or words in the Matrimonials depict specific communicative functions and also show that Pakistani and Indian matrimonial ads have some noticeable difference from each other. There is also variation in order, content, form, style, length, and font, color of matrimonial ads that prove the presence or absence of certain moves.

4.4.5 Socio-cognitive Aspects

Bhatia's Genre analytical method, based on seven stages was applied on matrimonial advertisements to highlight comparison and contrast in terms of exploring generic features of newspapers of both the communities. By applying genre analysis, presence of lexico grammatical and prototypical features is examined in depth from matrimonial advertisements of the selected newspapers. The researcher analyzed these ads from genre point of view in order to accomplish the task of this study by initiating with the

description of moves and stages of Bhatia's model. These stages of genre are different according to the context of prototypical and lexico grammatical features.

Bhatia (1993), proposed a process-oriented model comprised of seven steps for the analysis of genre namely; Placing the given genre-text in a situational context, Surveying existing literature, Refining the situational/contextual analysis, Selecting corpus, Studying the institutional context, Level of linguistic analysis, and Special information in genre analysis

Bhatia (1999) stated about professional genre that these genres have characteristic of social acceptance in any specific discourse community.

4.4.6 Thematic -stylistic analysis

Several categories and tables were made to represent these features in relation to their central ideas in accordance with contextual backgrounds in the same way like the categories of conventional lexicogrammatic features are constructed. . While doing so a specific name was given to each category in which the emphasis was given on the use of language and its intentional and influential, interpretative and analytical meaning in these advertisements. First of all these categories are identified and then described in detail by the researcher as the most part of this research is qualitative and descriptive in nature, in addition to quantitative data that is done later on.

The researcher has constructed several categories from both 'Dawn' and 'Hindustan times' in order to thematically explain conventional features of these matrimonial advertisements according to lexical items mentioned in them that include physical appearance, age, religion, caste, sect, class, occupation, accommodation, relation, achievement, possession, language, nationality, and status. While process of making categories, the focus was not only on linguistic choices and grammatical categories, it was also on content, context and discourse generated by the text of these genres in these ads. Therefore, in order to do genre analysis the researcher attempted to critically minutely observe, interpret, analyze and comprehensively discuss these matrimonial advertisements in the light of socio-cognitive perspectives that are associated with Pakistani and Indian communities.

The very first category is related to the aspect of religion. To sort out this aspect, from comparative and contrastive point of view, the researcher gathered words that are directly used for religion or represent religion by applying Bhatia's seven stages of genre under the category of contextual background of Pakistan and India in the matrimonial advertisements of 'Dawn' and 'Hindustan times'. These socio cognitive religious specific words are also frequently found in both Dawn and Hindustan times and are shown in Table as follows:

Table 4.6.1: *Religion Specific Lexical Items in Dawn and Hindustan times*

Dawn	Hindustan Times
Muslim	Hindu
	Sikh
	Muslim

The matter of religion remains an important element or question throughout the history in man's life. The etymology of this word is from the *religio,* that is a Latin word and it means "a duty".In Pakistani society the religious aspect is considered important in a sense of moral obligation and following rules and guidelines prescribe by religion.

Hinduism

It is based on gods and goddesses, the Hindu trinity, Vishnu, Rama, Krishna, Shiva, Parvati, Durga and Kali, Ganesha. People of various communities mention their religion in these ads. Most marriages in Indian community are settled by the couple's parents. They decide and advertise their demands to seek the life partner for their children. The words written in the text of these matrimonial ads share some common rituals, norms, values and their life standards. In the corpus of selected matrimonial advertisements in Indian English newspapers Hindustan times Delhi, Sikhism, Hinduism and Islam are mentioned from religious connotation. Hinduism deals with the varied religion that includes Brahaman and gods and goddesses related to Hinduism.

Sikhism

In Indian English newspapers, matrimonial ads get published by Sikh community as well. Their religion Sikhism was originated 500 years ago by a man who is known as Guru Nanak. The meaning of *guru* is a "teacher". Similarly people belong to Sikhism are known as Sikhs that means "disciples". Their religion initiated from Punjab region of Northwest India. Sikh people believe in Nanak's teaching and their scriptures and Holy Book *Guru Granth Sahib*. Sikhs weddings ceremony is known as *Anand Karaj* which means " ceremony of bliss". It is also arranged by the parents and close family members of society. Matrimonial ads in the newpapers from Sikh family also take the permanent growing place in Indian classified ads like other communities. They also mention the attributes in context of their rituals, norms and values.

SIKH

HIGH STATUS Ramgarhia Sikh Family seeks professionally qualified Sikh / Cleanshave boy for their smart, slim and highly qualified daughter M.A. Eng, B. Ed & M.B.A with good moral values. 84 Sep 5.4½ She is working as a Principal in a CISCE school Cast no bar. Cont:- 09634703230 E. mail at . shiwalikschool@yahoo.co.in

Muslim

Muslim is a follower of Islam. Islam means obedience to Allah's will, Holy Prophet's (PBUH) and teaching of Islam. The identification of a religion or a believer indicates the priorities of the people here as religious identity is highly significant for them.

Table 4.6.2 : *Sect specific Lexical items in Dawn and Hindustantimes*

Dawn	Hindustan Times
	Brahimin
Shia	Vaish
Sunni/sunni muslim	Khatri
Ahly sunnat	Arora
Ahly tashee	Agarwal
Brelvewi	Manglik
Duobandi	Sikh Khatri
Sunni syed	
Shia syed/syed shia	
Sunni Hanafi Deobandi	
Sadaat	

Syed Bukhari

Siddiqui sunni

Table: 4.6.3 *Caste specific Lexical items in Dawn and Hindustan Times*

Dawn	Hindustan Times
Syed	Agarwal
Arain	Rajput
MalikAwan	Chohadry
Jutt	Brahmin
But	Khatri
Sardar	Vishwakarma
Rajput	Kayashtha

Table 4.6.4 (c): *Honorific specific lexical in Dawn and Hindustan times*

Dawn	Hindustan Times
Hafiz	Senior Brahmin
Hafiza	

The word 'Hafiz is used for a person in the context of Pakistan who not only recite the Holy Quran but also memorizes the whole text of the Holy Quran by keeping in mind all the proper rules of articulation of sounds and words very carefully. As there is no concept of Quran among Hindus and other non- Muslim communities living in India, so there is no concept of Hafiz among them. But those places where Muslims live in India they are familiar with this word. Indians, precisely speaking Hindus and Sikhs have their own religious books as mentioned above but their books are not intended/recommended to be memorized according to their religion. So the concept of Hafiz/Hafiza does not apply to the Indian community in general.

Similarly the word Hafiza is used for a female who recites the Holy Quran with all rules and regulation and she also engages herself into teaching if the Holy Quran. But as far as Indian communities are concerned they have less knowledge and Use of this word because they do not have any word equivalent to this word.

Thus the Table 1 (a) (b) and (c) reflect that the lexical item related to religion is based on socio cognitive factor in both Pakistani and Indian context. All words like this religious aspect are examined critically and thoroughly as these were published in Dawn and Hindustan times Therefore, the writers and advertisers of both the newspapers of Pakistan and India prefer to choose the specific religious and culture specific lexical items in their respective newspapers in order to convey their message for getting perfect suitable match for themselves as well as for other people who need spouse.

Table 4.6.5: *Height specific related Lexical Items*

Pakistani Matrimonials	Indian Matrimonials
Tall	Tall 5'3
5.2 height	5'5
5.5 in height	5feet 3 inches
Height 5.5 feet tall	5'11

Tall bride or grooms are wanted. In some ads height is specifically written and some ads are written without it. The ads that are mentioned without exact measurement of height include these words "tall handsome", "tall pretty", "tall decent human being".

For description of height in matrimonial ads, the words are written as "5.8", "5.2 height". "5.5 in height", "height 5.5" "5.5 feet tall". The placement and style of describing this element varies from ad to ad. The age factor is mentioned for both the genders. For girls it is 4.5 to 5.8 feet. For boys it is 5.6 to 5.11.

Physical appearance includes complexion, height, body structure/built in, beauty. The words related to these personality/individual traits are used abundantly in these ads.

Table 4.6.6: *Physical Appearance/Physique specific related Lexical Items*

S.No	Complexion	Height	Body structure	Miscellaneous personality traits
1	Fair	Tall	Slim	pretty, prettiest, beautiful, handsome, attractive
2	Very fair		Smart	Highly educated, well educated, highly qualified, well settled eastern, well cultured
3			Good looking	Religious minded, decent
4				Moderate, well mannered, active, professional
				Sophisticated, well placed

5	Attractive	Graceful, intelligent, pious, pleasing personality, non smoker,

It is found out that the personality trait of bride or groom and demand/expectation for the same compatible match are written in very sketchy and thought provoking manner in these ads in Pakistan as well as in India. For example, for physique, beauty and complexion the words like "slim, smart, fair, wheatish, attractive, tall, pretty, prettiest, beautiful, very beautiful, young looking, handsome, good looking, graceful," are used in the ads of both countries. In Indian ads the fanciful expression is used to some extent "beautiful charming, very fair, b'ful, extremely fair and beautiful". By looking deep into the underlying meaning of lexical items of these ads, it is analyzed that fair complexion, slim and smart figure with suitable height are included in socially constructed standard of beauty for idealized perfect suitable match in both the neighboring countries.

The comparison of the theme done partly above indicates that some social and cultural patterns are fixed in these countries. These patterns are related to use the words like horoscope, homely girl, soft-spoken, vegetarian, cultured girl, teatotellar etc. There is a psychological aspect in the description of these social attributes. In other words, all these words reflect the socio-cognitive and socio cultural impact. These above mentioned words are commonly used in Indian culture. On the contrary in Pakistani culture words are used while associating piety, decency, practicality of religious knowledge and morally socially constructed norms and values. There is not any demand for a girl as a good cook. The minimum education criteria in these ads start from graduation level. In most of ad it is seen that educational demand of people is from BS to PHD level. Table (10) and Table (11) show that several words are linguistically and stylistically used in the matrimonial advertisements of both the newspapers to represent socio cognitive perspectives. This aspect is examined frequently in both Dawn and Hindustan Times newspaper.

With the help of comparison and contrast the analysis is done by taking data from Dawn and Hindustan times in the light of Bhatia's model regarding genre that is about

exploring communicative events, rhetorical situations, discourse analysis, critical analysis and so on. The use of lexicogrammatic and prototypical features in both Pakistani and Indian newspapers indicate that words and language used in these advertisements is very reflective, intentional and based on communicative aspect as it is shown in those areas in which they are written, advertised and published. Some words do not have any equivalent word in Indian context because these are purely related to Pakistani context and deep rooted into the socio cognitive aspect of Pakistan. Local languages of both the countries have also great impact on English language that is used in printed and electronic media of both the countries. The English newspapers published in both the countries have impact of their cultural and social background. Before partition the people of both the communities were together so both have some similar aspects. As far as the language differences are there, so cultural differences also occur on the basis of using language as a tool.

Similarly in the advertisement of both the countries regarding matrimony carry some loan or borrowed words as well as these have use of abbreviation and acronym.. These words are also used just for the sake of associating language with specific socio cognitive characteristic features. Acronym and abbreviation are used in matrimonial advertisements of both the newspapers because of two reasons. First reason is to avoid taking more space and convey message in few short words and second reason depends on the instruction given by the advertisers that to be followed by editor or press publishing agents. The concept of using abbreviation and acronym, therefore, occurs in the matrimonial advertisement of newspapers of both the countries. The use of abbreviation and acronym is also related to socio cognitive aspects of their own country. This is also because of using bilingualism and multilingualism in both the countries.

From comparison and contrast of matrimonial advertisements published in Dawn and Hindustan times in the light of genre analysis, it has been observed that English newspapers published in Pakistan and India have excessive use of abbreviation and acronym that is typically associated with their own cultural social and psychological perspectives. It is also according to the concept that develops in their own country based on religious, political, economic, cultural, and geographical and language differences.

Lexico grammatic feature are related to lexis, semantics, syntax, phonetics and morphology. In the present research, the data from Dawn and Hindustan times regarding use of lexicogrammatic features present in matrimonial advertisements have been examined.

Table 4.6.7 (a) *Class/Sect /Family specific related Lexical items*

Dawn	Hindustan times
Sardar	Agarwal
Chaudhri	Manglik
Nawab	Arora
Araiin	Baniya
But	Malthotra
Awaan	Bisa

Thus it has been explored that the English newspapers that are published in non-native areas like Pakistan and India, use the word related to their own social and cultural pattern set up. While doing so different word formation processes generate and sometimes morphological innovations are made. English used in Pakistan and India include a number of indigenous words and phrases related to their specific mind set and cultural boundaries. The data taken from Dawn and Hindustan times specifies that there are structural and contextual difference and similarities in the matrimonial advertisements of both the societies. Lexico grammatic and prototypical features are firmly attached with their cognitive, cultural, social and economic backgrounds.

Hence the data collected from Dawn and Hindustan times reveals that there are differences in Pakistani and Indian matrimonial advertisements on the basis of prototypical and lexicogrammatic features mentioned in them with respect to religion, caste, sect, job, physical appearance, status, possession, residence, relation, salary and so on. The data also

indicates that the matrimonial advertisement published in Pakistan and India have specific structural pattern and theme based message according to its own socio cognitive factors. It also shows idiosyncrasies based on difference of culture, language and society. That's why it reflects socio cognitive impact on both Pakistani and Indian mass and it is reflected through the language of matrimonial advertisements that are published in Pakistan and India. Structure and style used in matrimonial advertisement of both the newspapers these two countries are different from each other. Format size color font and linguistic structure of advertisements

The comparison of matrimonial advertisements of both the newspapers indicates that similar kind of grammatical categories are used. Adjectives and nouns are used excessively whereas other parts of speech are also used for providing information about certain conventional and prototypical features. In order to seek perfect suitable match for a daughter or a son, education is mentioned clearly in matrimonial ads. The adjectives used with reference to this aspect, are highly educated, and well educated. Sometimes it is written with reference of advertisers own family background along with profession adopted by prospective groom or bride or their parents to appeal the readers or those people who are also in search of these kind of family and sometimes it is written purposefully to acquire educated spouse from educated family according to preferable demands depicted in our society. The words are selected very cautiously by using elegant, decent, or well cultured or well settled family.

From the corpus that is taken from the newspapers of over the time period of four months i.e. from November, 2017 to February, 2018, it is clear that prototypical and lexicogrammatical features are used frequently in the matrimonial ads related to caste, nationality, language, age and family along with family's own norms and values in a very significant and precise way. The preferences of the people are clearly mentioned in them. With the help of screen shot captor, the data analyzed regarding corpus of matrimonial ads through antconc software in the above mentioned figure reveal the importance of family in these ads. The term family is associated with caste that is Sunni, Shia or based on any sect, and nationality that is Pakistani. The national or regional language is also included in the preferences of the people for seeking suitable and compatible match. The words like

eastern, well cultured and well settled are also of highly importance to represent family's own preferable likings to seek life partner. Personal Status as a single/married/divorcee/divorced, widower/widow is mentioned in these ads. According to the data, the status is mentioned in various ways. Single or never married is written in these ads for several reasons. In most of the advertisement in the beginning of ad, only the word daughter, son, brother, sister, boy or girl is written. In some ads along with the number of age or year of birth a word or group of words is written to express the personal status as a single, married, never married, divorcee, divorced, widow or widower. These words are written for the proposals of girls and boys both. The structure, order and organization vary from ad to ad. These words are written not only by relatives, and advertisers but also sometimes from the prospective bride and groom themselves as well. All the content and form words of these matrimonials indicate socio-cultural and socio cognitive factors.

In this chapter, the researcher attempted to explore how does the lexis, syntax and grammatical use in Pakistani matrimonials is similar or differerent from   Indian matrimonials: why it is different in both the newspapers; what meaning people convey by using these aspects, how local, cultural ,provincial or religious element is shown in form of linguistic, stylistic or textual innovations. By comparing the linguistic expression used in both Pakistani and Indian newspapers, the researcher has not only described the way vocabulary and placement and order of word, is different but also explores the reasons behind it. The text of matrimonial ads is loaded with the underlying meaning/message about social communicative events/ discursive practices. Words of these ads carry source of knowledge shared by people about their surrounding or about their whole world view. In matrimonial advertisements, the need-based words and expressions are used in order to seek a spouse. The linguistic expressions show psychological, social and cultural traits/set up. The themes are related to the beliefs, attitudes, and the points of views of advertisers, authors and writers of their ads. So, this chapter attempts to analyze the generic pattern of matrimonial ads as a communicative event in Pakistani and Indian societies. It is found out that the matrimonial advertisements in Pakistan and India are based on several rhetorical moves consist of lexico grammatical features also and each move has its specific communicative significance and intention that fulfils overall communicative purpose (s) of the genre.

CHAPTER 5

CONCLUSION

The language used in Pakistani and Indian matrimonials indicates the typical socio cognitive, socio cultural and socio-religious factors. From research point of view, these ads were neglected in order to explore them from genre analytical perspectives. To explore this aspect, in this study matrimonial ads are analyzed structurally and thematically. This chapter deals with the five main dimensions. The first dimension deals with the main findings, second discusses its implication with regard to theoretical framework, the third is concerned with the contribution of the study whereas the fourth and fifth are about limitation and future direction of the research respectively.

As language is constantly changing social phenomenon, it develops and gets enhancements with the passage of time and according to the need of the people of any specific society. Thereby, it becomes a representation of the society where it flourishes. Language used in the newspapers is also an indication of language as a representative of society as well as the culture and thought pattern of its users. They express their needs and interest in the newspapers according to their self-made or societal-made confined environmental standards that help them to adjust into the circle around them. Matrimonial advertisements in the newspapers are composed to cater the needs and interests of people who seek a suitable match for marriage, an imperative obligation for a substantively cultural and traditional societies like Pakistan and India. For the arrangement of this significant occasion of their lives, there is growing demands of matrimonial advertisement in print, electronic and social media. Formerly, the matchmaking process was actively arranged by elders or honorable members of societies in these countries. Currently, this trend of matchmaking is a part of the cultural tradition in the rural areas predominantly, however, it is transforming in many regions of Pakistan and India. In the perspective of both these societies, decisions about marriage via advertisements or personal meetings of parents and family or familiar members of society are included in their discursive practices where advertisers/producers follow the instruction to communicate their message keeping in view socio-cultural and socio-cognitive aspects in public regarding matrimony.

Matrimony is the part of the culture and matrimonials occupy a substantial place in the print media, as have been found out in the present study. The study has examined them as an independent genre and so has adopted a genre analytical perspective to probe into the language used in them. The Pakistani and Indian matrimonials from English newspapers from the time period of November 2017 to February 2018 were chosen to explore and describe the contextual significance of the choice of language in the matrimonials and then emphasize upon the lexicogrammatical and prototypical features. V.J Bhatia's model of Genre Analysis has been adopted to analyze Pakistan and Indian social and cultural practices and thought patterns through the medium of matrimonials. The analysis has also augmented in pointing out the similarities and differences in the use of language for the selection of life partners in the two chosen contexts/societies/countries.

The research depended on both qualitative and quantitative modes of inquiry. In order to identify and describe the situation context, the lexicogrammatic features and the themes of advertisements, Bhatia's model of genre analysis supplemented the study. Further to validate the recurrences of the features and themes, AntConc, a quantitative tool of analysis was adopted. The research design also included the exploring of similarities and variation in language use for finding spouse in the two countries. Therefore, further comparative and contrastive descriptive analysis was given by the end of the fourth chapter.

The organization of analysis depends on genre and its multidimensional approach that leads towards linguistic analysis, contextual analysis, structural analysis, discourse analysis, semantic analysis, comparative analysis, critical discourse analysis, psycho analysis etc. It is also related to the rhetorical situations and communicative events of society. This makes the study significant.

Both the qualitative as well as quantitative analysis help to validate the findings reflected in the analysis. In addition to this, it also helps to sort out the representation of both the societies along with certain similarities and differences in several aspects in the newspapers selected for this work. It helps how genre is constructed in these ads with the help of precise and straightforward language in a way to express one's own identity and demand for the achievement of the target.

This study also contributes significantly to provide detailed information about organizational pattern of matrimonial as an independent genre. The detail is provided in language variation from socio-linguistics point of view in order to highlight socio-cultural, socio-cognitive and socio-religious motives and linguistic point of view to indicate generic structure.

5.1 Findings

From genre analytical angle, it is found out that the lexical and syntactic patterns of matrimonial advertisements of Pakistani and Indian newspapers differ from each other because of idiosyncratic socio cognitive, religious and cultural facets. The structural and stylistic techniques adopted by advertisers of both the newspapers were included as the focal point of this study and revealed the priorities of people of both the nations in struggle of finding a spouse.

With the advent of modern printed and electronic technologies, people prefer to seek spouse for their dear ones through the medium of newspaper; it is the most convenient, easily assessable and widely read mode of communication for all the stratas belonging to several social classes within these societies. There are still limitations while using internet in order to find a spouse via various networking sites in these communities unlike in the west.

In this study, it is explored that the genre of matrimonial advertisement is loaded with the need-based communicative process. Furthermore it comprises of several moves. Each move has specific communicative purpose(s) related to social/cultural norms and values along with specific intentions of advertiser. From structural and thematic analysis of moves of matrimonial it is observed that all moves are similar to prevailing stereotypical discursive practices that exist in both the countries at multiethnic or cross-cultural level. There is a similarity in the basic move structure of matrimonial and their communicative functions such as identifying the prospective bride and groom, providing information about their age, family, religion, language, qualification, job, status, physical appearance, residence and settlement by using carefully and tactfully selected words and linguistic expressions.

The noticeable moves indicate prototypical characteristics of matrimonials along with recurrent themes of these advertisements. Linguistic analysis takes place on two levels as per sixth move of the model, namely, the analysis of lexico-grammatical feature and the analysis of text-patterning or textualization. To indicate the differences and similarities between Pakistani and Indian matrimonials, it is stated that newspapers of both sides have variations of linguistic choices in the context of religion, caste, sect, community, family, gender, custom or tradition. It is also observed that there is the use of various lexicogrammatical features related to their respective distinctive local languages based on geographical, political or historical aspects. In both the contexts, there are similarities in the use of lexis and syntax connected with beauty, physique, height, skin color, looks, job/profession, family background or family values, status, abode, and education.

The disparity between the matrimonials of the two context occur in terms of linguistic expression and its placement regarding social/cultural values in terms of religion. In Indian ads, it is observed that the stress is given on eating habits as well. Like clearly the description or demand of vegetarian, non-vegetarian or eggterian is pointed out in some ads. Similarly clean-shaven groom is in demand there. On the contrary in Pakistani matrimonials, this element does not exist. Religion-specific or sect-specific lexical items are used in Pakistani matrimonials. In Indian ads, the elements of class distinction on the basis of financial status as well as religion identity upper class like Brahmin, middle class, upper-middle class, is highlighted as compared to the element of sectarianism in Pakistani matrimonials. It has also been found out that the layout of these both sides also vary in terms of font, color, illustration, size, shape, design, arrangement and overall page layout.

Thus, in this research, it has been specified that socio cognitive aspect of any society can be revealed with the help of analyzing the language used in print and electronic media. Newspapers are the best source of getting the influence of up to date language used in any society. Thus language of newspapers represents as well as reflects social, cultural and cognitive aspects of Pakistani and Indian society as well. The advertisers use language to get their means by using language tactfully and skillfully. They select very less but most significant words to convey the message of matrimony. The choice of expression used is business oriented and one can see exploitation through language, borrowing and code-

switching of the words, molding them as per need and stylistic innovations in the language of newspapers.

Hence the research findings may be summed up as follows:

- Matrimonials exist as site of language and thereby an independent genre; they have potential to be the focus of a comprehensive genre analysis.
- Matrimonials display prototypical lexico-grammmatical and stylistic features that are manifestations of a variety of language used for specific topic i.e. marriage.
- Matrimonials display lexis, grammar, text, context, and content; they become meaningful utterances for both semantic and pragmatic interpretation.
- Matrimonials are imbued with universal themes like religion, class representation, superstitions, ethnic discrimination and gender biases; the language of matrimonials become a communicative event
- Matrimonials inform about the society's norms and traditions, depict preferences, needs and demands, and elaborates the thinking patterns through their language use; they situate a link to language, thought and culture—a prime sociolinguistic concern.
- The use of language in Pakistani and Indian matrimonial advertisements in English newspapers display a strong affiliation with religious and/or cultural practices dominating marriage.
- The use of language also displays the social class, gender and ethnic variations in the Pakistani and Indian contexts.
- Matrimonials in print media are urbanized linguistic practices denoting a modern mode of finding a spouse with the help of language used with precision.
- Matrimonials establish intercultural diversity; the differences regarding the priorities of the masses in the two countries as well as highlight the complex biases of stratification within a society.

5.2 Recommendations

In the study under investigation the theoretical framework in context of Bhatia's seven step genre analytical model was found very suitable and useful. Not only Lexicogrammatical feature, but also prototypical features are identified with the help of this genre move analysis approach. The present study explored Pakistani and Indian matrimonials and highlighted linguistic and cultural diversities in two closely situated contexts. The research fulfills the communicative purpose of matrimonial as an independent genre. It has aided to explore Pakistani and Indian matrimonial advertisements in the corpus of similar texts in different places of the world. The difference occurs in lexico-grammatical and prototypical features. A similar kind of genre analysis can be conducted for matrominials published across the globe and in various other print or electronic media.

Matrimonials can be taken as authentic pedagogiacel material where one may find a specific vocabulary and stylistic devices for teaching language. They may be included as a genre in the disciplines of journalism and mass communication language(s) ESP, and cultural studies. Matrimonials as a genre become an index for the students of language specifically as it constitutes various word categories, such as nouns, adjectives, verbs, phrases, linguistic devices and textual patterns

The research in hand is a source of awareness about culture and traditions of Pakistan and India. This research was conducted in order to do genre analysis of matrimonial advertisements in their English newspapers to find out the comparison and contrast in the patterns of life and practicality of people to choose the life partner of both the countries. The emerging researchers can investigate the cultural influence reflected in the language of these matrimonials via a culture theory.

This research can be more significant for the future researchers in several ways. They can

- Investigate these advertisements with the help of discourse analysis

- explore these matrimonial advertisements from critical discourse analysis point of view

- Analyze any other kind of classified ads for genre study

- Make a comparison between matrimonial advertisement published in the newspapers of any other two countries or Asian and European countries

- Pragmatically analyze matrimonial advertisements

- investigate matrimonial advertisement by collecting data from electronic media or matrimonial websites

- Analyze matrimonial ads only in terms of religious values among various speech communities

- Compare and contrast matrimonials as a speech genre in various cultures

- Use matrimonials for teaching Language , Culture and Thought and

- Analyze matrmonials as text for any social ideology for example, Marxism, Feminism.

To sum up, matrimonial advertisements in Pakistani and Indian English newspapers reveal socio-cultural idiosyncrasies. These ads portray the social cultural practices as well as conventions of Pakistani and Indian nations to those who are unaware of these two neighboring countries. The matrimonial of these countries mirror Pakistani and Indian people's mind set depending upon several cognitive, social and cultural values, practices and customary obligations.

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APPENDIX A

Dawn Matrimonials Sunday (5ᵗʰ November, 2017)

DAUGHTER 30, 5.5", Malik Awan, Dubai settled, Master Finance London, visiting Pakistan, residence Bahria Town. Parents of foreign national guy may contact **BANDHAN HOUSE:** 051-2111230, 051-2111229, 0300-5553137. (37424106518)

Ad 1

SON 34, Major, divorcee. Son 26, Captain, father brigadier. Son 29, Electrical Engineer, job multinational. **MRS. KHAWAJA:** 0336-0518518, 051-5856437. (37514106386)

Ad 2

PARENTS SEEKING COMPATIBLE MATCH FOR THEIR DAUGHTER 32, SMART, SLIM, FAIR, HIGHLY EDUCATED (UK. QUALIFIED) NEVER MARRIED, RELIGIOUS MINDED FROM URDU SPEAKING, SUNNI, SYED FAMILY FROM UP. THE GENTLEMAN MUST BE OF SOUND EDUCATIONAL BACKGROUND AND WELL PLACED HAVING STUDIED THE GIRL HOLDS PAKISTANI PASSPORT AND LIVES WITH HER PARENTS IN PHASE-V, DHA, KARACHI. CONTACT AKRAM.AHMED198500@GMAIL

Ad 3

Ad 4

Ad 5

Dawn Matrimonials Sunday (12th November, 2017)

Ad 6

GIRL 30, Dr. Agha Khan, tall, pretty, pursuing fellowship in USA, parents in Kawait. Girl 27, Masters in IT, Hafiz-e-Quran, divorced, family US citizen. MRS. COL ATHAR: 051-9270134, 0300-9544554. (37264105184)

Ad 7

DAUGHTER age 21, height 5'-5", she done O/A Levels from BNU & BS Accounting/Finance from NUST, father on service bureaucrat landlord, businessman, seeking decent, educated, elite class only Jutt proposals. Raja Sakhawat 0300-6913786. (25733347363)

Ad 8

DAUGHTER is American national, she did her masters in Accounting from University of Michigan in GPA 4. Currently she is pursuing for CPA. She is 27 years old, height 5'-5" seeking proposals from well educated in decent families from USA. Raja Sakhawat 0300-6913786. (25733347362)

EVERY caste, age, internal and broad country, professional degree holder, high profile businessman, mill owner, posh area ahly Sunnanat, ahly Teshee proposals for every persons. Our fee sabillilah. Miss Masood 0333-408928

Ad 9

Ad 10

Dawn Matrimonials (Sunday, November 26, 2017)

Ad 11

Ad 12

Ad 13

WE are looking for a match for my son age 32 years old born in Karachi settled in USA, has graduated from University of Maryland in Business and Marketing. He is 5'11 Height moderate practicing Sunni Muslim. The girl should be 5'4 tall slim, beautiful from a good educated family with good morals and values, should be conversant in English and educated. For further information please email bobiescare@yahoo.com. can. (10022396478).

Ad 14

SON 36, Germany settled, tall, handsome, NUST graduate, Electrical Engineer, working in reputed multinational company at an executive position, compatible match required. The ideal match should be tall, beautiful, educated, between 22 to 27. Only Islamabad / Rawalpindi and surrounding areas families may contact: groomparents786@gmail.com. (37394107217)

Ad 15

THE guy has done MSc and is a Project Manager in Scandinavian Telecom Industry, age 34 years, height 6 feet, Scandinavian National. Interested in an educated small Zamindar family from Lahore. Well educated smart girl, minimum height 5 feet 6 inches. Only serious families contact please: iffat_azg@gmail.com (25733347444)

Ad 16

FATHER Visiting DHA from USA looking for two brides and a groom for his two well educated sons 33/30 daughter 27 journalist, rishta from well educated Sunni Hanafi Deoband Urdu speaking with professionals from reputable institution in case of MBBS / DDS USMLE a must, parents may contact email at: s k h a n t x @ y a h o o . c o m (10482439593)

Ad 17

GROOM

SMALL EDUCATED WELL OFF BUSINESS FAMILY RESIDING IN DEFENCE KARACHI IS LOOKING FOR IDEAL GIRL FOR THEIR ONLY SON. BOY IS HIGHLY EDUCATED, SLIM, SMART AND FAIR HAVING EXTREMELY GOOD NATURE, HABITS, AND EDUCATIONAL BACKGROUND. GIRL SHOULD BE VERY FAIR VERY SLIM AND HAVING MINIMUM BACHLOR DEGREE BETWEEN 24 TO 27 OF AGE RESIDING IN DEFENCE / CLIFTON AREAS ONLY EMAIL: PRECIOUS-RELATION2017@GMAIL.COM (11052407331)

Ad 18

TWO, daughters 20-21 years from Karachi, Sunni, Punjabi, fair, 5'.2" height, Hafiz Quran, studied four year in GCC Arabic Madrasa, doing online MBA, looking a match from educated, religious family kindly email to daughterishta@gmail.com (10492431527)

Ad 19

Ad 20

APPENDIX B

Dawn Matrimonials

December 3 , 2017

BOY 25, Engineer from GIKI, job in multinational company, father GM. Gentleman 43, unmarried, Geophysist, Syed, Canadian, settled there. **MRS. COL ATHAR: 051-9270134, 0300-9544554.** (37264108310)

Ad 21

DAUGHTER 22, Syed, BBA, beautiful, political family. Daughter 23, BBA, USA Citizen. Daughter 23, BDS, Jat. **MRS. KHAWAJA:** 0315-5185705, 051-5856437. (37514107957)

Ad 22

DAUGHTER 30, 5'5", Malik Awan, Dubai settled, Master Finance (London), visiting Pakistan, residence Bahria Town. Parents of foreign national guy may contact **BANDHAN HOUSE:** 051-2111230, 051-2111229, 0300-5553137. (37424108002)

Ad 23

Ad 23

Ad 24

Ad 25

Dawn Islamabad, Sunday, December 10, 2017

Ad 26

BOY 34, 5'.10", CA compilation education from Beacon house, Kinnard College, Pitaro Government College, Lahore. LLB University of London. LLM Waels, U.K. Requirement girl be decent family background and financially strong. Contact: **MRS. MASOOD** 0345-4479974. (25723348913)

Ad 27

SON 29 years, tall, handsome, BE elections (2011) employed as RF Engineer in USA, attractive salary with good benefits, elder brother is Project Manager, 'Dallas,' Urdu speaking, Sunni, looking for girl upto 27 years, smart, pretty, slim, tall, should be educated family, MBBS, software computer and it Engineer from reputable university Institution. Contact: fizza.alidina@gmail.com (11112349907)

Ad 28

SON 35, 5'9", visiting Pakistan, second marriage, well settled US citizen, slim and smart, decent mannered, moderate practising Muslim, Masters Electrical Engineering Austin and MBA Berkeley USA after A-Level from Pakistan, well established, belongs to well educated Urdu speaking Sunni family. Parents of moderate practising Muslimah, 5'2" to 5'6" not over 31 years, slim, smart and intelligent, of decent manners, good looking with Masters level education in professional discipline, educated family may contact at: naseem3140@yahoo.com. (37014...)

Ad 29

Ad 30

Dawn Islamabad, Sunday, December 17, 2017

Ad 31

Ad 32

Ad 33

Dawn Matrimonial: Sunday, December 31, 2017

Ad 43

Ad 44 and Ad 45

APPENDIX C

Dawn Matrimonials ,Sunday,18 January, 2018

CIVIL 26, BDS, very pretty, khula, father General. Girl 30, Surgeon, father Brigadier settled Karachi Defence. Girl 22, LUMS Graduate, father Engineer, residing Karachi Defence. **MRS. COL ATHAR: 051-9270134, 0300-9544554.** (37264108360)

Ad 46

BOY, 23, 5-6, BE Mech on job Urdu speaking seeks match no dowery no urgency. kmwmnk@gmail.com (10312425064)

Ad 47

LOOKING for suitable match for our daughter MBA, age 30, presentable good manners and excellent family / religious values. We are a small educated family and residing in Clifton. Proposals required from educated and well settled professional boy age 32/33 years. Parents of the boy looking for suitable match for their son to contact with confidence and complete boy and family details / picture at email: alliaz_pk@yahoo.com (10919...)

Ad 48

Ad 49

Ad 50

Dawn Islamabad, Sunday, 14 January, 2018

Ad 51

Ad 52

Ad 53

Ad 54

AD 55

Dawn Islamabad, Sunday, January, 21, 2018

Ad 56

Ad 57

Ad 58

Ad 59

Ad 60

Dawn Islamabad , Sunday, January 26, 2018

Ad 61

Ad 62

Ad 63

Ad 64

BRITISH father holidays staying family house Lahore Cantt. Seeking proposal from British / Canada families or local girl intend settle work UK. Looking girl age 24 to 27 as boy's age same range. Our son working London Lufthansa Airlines Finance Department Accounts Executive onside doing CA just started. Start salary 32 lacs. Live posh area flat with father. Mother live Lahore, two elder son retired Grade-20, father stopped London business three years health issues. Jatt Punjabi but consider others. Senior Armed Forces, Civil Servant relatives prefer similar background. Established businessmen welcome. Moderate thoughts lifestyle Sunni. AMWAHLA@HOTMAIL.COM (25772

Ad 65

APPENDIX D

Dawn Ads February, 2018

LOOKING for my daughter: She is smart and slim with a fair complexion, has a Master's Degree in Health Management. US Citizen, age 29 and 5'5" in height Interested in a Sunni Muslim, age 29-34, height 5'10" or above, never married, moderate and a physician or must have a Master's Degree in IT. Contact aizaa2018@gmail.com if interested, please serious inquiries only. (10919013000)

Ad 66

DAUGHTER, 28 years, 5-6, MS from KU, slim and smart, pleasing personality, well mannered, father retired Govt Officer, mother housewife, both parents Punjabi, Rajput, Deobandi, small, educated and decent family. Residing in Gulistane Jauhar, seeking match from a compatible family, email: rishtasearch2017@gmail.com (10973280490)

Ad 67

PARENTS of 35 years old MA English Literature, smart, slim daughter, Sunni, Arain, 5'2", Islamabad are searching for a decent, non smoker, unmarried man between 36-41 years, well educated, with good / stable job. Dowry seekers and unislamic customs followers regretted. Respectable families from Islamabad / Lahore contact: isb2018@yahoo.com (25733347974).

Ad 68

Ad 69

Ad 70

Dawn Islamabad, February 11, 2018

Ad 71

Ad 72

Ad 73

Ad 74

Ad 75

Dawn Islamabad, Sunday, February 18, 2018

BROTHER Smart Active Age 58, Chemical Engineer in America, Permanent Residence in Defence, Wife Died, 3 Grown up children , Seeking a woman, smart, active good looking pretty religious, Age 40- 45 Widow or Divorced may be doctor, engineer or any good profession, Lady can contact herself also. Gmail: fareedakhan282@gmail.com (10062449824)

Ad 77

SON 30, 5'.9" BE, ME executive post posh area Syed Sunni Urdu speaking required match from well educated very fair attractive professional girl (MBBS, BE, MBA) of short family residing in posh area. match. req2018@gmail.com (10302429757)

Ad 78

ANY American Doctor or USMLES Scores 250 or any compatible match for a Sunni female doctor green card holder, family well settled in New York. Asifhussain19861@yahoo.com (10972436530)

Ad 79

Ad 79

Ad 80

Dawn Islamabad, Sunday, February 2, 2018

Ad 81

Ad 82

Ad 83

Ad 84

Ad 85

APPENDIX E

Hindustan Times Ads 5 November, 2017

Ad 86   Ad 87   Ad 88

Ad 89

Our daughter, 26, is a doctor. She has completed MBBS from Maulana Azad Medical College and pursuing MD Gynaecology from PGI Chandigarh. We are from the Hindu - Agarwal community and are a well educated family. Parents are Doctors (MD).Looking for a likeminded and well educated match. Contact: 09312092381

Ad 90

Canada based affluent Punjabi family looking for a professional match for their beautiful well educated daughter, 35, 5' 5" senior manager at a major corporation in Canada.

Contact parents with details at :
parihar1078@gmail.com

Ad 91

PQS Arora/ Khatri Sikh Overseas born/ settled from last 10 years match for Australian born Sikh Arora beautiful charming girl 28 years, 5'4" Sr. C.A. in MNC Canada.

Whatsapp: +61431061328
jaschugh87@gmail.com

Well Established, High Status business family seek suitable groom for their fair, charming daughter 5'5", 26.08.91, Delhi 2.30 pm BBE, MBA, Working in Agri trading, futures and options with the Trading House. Boy preferably South Delhi or Gurgaon based

Respond only by mail or What's App
09643608354
E: mohanksc@hotmail.com

SUITABLE MATCH for Beautiful, Slim, homely girl 5'3"/31/MBA belonging to high status professional Mahajan family having residences and offices in Jalandhar and Delhi. The boy should be educated, well settled and belonging to high status Business/ professional family. Caste no bar. Call 9876602774 or email at shaadiproposals74@gmail.com

Ad 92   Ad 93

Ad 97   Ad 98

Ad 100

New Delhi, Sunday, November, 2017

Ad 101   Ad 102, 103, & 104

Ad 105

APPENDIX F

Hindustan Times Matrimonials December, 2017

Ad 106   Ad 107   Ad 108

Ad 109   Ad 110

New Delhi, Sunday, December 10, 2017

Ad 111

Ad 112

Ad 113   Ad 114

Ad 115

Ad 116   Ad 117   Ad 118

Ad 119   Ad 120

Ad 121   Ad 122   Ad 123

Ad 124

Ad 125

New Delhi, Sunday, December 31,2017

Ad 126   Ad 127   Ad 128

Ad 129

Ad 130

APPENDIX G

Hindustan Times Ads January, 2018

TEACHER/LECTURER

PAL , (Gadaria/ Dhangar) Wheatish slim girl 5'3"/3.7.1987/ 12:05PM Delhi BA(Du), BFA (FineArts) Pune, Permanent Teacher Queen's Marry Schl-Delhi 48000PM Gotra-Pindwar & Dandi mara Bania # 9868635145 Email: dass.durga@gmail.com **Call Voice Ad - (0124)2741137**

Ad 131

South Delhi Based Punjabi Businessman Family Seeking suitable groom for their educated, cultured, beautiful girl, 81/5'4" (looks yngr), divorcee, no kids, very short marriage, Preferred, high status, unmarried/l'less div. boy

response0404@gmail.com

Ad 132

ALLIANCE INVITED for a Charming Proffessionally Qualified girl from an Affluent Punjabi Khatri Family of Delhi 30Yrs/ 5'5" BBA, MBA working in a Leading MNC (NCR), Salary 18 Lpa. Looking for a Well Qualified Well Placed boy from a Decent Family, Caste no Bar # 09899100576 Em: matri.del2014@yahoo.com **Call Voice Ad -(0124)-2741034**

Ad 133

ELITE ROYAL FAMILY of Sainik Farm solicit knot for their Illustrious son 22.2.1979 NM 5'7" Very Fair St. Columba's - Maths Topper Famous Celebrity Architect of PVR Plaza Connaught Circus MBA (Intl. Business) S.R.C.C. "Well Traveled Abroad" from 25-35 years 5'0" - 5'5" V.Fair Non Manglik Convented PQM Premier MBA Entrepreneur girl of refined estbd. sophisticated Royal South Delhi farm family **royalnuptial@gmail.com**

Ad 134

WE ARE well established Punjabi business fmly in Delhi seeks a B'ful Slim Prof. Qlfd well versed girl with a blend of Traditional, sophisticated, Cltrd & grounded upbringing from a Fmly of repute for our smart, caring, Well Groomed, Cnvt edu., hgly qlfd, Ansh Mnglk, only Son 5'11" /27 / B.Tech(EEE), LLB, MBA, non-smoker, teetotaller, in-command of all b'ness operations. Call:9990242906 or Email at: labhvaid@gmail.com

Ad 135

New Delhi Sunday, January14, 2018

Ad 136

PUNJABI

Suitable qlfd well settled Boy in business / service for Gurgaon born 29.9.92 08.30 pm 25 yrs 5'6" slim, b'ful, sharp featured **Khukhrain Punjabi** grad. Also studied in USA Green Card holder belongs to North Indian highly qlfd. business fmly Excellent Marriage No Dowry. Pls reply to: kohlishyam@gmail.com 9910385483

Ad 137

Cultured, Affluent Sikh Business Family of Delhi / NCR Seeks an Alliance for their **Beautiful, Slim, Well Educated Daughter, 5'4", November 87,** Looking for a Well Qualified, Well Settled Boy (Business / Professional) from a affluent Sikh / Punjabi Family. Reply With Biodata and Recent Photographs to : kapgusa@gmail.com

Ad 138

Suitable Match for **Punjabi Girl 6.6.86/ 5'3"** Beautiful, Educated, High Class Business Family. Boy Should be Well Educated, Well Established, Businessman. Pref. Both Manglik and Non Manglik Boy Caste No Bar 9810002649

Ad 139

HINDU

GROOM INVITED from IAS only for beautiful Engineer girl passed from DPS R K Puram 5 ft 3 inches November 1991 from Delhi based religious family having inherited landed property around forty acres in Haryana and inherited six flats/ plots in Delhi Gurgaon etc. Parents Retired top Civil Servants Brother Engineer in top job in USA Family believes in equality between son and daughter boy be caste Hindu. Contact 09810943928 or email kjc1957@gmail.com

Ad 140

Alliance Invited from South Delhi based Status Khatri Business family for their 25.11.90, Delhi, 1.55 pm, 5'11" MBA Son, Engaged in family Business. Seeks Beautiful, Educated girl from cultured family. Call : 9717779494 or Send B/H/P to E-mail: shree.kkrishna09@gmail.com

New Delhi, Sunday, January 21, 2018

New Delhi, Hindustan Times, Sunday, January28, 2018

GURGAON BASED Arora affluent simple family from Rajasthan seeking beautiful, fair, slim, well educated non-manglik homely girl with strong family values from a loving cultured family for smart almost teetotaller son 30 years Aug 87 height 5'7" B Com (Hons) involved in multiple family businesses. 9810410737 Email: kmatri1008@gmail.com

GROOM INVITED from IAS only for beautiful Engineer girl passed from DPS R K Puram 5 ft 3 inches November 1991 from Delhi based religious family having inherited landed property around forty acres in Haryana and inherited six flats/plots in Delhi Gurgaon etc. Parents Retired top Civil Servants Brother Engineer in top job in USA Family believes in equality between son and daughter boy be caste Hindu. Contact 09810943928 or email kjc1957@gmail.com

Ad 149   Ad 150

APPENDIX H

Hindustan Times Matrimonials February, 2018

4February, 2018

Ad 151

Ad 152

Ad 153

Ad 154

Ad 155

New Delhi, Sunday, February 11, 2018

New Delhi, Sunday, February 18 2018

Ad 164

Ad 165

New Delhi, Sunday, February 25, 2018

Ad 166

Ad 167

Ad 168   Ad 169   Ad 170