

Move Structure Analysis of the Titles of the Inter Services Public Relations (ISPR) Press Releases



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Abstract: A press release is a primary source of information or an official statement issued by a private or public institution to convey information to media houses, journalists, ESP learners and professionals. Currently, the study focused on exploring the titles of the ISPR press releases through move structure analysis. The research study comprises fifty press releases from the last three years (2020 - 2022) issued by the military institution. Swales' Genre theory (1990) and Biber's (2007) analytical framework were used as guiding paradigms in this research. A mixed-methodology research study explored the Move -1 by measuring its frequencies and percentages. The study explored the linguistic features, language conventions and significance of Move 1 and its various steps. The integrated application of Move 1 and subsequent steps performs the communicative function of the press releases. The current study identified a variety of linguistic features, language conventions in the titles of the press releases and their significance for ESP learners, curriculum developers and policymakers.

Keywords: Press releases, ISPR, Swales' (1990) Genre theory, BCU (2007) Approach, mixed methodology

1. Introduction

The 21st century is the age of globalization, technological advancements and artificial intelligence. Acquiring information about the activities of the key institutions and their futuristic impact on the geo-strategic conditions is the prime concern of the audience. The different evolving genres have revolutionized the knowledge arena and enhanced social bonding between organizations and their affiliates in the last two decades. Technology is directly influential in improving teaching pedagogies and various practices in achieving the requisite information and reliable learning (Ekanayake & Wishart 2014). Seeking information in a short period and limited reading has triggered the target audience to observe the linguistic values in the titles of the ISPR press releases.

In today's globalized world, the press release genre has generated a diverse audience as its beneficiaries. The first-ever press release was issued in October, 1906 by Ivy Lee (Majeed & Zahra, 2021). The titles of the press release genre have a strong information bank and language background, equipped with diverse linguistic patterns, specific aims and material for educationists, ESP learners and faculty members. In the Pakistani context, titles of the press release genre were considered information fuel for journalists and media houses. Especially, the press releases issued from the military institutions remained unexplored or diminutive research was conducted in this field, hence creating a stronger research gap. In this study, Biber's (2007) BCU approach is utilized to explore the linguistic patterns of the press releases, language conventions regarding the overview of the event and chief guest statement

and significance of the Move 1. In this research study, a mixed methodology approach was applied with systematic random sampling to gather data. The findings of the research study will accommodate ESP learners and faculty members, EOP professionals and jobseekers, curriculum developers and spokespersons.

The press release is a source of revealing information about a continuous process or something interesting or “newsworthy” which can stimulate the attraction of a common man. In Pakistan, Inter Services Public Relations (ISPR) issued various press releases that actually enable the audience to comprehend the geostrategic, socio-political and economic conditions of the country. In society, conventionally the genre of press releases is considered an attractive piece of writing for news agencies and the field of journalism but lacks linguistic content for ESP students. The current study will enable ESP students to get familiarization with linguistic features, language conventions, institution-specific vocabulary and significance of the Move 1 as per Biber’s (2007) BCU approach.

Additionally, the titles of the ISPR press releases are highly influential for multidiscipline readers to comprehend its text and understand its topical and conceptual functions through move structure analysis. The research study will accommodate the faculty members and curriculum developers to improve ESP content for learners and professionals. The genre analysis will also stimulate beginner researchers and provide information for future ESP students (graduate and postgraduate level) to conduct genre analysis of the press releases issued from various institutions utilizing move structure analysis. The genre analysis of the titles of the ISPR press releases offers new realms of research for multidiscipline students to analyze press releases for community benefits. The current research also supports the national and international administrative and security departments to understand the democratic role of Pakistan on the global map.

The ISPR is a prime public relations department for tri-services of Pakistan whose primary responsibility is to provide updates on various

national and international issues. The genre analysis of the titles of the ISPR press release provides sufficient coverage of various military activities, war exercises and detailed information on various peace and strategic decisions. In the Pakistani context, limited research was conducted in the field of the press release genre and especially exploring the titles of the genre, thus the detailed communicative purpose of the specific genre remained unexplored. The ESP faculty members and students lack valid content and strategies to comprehend and analyze the genre of the titles of press releases. The genre analysis is beneficial for ESP learners and professionals to understand linguistic features, language conventions and the significance of the Move 1 inculcated in the titles of the ISPR press releases.

The ESP learners & language teachers are also struggling to analyze the titles of the press release genre and acquire familiarity with the specific linguistic patterns utilized for communicative purposes. The inadequate study of the titles of the press release genre hence creates a gap in understanding the worth of the titles of the press release genre for ESP students, teachers and future researchers. Utilizing move structure analysis, the different genres were explored but limited research work was conducted on the move analysis of the titles of press release genre.

2. Literature Review

A literature review is a comprehensive interpretation of research accomplished on the topic and facilitates a contemporary image of knowledge for the research/author or addressees. A well-crafted and organized literature review has the probable potential to assist as a base/platform/lens/ springboard for future research (Paul & Criado, 2020). The literature review provides architectural foundations for various types of research studies and eminent source of knowledge for researchers and beginner scholars. However, producing intellectual, research-based and cogency literature reviews is a challenging assignment.

2.1 Review of the related literature

Veerappan et al., (2023) explored the introduction section of the Engineering Lab Reports (ELR) by the undergraduate electrical engineering students in a higher education institution. The purposes of the study are the identification of rhetorical moves and integrated move patterns adopted by the learners to write the introduction section of ELR. A total of 35 corpora were selected (N=35). The findings revealed that Move 1 and subsequent steps as obligatory. The study further reveals the importance of collaboration between EAP practitioners and discipline-specific specialists from the engineering field to further display improvement regarding genre-based writing instruction and to enhance student's comprehension in fulfilling the needs of the university's scientific technical reports.

Majeed & Zahra (2021) explored the press release genre of Pakistan Air Force (PAF) press releases to identify and comprehend moves function, linguistic patterns and purpose of the specific moves for the ESP students' professionals. Using a mixed methodology approach and exploratory research design, requisite sample data of 150 press releases was collected. The findings of the research study revealed intelligible and interlinked architecture four (04) main and nine (09) steps in the press releases of PAF. The research study was beneficial in the identification of various moves/steps followed by PAF. The genre analysis was beneficial in understanding various linguistic patterns and possesses pedagogical implications for ESP learners and professionals. Moreover, provides practical implications for academic discourse to comprehend the structure, communicative and rhetorical purposes of the press releases genre.

Majeed et al., (2021) explored wedding cards genre, a basic type of written genre involved to invite guests on a family occasion. A qualitative research approach and explorative research design were adopted. Using a convenient sampling technique, one hundred (100) samples of invitation cards were collected. The language of the invitation cards was mainly English and Urdu and the sample data was collected between

2016 and 2019. The findings revealed eight moves for the genre analysis of the wedding cards. The non-linguistic features mainly depicts religious values of Islam, social norms of the Asian societies and diverse family bonding within the social setup. The genre analysis of the wedding cards signify definite vocabulary, socio-culture, ideology economic status. The rhetorical and communicative purpose of the specific genre is to raise sociocultural awareness regarding different unexplored domestic genres. The research study offers new realms into genre analysis from a sociocultural view.

Majeed et al., (2021) explored the genre of columns published in Pakistani English newspapers to examine the particular moves and sub-move patterns and their detailed functions. A sample of fifty (50) columns were selected. The sample columns were published in November, 2018 in The Pakistan Today and The Nation, two Pakistani English newspapers were selected. A total of twenty-five (25) columns were selected from each newspaper through random sampling. The findings of the study revealed five recurring moves in the structure of columns published in Pakistani English newspapers. The specific moves adopted by the author expedited readers' engagement in the subject matters, convey information and their views on the issue. The research study was beneficial for novice writers, academic discourse community and ESP learners and professionals to comprehend the linguistic patterns of the newspaper columns.

Dong & Lu (2020) conducted a genre based study to highlight the possibilities for enhancing teaching standards for the EFL academic environment at the higher education level in the social context of China. The participants of the research study were thirty (30) mechanical or electrical engineers admitted to an academic writing course to fulfil their degree requirements. A series of activities designed on corpus-based genre analysis was conducted to support the learners in comprehending various linguistic features embedded in the engineering research articles. The findings of the research study improve learners' genre-based academic writing and genre knowledge following various

move patterns. Further, the research study had improved corpus-based and genre-based pedagogical implications for EFL/ESP learners and faculty members. The integrated approach provides an innovative lens for genre analysis and broadens its scope.

Kithulgoda & Mendis (2020) explored the genre of the welcome address, a prominent part of professional events in the context of Sri Lankan society. The teaching of a specific genre in academic settings lacks purpose and linguistic patterns and is considered a challenging task in the L2 classroom. A specialized corpus of twenty (20) welcome addresses were selected and their lexical patterns were explored. The linguistic features of the WA were analyzed by calculating frequencies and using softwares (AntConc). The research study provides an understanding of the communicative functions and rhetorical moves of the WA. The research study recommended the designing of instructional materials entirely based on move structure, rhetorical and communicative purposes, syntax structure and lexicon-grammatical features for more effective teaching of welcome addresses to ESP/EFL learners.

Manzoor et al., (2020) examined the basic structure of the introduction section of research articles related grounded on the Civil Engineering sector. A qualitative research approach and exploratory research design were adopted. The purposive sampling technique is used to select fifteen (15) research articles published in the Civil Engineering and environmental journal of Taylor & Francis between 2014-17. The findings revealed that research articles follow all the requisite moves/steps patterns, but their sequence was disturbed as adhered to the research model. The linguistic patterns were identified but need considerable improvement in linguistic awareness. Further, the research suggests pedagogical improvements for ESP/ESL and EFL students' to enhance subject knowledge, academic performance and reading/writing skills.

In the Pakistan context, limited research study was conducted on the genre of the press releases and its associated elements. The definite area

persistently unexplored or insignificant research was conducted on the linguistic patterns and language conventions utilized to overview of the event and chief guest statement. ESP learners and professionals face difficulty in the selection of the valid content and conducting research on its various features. In academia, curriculum developers and policy makers were unfamiliar with the implications of the genre analysis and its diverse research frameworks. Furthermore, press release genre of the military institutions was almost untouched owing to their sensitivity and strategic worth.

3. Methodology

3.1 John Swales Genre Theory

In an academic setting, genre studies were based on genre theory and implemented in various fields including linguistics, literature and composition studies. The literary genre studies are associated with genre theory and explore the literary texts, theories and cultural theories. In the genre studies, linguistic patterns, language conventions, and discourse community are explored to inform the reader about its significance. Further, Systematic Functional Linguistics (SFL) and English for specific purpose (ESP) are two different school of thoughts. A newly emerged genre approach developed in Carolyn R. Miller's essay "Genre as Social Action" (Miller, 1984).

Systematic functional linguistics believes that language is organized in the social system or grounded on cultural ideologies. The specific model of language was developed by Michael Halliday, a well-known British linguist. He defined language in the social domain that includes signs for meanings (Almurashi, 2016). Halliday's approach inspired other scholars and J.R Martin developed a linguistic pedagogy called 'Sydney School' (Martin, 2016). J.R Martin and the associated scholars developed a definition of genre as a "staged, goal-oriented, social process." through their genre work in academic institutions (Martin & Rose, 2008).

The word genre for 'kind' or 'class' extracted from French word "genus". The genre is broadly regarded as a piece of a literary text, artistic or musical composition and speech content utilized

for rhetorical and purposive communication. The process of examining the text for enhanced comprehension of concepts, purpose, prospects, expectations and linguistic characteristics. A text analytical method, Move Analysis is developed by John Swales in 1981 as an vital component of his genre analytical framework (Moreno & Swales, 2018). English for specific purposes (ESP) emerged as a pedagogical instrument in the 1960s. Swales (1990) provides a comprehensive details of the origin, purpose, prospects, concepts and instructions of genre-based studies for ESPs.

Swales (1990) defines genre as “a class of communicative events, the members of which share some set of communicative purposes”. Swales in his theory of genre analysis, blended ESP and genre analysis through a moves analysis methodological approach and provides the origin, concepts, purposes and prospects of ESP genre studies. Swales (1990) highlighted the characteristics of the ESP genre as particularly focused on academic research and its utilization for applied ends. The broader implications of the genre analysis are meant for communicative and rhetorical purposes.

3.2 BCU Approach by Biber's (2007)

Biber (2007) focused on linguistic structures and facilitates definitions of discourse analysis. On the basis of Swales's (1990) theory of Genre analysis, Biber (2007) proposed an analytical framework based mainly on four (04) moves and nine (9) subsequent steps. Biber's (2007) BCU approach Move 1 *Title of the Press Releases* comprises two steps including Step 1A *Overview of the event* and Step 2B *Statement about the Chief guest address*. The title was carefully designed to execute the communicative function persuasively and the linguistic features were chosen according to the nature and theme of the information. The specific move is an authenticated statement about the event and provides an overview of the enclosed information. Moreover, in step 1A *Overview of the event* was designed in the light of communicative purposes, function, and subject matter that needed to be highlighted in the main course of Move 1. The specific step provides themes and plays a fundamental role in

designing the communicative function of Move 1. Furthermore, Step 2B *Statement about the Chief guest address* conveys the purpose, meaning and scope of the press release by indicating the intentions of the chief guest about the institution or country.

In discourse analysis, move analysis is an analytical approach to explore the communicative and rhetorical purpose of the press release genre. The move analysis is a top-down approach used for segmentation and sequencing all the linguistic elements in the text. A move is a rhetorical or discourse unit in a written or spoken genre to fulfil the purpose of the communication.

In the digital age, the move structure analysis is beneficial in academia especially for ESP learners and faculty members. The categories of moves in the moves analysis structure of the genre of the press release are mainly consisting of conventional moves and optional moves. Furthermore, both conventional and optional moves consist of steps for better comprehension of linguistic structures and improved interpretation of purposes of the specific genre. During the quantitative study, a threshold level was selected (50%) for calculating frequencies and percentages of the moves. The moves passing the threshold level were considered conventional moves whereas optional moves failed to clear the frequency and percentage thresholds level. The move structure analysis is an integrated analytical framework to conduct study of moves and steps. The quantitative analysis of the steps had strengthen the existence of the main moves in the genre analysis of the titles of the press releases. The qualitative analysis has provide a linguistic foundation, rhetorical and communicative worth for the main moves.

3.3 Data collection and Sampling techniques

The genre analysis of the ISPR press release is based on mixed-method research study, collecting data through the official website of ISPR which is considered to be a reliable and relevant data collection source for this research. The current research was conducted using an exploratory research design. The collected data

was comprised of the last three 03 years (01 January, 2020 – 31 December, 2022) press

Table 3.1

Sampled Press Releases (2020-22)

Institution	Year	Press Releases
ISPR	2020	257
	2021	229
	2022	126
Total		612

The genre analysis of the ISPR press releases is accomplished through a systematic random sampling technique will be implemented to filter the requisite data. In the systematic random sampling technique, requisite samples are collected through a systematic algorithm such as every 6th or 12th sample is selected ([Berndt, 2020](#)). The sampling will be accomplished from the collected data (Total = 612 press releases) and every nth (nth = 12th press release) press release will be considered as sample data for conducting the research activity. Through systematic random sampling, a total of 50 press releases were selected and the research. was conducted by implementing American linguist John Swales's theory of Genre analysis ([Swales & Swales, 1990](#)) and move structure analysis approach ([Biber, 2007](#)). For conducting current research, the press releases were acquired from the official website of the military institution. A total of fifty (50) press releases will be selected through a systematic random sampling technique. The data collection will be conducted in April, 2023 and comprises of the last 03 years' press releases.

4. Data Analysis

The genre analysis of the titles of the ISPR press releases is conducted through implementing move structure analysis as an analytical framework. *Title* was the first move subsequently followed by two steps including an *Overview of the event* and a *Statement of the Chief guest's address*. In the research study, the Move 1 *Title* has been recorded 96%, thus regarded as an obligatory move. The two subsequent steps, including step 1A (96%) *Overview of the event* and step 1B (06%)

releases issued by the ISPR.

Statement of the Chief guest's address have also been recorded, termed as obligatory and optional steps respectively.

4.1 Analysis of Move 1

The titles of the ISPR press releases were cautiously designed to execute the communicative function persuasively and the linguistic features were chosen according to the nature and theme of the information. The specific move is an authenticated statement about the event and provides an overview of the enclosed information. For example

“General Qamar with troops.”

(No PR-06/2022-ISPR).

The title of the press releases was created with a blend of general and military abbreviations, acronyms, ranks, designations, names of the events, ambassadors' names and designations, names of the visitors from a diplomatic, military and social chain, names of the state departments, name of metropolitan cities, various military basic training and professional training institutes, names of military assets, indigenous development activities, disaster management programs, anniversaries of famous national and international events, inaugural sessions and closing ceremonies for sports, health and social activities, regional peace and security situations, passing out ceremonies, foreign and inland visits of Military commanders and political figures, departmental postings and promotion, updates on LOC violations, condolence messages, rescue & relief efforts and to support national efforts. For example

“General Nadeem Raza, Joint Chiefs of Staff, Jordanian Armed Forces

(JAF).”

(No PR-104/2021-ISPR).

The Move 1 further suggested that the title of the press release was based on motivational comments regarding the sacrifices of the armed forces, to appreciate institutional achievements in various fields including national defence, counter-terrorism activities, the role of armed forces in rescue and relief operations, awareness campaigns on health & social issues and to appreciate the achievements of national heroes.

Furthermore, it contains direct information about the event or provides an update regarding any event/incident. The selection of vocabulary for creating titles, grabbing huge audiences, predicting content and setting the appropriate atmosphere for the content of the press releases offered pedagogical implications for ESP learners and professionals. Moreover, the use of institution-specific vocabulary to overview the event and a comprehensive statement about the chief guest address broadens the scope of the genre analysis.

Table 4.1

Clubbed Categories of Words (N=50)

Clubbed Categories	Words
Noun	Syed Asim Munir, Balochistan, Quetta, Turbat, Qamar Javed Bajwa, Bahawalpur, Okara, Karachi, Army, flood, helpline, inaugural, Armed Forces Institute of Cardiology, Rhythm for Life, 2022, Terrorists, security forces, Sararogha, Wazirisatan, Passing out parade, Long Course, Mujahid Course, Lady Cadet Course and Integrated course, Angus J. Campbell, Nadeem Raza, Terrorists, Kech, Balochistan, Bipin Rawat, India, Hamad bin Isa Al Khalifa, Bahrain, Ayub, Lahore, Pakistan, Morocco, National Counter Terrorism Centre, Pabbi, closing, ceremony, Androulla Kaminara, Turkey, Hulusi Akar, Shah Mehmood Qureshi, Chinese, Rawalpindi, Nong Rong, Shaheen Mazher Mehmood, Yousef Ahmed Al Hnaity, Jordan, Danila V. Ganich, Bernhard Stephen Schlagheck, Zamir Kabulov, Russian, Afghanistan, Qatar, Dr Khalid Bin Mohammad Al Attiyah, Nawaf Saeed Al Malkiy, Pakistan Ordnance Factories, Wah, Gujranwala, Marala, Islamabad, family, Indian, Army, troops, Dewa Sector, Bill & Melinda Gates, foundation, Chakswari, Mirpur, Navy War College, Yadgar-e-Shuhada, floral wreath, Jandrot Sector, Pakistan Army Team Spirit, National Counter Terrorism Centre, Kharian
Verb	Visited, held, called, witnessed, spoke, update, collapse, support, fight
Adjectives	Short service, farewell, top-level, His Excellence, unprovoked, 244 th , 12 th , 95 th , 19 th , 145 th , 3 rd , 18 th
Gerunds	Closing, founding, posting, training, commissioning
Acronyms	ISPR, CJCSC, COAS, GHQ, PLA, PMA, CDF, JS HQ, CDS, PACES, NCTC, EU, FM, CMH, KSA, POF, IBO, LOC, ATR, NCA, SPD, PATS, NCTC
Institution Specific Vocabulary	Midshipmen, commission, Parade, Pakistan Naval Academy, General, induction, roll-out, General, Chief of Defence Forces, Chairman Joint Chief of Staff Committee, troops, security forces, Joint Staff Headquarters, check post, helicopter, Joint Exercise - 2021 crash, Crops Commander Conference, Retired, Minister, Lieutenant General, Commander Mangla Crops, Armoured Division, Major General, Jordain Armed Forces,

The natural numbers (1,2,3,4.....n) are used each year for the issuance of press releases along with the Georgian calendar (...2023). The serial numbers of the press releases are created with the abbreviation of the press releases (PR), the serial number of the press release followed by the calendar year and the abbreviated name of the institution (e.g. No PR-212/2021-ISPR).

4.2 Significance of the Clubbed Categories

4.2.1 Tense Utilization

The genre analysis revealed that the Move 1 *Title* length was ranging from 02 to 39 words. The writer implemented various linguistic features and communicative tools to create an embellished piece of writing to perform various communicative functions. Further, genre analysis revealed that the Move 1 *Title* of the press releases was composed with a variation in the tenses and the writer preferably utilized the simple present tense and the simple past tense. The use of simple present and past tense expedited the engagement of the audience towards the press releases. The use of the following tenses is a persuasive tool to engage readers in a more meaningful manner and provides information about the ongoing activities of the institution, national and international issues and updates on natural, social, cultural, political, economic, health and sports events to grab and raise the interest of the audience.

4.2.2 Nouns

The excessive utilization of nouns in the titles of the ISPR press releases intensifies the communicative purposes of the specific genre. The nouns provide clear, precise, accurate and noteworthy information about the key personnel and various activities held in the tri-services of Pakistan. Utilization of nouns refers to the different administrative, operational and training activities. It also familiarizes the target audience with the institution-specific vocabulary, organizational structure, achievements of the

institution/individuals and role of the institution in maintaining global peace. Further, it highlights the democratic role of the country and strong bilateral relationships with other countries. The writer of the press releases utilized the names of different Muslim and non-Muslim countries in the title which attracts cross-border audiences and resultantly supports understanding of the diplomatic role of the country and enhances regional cooperation

4.2.3 Verbs

The usage of the verb indicates the developed language standards of the authors and the attachment of the key personnel to the event held on behalf of the institution. The verbs are also utilized to show the tone or intention of the military commander for the betterment and smooth operational working of the institution.

4.2.3 Adjectives

The utilization of persuasive and powerful adjectives elevates the emotions of patriotism, and nationhood and strengthens national bonding. The adjective was utilized for the commendation of the services offered by the military institutions in the honour and safeguard of their motherland. The utilization of numeral objectives also highlights the continuation of activities on behalf of the institution.

4.2.4 Gerunds

A few gerunds were also observed in the titles of the ISPR press releases which complements the military event. The utilization of gerunds in the titles of the ISPR press releases shows strong possession of the institution and provides updates on the current activities of the institution.

4.2.5 Acronyms

The excessive utilization of acronyms shows the gigantic vocabulary bank of the military institution. The institution specific acronyms were convenient to write, pronounce and convey military activities in a semi-covered format. The

acronyms were easy to utilize in creating logos and military emblems. They create a separate branch identity for the institution. The acronym is easy to remember and acts as a trigger in the memory bank to recall some process or knowledge.

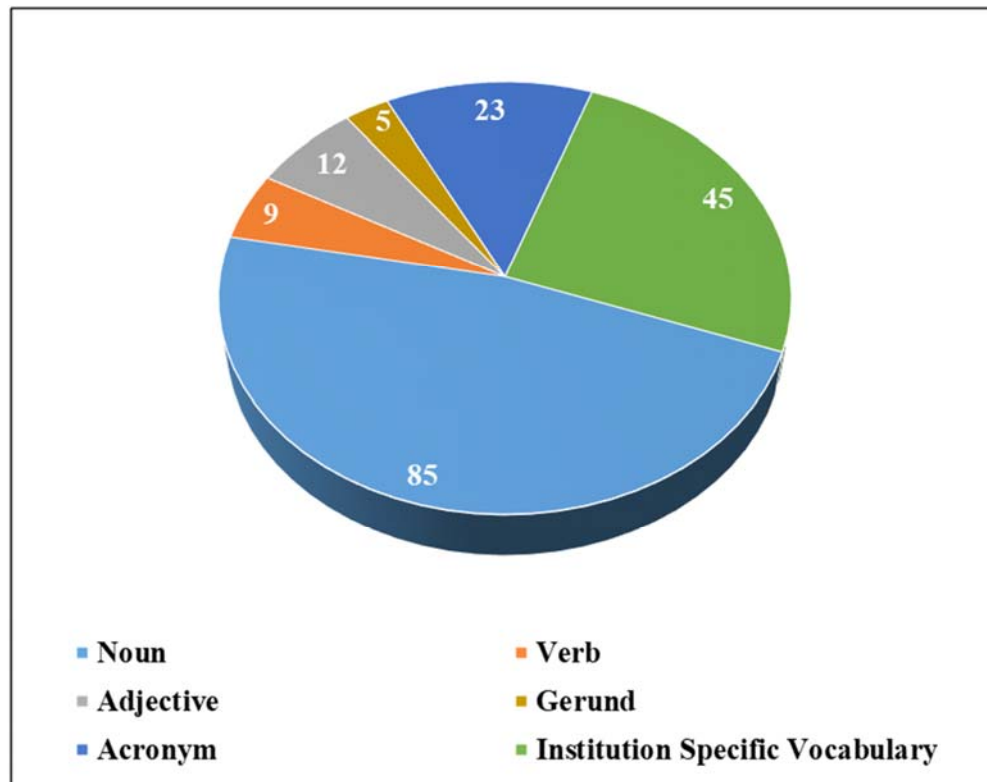
4.2.6 Institution-Specific Vocabulary

The usage of institution-specific vocabulary

familiarizes the target audience with the organizational structure of the military institution and military leadership of the tri-services. It provides details regarding the rank structure, seniority level and appointments within the institution. It also provides the facility to understand military vocabulary and expands the individuals' knowledge bank.

Pie Chart 4.1

Clubbed categories of words in the titles of the ISPR Press release



4.3 Step 1A: Overview of the event

In the genre analysis of the titles of the ISPR press releases step 1A *Overview of the event* was the first essential step in Move 1. The step 1A *Overview of the event* has been recorded in 96% of the Move 1, thus considered as an obligatory step. The overview of the event was designed in the light of communicative purposes, function, and subject matter that needed to be highlighted in the main course of Move 1. The specific step provides themes and plays a fundamental role in designing the communicative function of Move 1. The step 1A provides an overview of the activities of the designated personnel of the tri-services (COAS, CAS, CNS, Core Commanders

etc), military events (Passing out parade, Commissioning etc), provides details about military training institutions, induction, upgradation, roll out and indigenous production & developments of military weapons, foreign & inland official visits of military commanders, celebrations on the nation, international and Islamic occasions, farewell occasions of outgoing members, overviews of natural disasters and rescue & relief operations with the technical support of tri-services and social workers, social and health activities conducted in the county to overcome pandemics, the current scenario of LOC, pro-active defensive strategies, and peace efforts to sustain safeguard of the country, bilateral dialogues with

ambassadors and Chief of Defence Forces of foreign countries, joint defence exercises conducted for regional peace, postings/appointments of senior officials within the institution, ceasefire violation on the borders and sacrifices offered by the soldiers in the safeguard of the motherland, prevailing security, economic and sustainability challenges in the region, the performance of various military production units including POF, AWC, PAC, HIT SPD etc, official meetings and telecom between military commanders and social figures and economic contributions by military personnel to support national efforts in fighting against natural disasters, pandemics and catastrophes. For example

“The inductionoperational flexibility to PN Fleet”.

(No PR-90/2022-ISPR).

Further, step 1A particularly provides an overview and summarize information regarding inland and foreign official meetings, military conferences, Ambassadors, Military Commanders’ and dignitaries’ comments during their official visits to enhance bilateral interest, and mutual defence cooperation with specific reference to global and regional security, counter-terrorism measures, peace situation in the region, trade cooperation in the region, signify strategic partnership and their role on various platforms, military and political leadership collaboration, integrated production in the fields of aviation, weapons and medical equipment, Afghan peace process, effective border management, defence, diplomatic and economic relationships, resolution of Kashmir dispute, national efforts in eradicating pandemics and maintaining health standards, procurement & inland production of modern equipment. The variety of information in press releases attracts a multi-professional audience, hence widening the purpose, function and scope of the genre.

The step 1A in Move 1 provides a comprehensive overview of the activities conducted within the institution. The overview of the event summarizes and appreciates the achievements of the institution in multiple fields

and provides motivation to the audience & reassures the services of the armed forces for developing a welfare state. The step 1A is designed sequentially to convey the embedded information persuasively, contains vital information about the event and conveys the audience a vital information. The institution-specific vocabulary provides an overview of the event and embellished writing invites ESP learners and professionals to bring innovation and novelty into the text and conduct research on the associated elements of the language.

Furthermore, step 1A is created by the author with a variation in the tense but the author commonly used the simple present tense to attract readers and to provide a recent update on the event/issue. Sometimes the simple past tense may be utilized by the author to inculcate the audience about the past event in the light of national interest. In step 1A, the author frequently used abbreviations, military terminologies, acronyms, nouns, action verbs and adjectives to attract readers about the main course of the event. The use of inspiring vocabulary reinforces the ideology of nationhood and communicates the patriotic spirit among the readers.

4.4 Step 1B : Statement about the Chief guest's address

In step 1B *Statement about the Chief guest's address* was the second step in Move 1. The Step 1B *Statement about the Chief guest's address* was recorded 06% in Move 1, thus considered as an optional step. This step was marginally observed in the titles of the ISPR press releases. The statement of the chief guest’s address was recorded as an assessment regarding the efforts of the institution/country to counter various challenges. The purpose, function and scope of the press release was communicated in the step 1B, indicating the intentions of the chief guest about the institution or country. Additionally, step 1B provides guidelines for future operational needs and efforts to maintain excellence in various domains of the institution and for the welfare of the country.

The step 1B was comprised of the direct statements of the Chief guest in their original words from their address at the event/ceremony. The author of the press releases has accomplished step 1B by selecting specific sentences from the Chief guest's address to increase focus on the communicative purpose of the press releases and to convey his message directly to the target audience. These statements comprised taglines, motivational slogans, encouraging statements, appreciation & felicitated words, emphasizing diction, condolence messages, concluding words and gratitude expressions from the chief guest. The writer often quotes the original words with inverted commas at the beginning and the end of the statement. The selected samples from the genre of the ISPR press releases are mentioned below:-

"Sacrifices rendered stability", COAS.

(No PR-196/2020-ISPR)

In the above-quoted example, the Chief of the Army Staff (COAS) delivers a condolence message for the sacrifices rendered by officers and soldiers of the Pakistan Defense Forces in the protection of their motherland.

"Pakistan Army arms" COAS.
(No PR-136/2020-ISPR)

In the above-quoted example, the Chief of the Army Staff (COAS) appreciates the resilient bilateral relations with the People's Republic of China and the key role of the Chinese People's Liberation Army (PLA) in sustaining the strategic relationship. The statement was issued concerning the celebrations on the 93rd anniversary of the Chinese People's Liberation Army (PLA).

Further, step 1B revealed the various purposes of adopting this marginal step including appreciating the institutional achievements and sacrifices offered by the officers & soldiers in the call of their duty, boosting the morale of armed forces and target audience, fighting against anti-state propaganda, to avoid sabotage activities, to convey heartiest feelings on anniversaries, celebrations and death of the key

personnel, to enhance strategic relationships with Muslim and Non-Muslim countries, strategies for the integrated fight against pandemics, natural disasters and social evils. The variety of messages directly from the stakeholders appeals huge audience, hence broadening and bringing transparency to the communicative purposes of Move 1. The use of specific vocabulary to motivate and uphold the decorum of the institution also offers pedagogical implications for the ESP learners and professionals to conduct future research specifically on the linguistic features, discourse units, literary devices, style, tone, intonation and associated elements of the language.

Furthermore, the author utilized the present tense to convey the specific statement to the target audience. These statements are issued using direct speech. The use of present simple tense facilitates better connectivity with its readers as it provides information on the current scenario and conveys your consent in a more powerful, convincing and transparent manner. The author convincingly utilized code-mixing (between English and Urdu), especially while conveying slogans (e.g. *Pakistan Army and Pakistan Armed Forces Zindabad! Pakistan Paidnabad!*) and mentioning the proper nouns.

4.5 Discussion

The findings of the study revealed that a military institution follows a proper framework of move and subsequent steps while issuing a press release. However, the frequency and percentage of the moves/steps may vary according to the theme of the information. The genre analysis of the titles of ISPR press releases revealed that Move-1 Title is obligatory as per previous studies (Veerappan et al., 2023; Hu & Liu, 2018; Jawad & A. M., 2018). The past tense was utilized to create most titles as per previous studies (Majeed & Zahra, 2021; Hu & Liu, 2018). However, the present tense was utilized in few press releases contradictory to the previous studies (Majeed & Zahra, 2021). The frequent use of past tense is dependent upon the content, type of information, and communicative purpose of the press release as per previous studies (Majeed & Zahra, 2021; Thumvichit & Gampper (2019). The utilization of past tense

displays the objectivity in the titles of the press releases. The utilization of past tense in the titles of the press releases offers anticipation about the information communicated within the press releases as per previous studies (Majeed & Zahra, 2021). The use of the present tense in the titles of the press releases provides an update about the continuous event/process. ISPR, being a military PR wing of the tri-services of Pakistan is responsible for providing an update on the ongoing tasks/missions under the military leadership. The thoughtful efforts of the tri-services need to be recognized by the public through press releases.

Furthermore, the genre analysis of the titles of the ISPR press releases revealed that the authors actively utilize institution-specific nouns, verbs, adjectives, gerunds, acronyms, abbreviations and institution-specific vocabulary to attract the attention of the audience as per previous studies (Majeed & Zahra, 2021). Moreover, the diverse vocabulary offers improvement in the genre-based writing activities and enhanced comprehension of the strategic reports and press releases issued by the state organizations. The use of institution-specific vocabulary is beneficial in comprehending various linguistic patterns used by military institutions and in fulfilling their communicative needs as per previous studies (Majeed & Zahra, 2021; Hu & Liu, 2018; Zhang, 2017). The research study also facilitates ESP learners and professionals with authenticated language choice, clear and concise professional writing and designing of instructional material to fulfil future requirements. Through Biber's lens, the genre analysis of the titles of the ISPR press releases facilitates the spokesperson or the author of the military institution to adopt the genre framework and future designing of the press releases as discussed in the current studies. The genre analysis of the titles of the ISPR press releases

depicts the positive role and responsive behaviour of the institution through the use of specific linguistic features as per previous studies (Zhang, 2017).

The genre analysis through Biber's lens provides a framework for ESP learners and professionals to comprehend the specific linguistic features, language conventions and significance of the genre studies. Further, the genre analysis offers bonding with lexical items, institution-specific vocabulary and linguistic features of the specific genre. The genre analysis also provides guidelines to curriculum designers & developers and professionals to improve content for ESP learners and professionals in the academic environment. The linguistic features and language conventions explored in the current study facilitate ESP learners, journalists, and media houses to comprehend language of the specific genre. The current study stimulates novice researchers to conduct genre analysis of the press releases issued from national and international institutions.

5. Conclusion

The genre analysis apprised that the military institution commonly observed the Move 1 and subsequent steps in the writings of the titles of the press releases.

5.1.1 Quantitative Analysis

The genre analysis revealed that Move 1 is obligatory. A mixed pattern is shown by the subsequent steps, thus considered obligatory and optional steps. The variation in the subsequent steps' occurrence was due to variations in the themes and variety of information. The titles were mostly written using past tense but few press releases were issued using the present tense. Table 5.1 provides the quantitative analysis of the genre.

Table 5.1**ISPR Press Releases : Quantitative analysis (N=50)**

Moves / Steps	Frequency (Out of 50 PRs)	Percentage	Status
Move 1: Title of the Press releases	48	96%	Obligatory
Step 1A: Overview of the event	48	96%	Obligatory
Step 1B : Statement about the chief guest's address	03	06%	Optional

5.1.2 Linguistic features

The genre of the titles of the ISPR press releases revealed a diverse linguistic features from various domains including military, diplomatic and administrative spheres. The analysis revealed that the titles of the press releases frequently used military & diplomatic vocabulary (General, Chairman, Ambassador, Minister,), military designations (CJCSC, COAS, CAS), abbreviations (ATR, Brig, Prof), acronyms (PN, GHQ, HQFC, FM, H.E), nouns (Syed Asim Munir, Danial Ganich, Najibullah Khil, Nigar Johar, Karachi, Quetta,), verbs (visited, called, appreciated, reiterated), and adjectives (best, glaring, recent) to inculcate the institution specific vocabulary. The genre analysis facilitates ESPs learners and professionals with institution-specific vocabulary and authenticated language choices. The use of past tense was commonly observed to convey a variety of information to the target audience. However, the present tense was also used to convey the updated information and intentions of the military commander or Chief guest.

5.1.3 Language conventions

The variety of language patterns adopted by the author to perform the communicative function of the specific genre expedited the audience interest and supports to attract multidiscipline audience. In the titles of the ISPR press releases, author carefully conveys the information by choosing the main course of activity such as graduation ceremony, induction ceremony, anniversary, inaugural session, closing

ceremony and establishment of rescue and relief helplines. Furthermore, the titles of the press releases were created by writing the names of and CJCSC, COAS and visiting dignitary from various countries.

The titles were created using full form of military designations, full name of the visiting dignitary, ordinal numbers and complete name of military establishments. Furthermore, punctuation marks were also observed in the titles of the ISPR press releases to some extent. Mostly comma (,), dash (-) and inverted commas (‘’) were inserted to add clarity, conciseness and emphasis. All proper nouns, military designations, aconyms were capitalized. Mostly titles were created using simple past tense but present indefinite tense was also utilized to convey information. The complete text of the titles of the ISPR press releases were written in a single sentence.

5.1.4 Significance of the Move 1 and its subsequent steps

The genre analysis of the titles of the ISPR press releases revealed that the purpose of the specific genre was to inform the target audience regarding events held on behalf of the institution including passing out ceremonies, inland and foreign visit of COAS and Chairman JCSC, induction and roll-out ceremonies of military assets, rescue & relief activities, ceasefire violations at LOC and terrorist activities in different parts of the country. The titles of the ISPR press releases were also utilized to stimulate the national strength during pandemic attacks and natural disasters. The titles of the

ISPR press releases is designed to cover diverse events held on the behalf of the institution. The titles of the ISPR press releases provides a brief description of the event by providing information regarding the activities of the ceremony, the significance of the military establishments and highlighting the achievements of the individuals/institution.

The titles of the ISPR press releases benefits ESPs learners and professionals by inculcating institution-specific vocabulary, military nouns, verbs, and adjectives. The embellished military vocabulary attracts the multidiscipline audience and elevates the sense of patriotism and emotional attachment. The current research also facilitates faculty members and curriculum developers to prepare classroom content for ESPs learners and professionals.

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