

Homogeneity And Heterogeneity: A Cross-Cultural Genre Analysis Of Editorial Letters In Pakistani And Canadian Newspapers

Iqra¹, Dr. Rab Nawaz Khan [Corresponding Author]², Dr. Abdul Waheed Qureshi³

¹MPhil Scholar, Department of English, Abdul Wali Khan University Mardan. Email: iqrabaizai@gmail.com

²Assistant Professor, Department of English, Abdul Wali Khan University Mardan. Email: rabnawaz@awkum.edu.pk

³Assistant Professor, Department of English, Abdul Wali Khan University Mardan. Email: waheedqureshi@awkum.edu.pk

Abstract

Discourse and various forms of communication reveal social and cultural inclinations of human civilization (Van Dijk, 1997). Language behavior is exhibited through communication which is extracted from three main categories of language: 'ideational, interpersonal and textual' (Halliday, 1978, 1989). Cultural and linguistic background of the author may affect the employment of words, syntax, structure, genre and format of genre in discourse. The present study investigated the type, structure, genre and format of genre in letters to the editor section of the Canadian and Pakistani English Newspapers. Two corpora have equal representation of text (letters) each. The corpus of the study contained 30 letters from letters to the editor section of Pakistani English newspapers: The Dawn and Express Tribune (ET) and of Canadian English Newspapers: Toronto Star and The Hamilton Spectator. The textual letters from each newspaper were extracted for a specific genre through online resources and available hardcopies. Genre analysis was carried out using Bhatia's model to evaluate the presence of any similarities and meaningful differences between the Pakistani English newspapers and the Canadian English Newspapers. This research would help not only ELT practitioners to teach how culture changes the genre of discourse, but would also shed light on the media platforms of the two countries.

Keywords: Communication; Cross-Cultural Differences; Editorial Letters; Genre Analysis; Genre.

Introduction

The analysis of English texts dominates the literature. The broad field of genre research has also begun to point to the ways in which different types and genre of texts differ across cultures and languages (Connor, 1993). In this regard, genre analysis is a new method of communicating and analyzing English texts. The research has formed common narrative patterns in scholarly writings and cross-cultural studies. Therefore, descriptions of cross-cultural and social activities in letters to editors in English-language newspapers have been in two different sociocultural settings.

Background of the Study

Research in cultural relations continues and adds to the growing interest of many researchers to guide people in learning about global consciousness and to guide them to appropriate and effective communication skills in communication conflicts or events. Each language text has different descriptive genres and patterns. Therefore, the inspiration for different genres varies. Thus, understanding the genre, format and structure of genre in written texts, especially the current publications, newspapers, newsletters and media circulations,

is an important aspect and has gained handsome attraction. However, it has been observed that most of the research work carried out in the aforementioned texts is related to news headlines, top stories and specific issues. A little research work has been noticed on the opinion section of newspapers both locally and internationally, especially letters to the editor section which are commonly contributed to the newspapers by the general public. Hence, analyzing such contents can easily reflect the culture, genre and cognitive domain of a society. In the past, similar attempts have been made to analyze newspaper articles, such as letter to editors and related articles in the comments section, as letters and correspondence to editors are immensely important as a kind of dialogue in EFL and ESL studies. Both statements deliberately use a variety of persuasive strategies, tools and arguments to influence the reader's social perceptions. The opinion text in newspapers reflects pattern of the state more than any other type of article on inspirational techniques (Connor, 1996). Both logic and commitment embody the written preferences for this cultural context and language which can be seen as a rich source of written conventions.

Newspaper correspondence to editors and managers is considered to be the best example of a written discussion in which the authors clearly communicate their information on issues of interest. These characters help us to understand the author's attitudes, perspectives and preferences for communities and topics. It helps teachers, editors and anyone involved in research or teaching intercultural relations or practicality. Further, it will help in understanding the cross-cultural homogeneity and heterogeneity in terms of language, genre, structure and format of genre and issues highlighted in letters to the editor sections published in English newspapers.

The current study is comparative in nature with a primary focus on the language of genre, structure and format of genre, issues highlighted and culture in letters to editors in Pakistani and Canadian English newspapers. Thus, genre analysis on issues highlighted will also

determine the similarities and differences in the culture of both countries, and are expected to give interesting findings.

As a meaningful mix of facts and ideas, informative discussions are of particular interest to researchers in the field of linguistics to achieve their motivational goals. Newspaper reporters are known to be the best examples of reason writing where writers can express their opinions on important issues. These messages help us understand the author's attitudes, views and preferences about the community and the topics under discussion. Therefore, this mode of analysis in terms of cultural understanding and effective communication is a great social necessity. In countries, such as Pakistan and Canada, letter to editor-genre analysis of English-speaking newspapers is not only for linguists, but also EFL and ESL at the micro and macro levels. In Journalism methods, knowledge gained from recognizing the pictorial differences and similarities between different courses can enable language teachers and letter to editor alike to recognize and use important cultural elements that characterize these courses and influence production.

Research Question

How are letters to the editors in the Canadian newspapers homogenous to and heterogeneous from those published in Pakistani newspapers?

Historical Context of Genre Analysis

Many linguists and communication analysts define and interpret words and analyze genres in a comprehensive and interesting way. The language of writing is said to reflect the character of writing, such as poetry, unlike investigative writing, where critical journalism changes from letter to letter. These differences become clear when we consider the concept of genre analysis. These differences can also be seen at the level of sentence and text structure (Halliday, 1985).

Martin (1985) criticizes genre as a goal-oriented social process by which the culture of its language becomes dominant. The genre is associated with various contexts, such as

folklore studies, literary studies, rhetoric and linguistics (Swales, 1990). Nunan (1993) argues that the term was originally used in literary discourse genres, such as romance, tragedy and sonnets. The mode can be determined by the type and general structure of the equation.

Swales (1990) asserts that pattern analysis is based on two central concepts. First, the characteristics of the set of texts themselves depend on the social context in which they were created and used. Second, properties can be described in a way that combines one text with another. It introduces two other concepts in the field of genre analysis, movement and step. Movement is an important factor in the author's goal. Stages are written more strictly than visual tools for understanding movement performance, and movement stages group is a set of visual options.

Several studies have analyzed newsletter to editor from a broader perspective (Bell, 1991). Genre analysis has attracted a lot of attention since the early 1980s. This genre, a traditionally literary concept, has recently become a popular framework for analyzing the formal and figurative functions of non-literary discourse (Kendallin, 1993).

Highland (1992) claims that genre analysis is directly related to the category by emphasizing the importance of the statement's text structure. His research created common metaphorical patterns in academic writing (Dudley-Evans, 1994).

Applied linguists agree that the author's intent is necessary to create a genre. However, genre analysis looks not only at the effect of the target in the choice of grammatical form, but also in the figurative performance. Robinson (1991) notes that "the motivation of an author is determined by the broad professional culture to which the author belongs." So literary genre not only has some kind of meaning in relation to the text, but also role of the text in the society in which it is produced. This, in turn, led to the letter to editor of managerial culture.

Bhatia (1983) sees genre analysis as an analytical framework that not only highlights the functional connections between form and

function, but also contributes significantly to our understanding of the empirical framework of information in a particular area of language use, which can help ESP specialists to design correctly. Activities are potentially critical to achieving the desired communication outcomes in a particular academic or professional field.

In this sense, genre analysis has the potential not only to teach, but also to shed light on the transmission process of a particular genre. Thus, genre analysis combines grammatical understanding with similar social concepts and cultural interpretations. Its purpose is to describe the language used instead of the superficial language types (Bhatia, 1993). According to Swales (1990), genre analysis is basically founded on two core elements. Initially, the social environment, in which a comparable collection of documents was created and used, determined their characteristics. Secondly, such characteristics may be expressed in a manner that aligns a document with similar texts. In the domain of genre analysis, he established two new notions: move and step.

Bhatia (2008) points out that genre analysis differs from relevant factors in the general context that arise from relevant professional practice and culture in the British tradition. The study of professional genre and professional practice is always seen as complementary because they not only influence each other, but are often coordinated in specific professional settings. However, professional methods are analyzed almost in isolation from studies of professional practice, thus eliminating specific analysis conditions, and weakening the conflict between professional methods and practices (Bhatia, 2008). Paltridge (1995) identified two main approaches to genre analysis. On the one hand, it has been argued that the purpose of linguistics and language teachers is to focus on the systematic or helium understanding of genre analysis, and on the other hand, to teach and learn foreign languages in the field.

Letters to Editors as Genres

Several studies have been conducted to examine the opinion of news and article authors in a larger context (Bell, 1991). For Bhatia (1993)

and Swales (1990), the primary aim of genre analysis is to classify traditional and classical facets. Furthermore, it describes such characteristics in the perspective of the interactive reasoning and cultural as well as psychological restrictions able to operate in the relevant field of specialty. Jowett and O'Donnell (1992) also claims that media reports presented in any form assists in organizing people's knowledge about world because they are one of the strongest genres of communication, and it is also a form of propaganda, and propaganda is a planned and systematic endeavor to mold perceptions, and influences the way they think. News reports act as a mirror of worldwide events in which objective and impartial language is adopted.

The function of a newspaper's articles also changed as a result of this shift. Earlier, the primary purpose of a bulletin was to provide a complete sense of the article to a reader reading the newspaper (Van Dijk, 1988). However, the purpose of the bulletins has altered as many bulletins are no longer viewed in the framework of news. The title, as one of the major means of grasping the attention of the viewer, should, above all, arouse the reader's interest in the topic of the article, attracting them to open it (Chen, Conroy & Rubin, 2015). News article's title has largely served two purposes. The first step is to sum up the report (Van Dijk, 1988). It can accomplish this by serving as an overview of the whole article or by presenting the article's primary topic (Bell, 1991; Nir, 1993).

As Geis points out, one of the most essential right, that the mass media has, is to select what topics are relevant at what moments and whose opinion on those subjects should be conveyed (Xin Bin, 2005). That is to say, media reporting and discourse are subjective. Currently, the use of English as a medium of communication has pervaded every aspect of life: economic dominance arising from English, and linguistic culture has become quickly obvious; newscasts in English currently dominate discourse, even influencing and controlling mass thinking and consciousness (Xin Bin, 2005).

Research Methodology

The study has followed mixed research method, encompassing both qualitative and quantitative research methods. Letters to the editors of Pakistani and Canadian newspapers were collected in softcopy from the online sources/websites of target newspapers. The researchers have used purposive sampling technique for selection of sample. Letters to the editors during the period February 1-14, 2022 in English Newspapers of Pakistan and Canada were taken as the population of the study. The researchers have delimited the current study to two Pakistani and two Canadian newspapers. The analyses were based on 30 letters to the editor from two sets of newspapers (Dawn and Express Tribune from Pakistan and Toronto Star and The Hamilton Spectator from Canada). Using Bhattia's analytical model, the researchers analyzed cross-cultural homogeneity and heterogeneity in terms of language, genre, structure and format of genre, issues highlighted and culture in letters to the editor published in Pakistani and Canadian newspapers. The sample was chosen due to the following reasons:

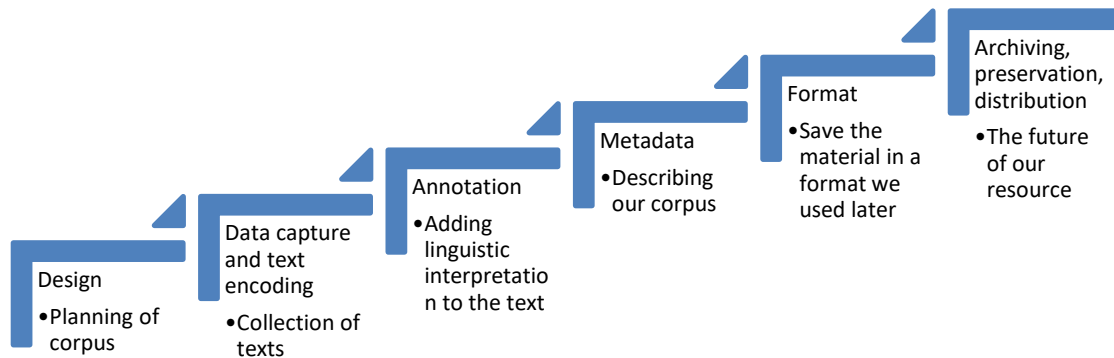
- a. These are one of the most reputed newspapers being published daily.
- b. These newspapers are the most widely circulated, and are considered to have more influence.

The corpus was developed. The learner corpus was developed for data entry, analysis and representation of results. Texts were gathered to represent the features of learner language, i.e., language used by nonnative speakers of a foreign language. The goal of gathering a corpus like this is usually to inform teaching and learning processes and materials.

A monolingual corpus was developed. A monolingual corpus is the most frequent type of corpus. It contains texts in one language only. The corpus is usually tagged for parts of speech, and is used by a wide range of users for various tasks from highly practical ones, e.g. checking the correct usage of a word or looking up the most natural word combinations, to scientific

use, e.g. identifying frequent patterns or new trends in language. Sketch Engine contains hundreds of monolingual corpora in dozens of languages.

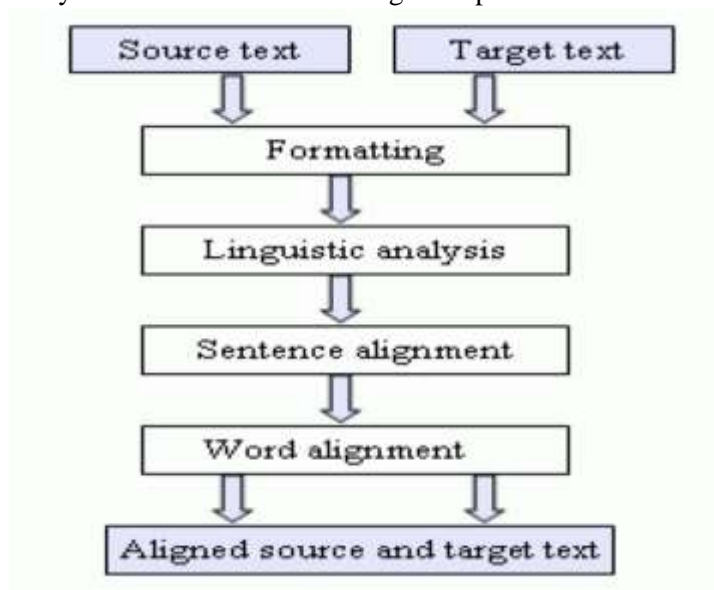
The development of corpus was done in following steps:



Data Analysis

The researchers have used Corpus for data analysis. Corpus analysis is a form of text analysis which allows making comparisons

between textual objects at a large scale (so-called 'distant reading'). Overall, the researchers have followed the following process while analyzing data through corpus:



Corpus of media texts, letters to the editor, were collected from two leading English newspapers (The Dawn and Express Tribune) of Pakistan and two leading English newspapers of Canada (Toronto Star and The Hamilton Spectator). A total of thirty (30) letters to the editors were analyzed, Fifteen (15) letters to editor from Pakistani newspapers and Fifteen (15) letters to editor from Canadian newspapers. Heterogeneity and homogeneity, in terms of language, genre, structure and format of genre,

issues highlighted and culture between Pakistani and Canadian English newspapers' letters to the editor at the macro and micro levels were analyzed, using Bhatia's model (2005) for genre analysis which is process-oriented and consists of the following seven steps:

1. Placing the given text in a situational context
2. Surveying existing literature
3. Refining the contextual analysis
4. Selecting corpus

5. Studying the institutional context
6. Levels of linguistic analysis

The researchers have comparatively analyzed the similarities and differences between language, genre, structure and format of genre,

issues highlighted and culture in Pakistani and Canadian English newspapers. The details are given below:

Pakistani and Canadian English Newspapers

Table 1

Canadian Newspapers	Toronto Star	8 Letters
	The Hamilton Star	7 Letters
	Total	15
Pakistani Newspapers	Dawn News	8 Letters
	Express Tribune	7 Letters
	Total	15

Analysis of Language

Direct Vs Indirect Act used in letter to Editor in Canadian Newspaper

It was found that that, in the Canadian newspaper, total assertive speech acts (44) were

direct acts, and no indirect act was used. In directive speech act category, only 1 was direct act, and no indirect act was used. In declaration category, no speech act was used, and same was true with commissive and expressive speech acts. This is shown below in table 1.

Table 1

S. No	Speech Act Category	Direct Act	Indirect Act	Total
1	Assertive	44	0	44
2	Directive	1	0	1
3	Declaration	0	0	0
4	Commissive	0	0	0
5	Expressive	0	0	0
Total		5	0	45

Direct Vs Indirect Act used in letter to Editor to Pakistani Newspaper

It was found that, in the Pakistani newspaper, 40 assertive speech acts were direct acts, and 3 indirect acts were used. In directive speech act

category, only 1 was direct act, and no indirect act was used. In declaration category, no speech act was used, and same was true with commissive and expressive speech acts. This is shown below in table 2.

Table 2

S. No	Speech Act Category	Direct Act	Indirect Act	Total
1	Assertive	40	3	43
2	Directive	1	0	1
3	Declaration	0	0	0
4	Commissive	0	0	0
5	Expressive	0	0	0

Total	41	3	44
--------------	-----------	----------	-----------

A Comparative Analysis of Parts of Speech

It was found that, in the Canadian newspaper, total pronouns were 101, and adjectives were

203, determiners were 199, verbs were 171, adverbs were 174, prepositions were 85, conjunctions were 58 and interjections were 65. This is shown below in table 3.

Table 3

Canadian Newspaper							
Pronoun	Adjective	Determiner	Verb	Adverb	Preposition	Conjunction	Interjection
101	203	199	171	174	85	58	65

It was found that, in the Pakistani newspaper, total pronouns were 99, and adjectives were 201, determiners were 80, verbs were 78,

adverbs were 98, prepositions were 85, conjunctions were 76, and interjections were 39. This is shown below in table 3.

Table 4

Pakistani Newspaper							
Pronoun	Adjective	Determiner	verb	Adverb	Preposition	Conjunction	interjection
99	201	80	78	98	85	76	39

A Comparison of Mean of Tense Usage in Single Letter to Editor

While comparing the past tense usage, it was found that, in the Canadian newspaper, total use

of present tense was 80, past, 20 and future, 80. On the other hand, in Pakistani newspaper, it was found that total use of present tense was 50, past, 100 and future, 30.

Table 5

Canadian Newspaper			Pakistani Newspaper		
Present	Past	Future	Present	Past	Future
80	20	80	50	100	30

Analysis of Genre

Surface Features of the Corpus and the Letters

The research group consists of 15 letters to editors in the Canadian newspaper and 15 letters to editors published in Pakistani newspaper, for a total of 5500 words. Table 2 summarizes the length of all 60 letters to editors. The average length of a complete set of 60 characters is 196 words. The average letter length of Pakistani letter to editor is 191 words, the longest is 242 words, and the shortest is 156 words. Among the Canadian letters to editors, their height is

215, 314 and 159. Test values indicated that the difference in average letter to editor length was statistically significant, $t(79) = .782$, $p = 0.003$. The lactate density of Pakistani letter to editor (52%) was lengthier than that of the Canadians (54%), but the difference was not significant. The above information shows that the Canadian letter to editor is shorter than Pakistani letter to editor. Lengths of letters to editors also vary widely for Pakistani letter to editor that used a variety of variables related to line density and structural complexity. The results are similar to those of Bhatia (1993) and Connor et al. (1995) in which an intercultural analysis was

% in overall Words	12%	12%	14%	19%	1%	2%	30%	10%
--------------------	-----	-----	-----	-----	----	----	-----	-----

While analyzing the diversity of vocabulary, it was found that, in the Pakistani newspaper, total usage of vocabulary related to science was 2%, technology, 2%, health, 4%, social issues, 9%,

religions, 23%, politics, 35%, education, 8% and entertainment, 17%. This is shown below in table 8.

Table 8

Pakistani Newspapers								
Genre	Science	Technology	Health	Social Issues	Religions	Politics	Education	Entertainment
% in overall Words	2%	2%	4%	9%	23%	35%	8%	17%

Move Structures

M1	7.45	5.62	9.25	8.39	1.79
M2a	6.8	10.03	4.1	7.16	2.32
M2b	26.48	18.82	30.8	16.87	0.82
M3a	98.58	26.61	82.9	36.59	6.85*
M3b	4.55	9.42	26.88	27.31	31.33***
M3c	1.23	4.62	8.05	18.62	6.38*
M4	36.75	22.50	29.8	14.33	2.89
M5	5.98	5.20	15.75	6.09	68.79***”

* $p < .05$; *** $p < .001$

According to an analysis by AntConc, the three most popular writing movements for Pakistani letters to editors are M3a, M4 and M2b. For the Canadian letters to editors, the first three verbs are the same, but in a different order: M3a, M2b and M4. A letter to editor cannot be selected as valid unless you apply for a job (M2a or M2b), provide application, support information (M3a), and express a willingness to be interviewed (M4). These actions appear in each row; the longest action is checked and appears more than once. Therefore, they can be considered as a necessary movement. While the M1 movement could be considered optional, it was represented

by 23 characters (57.5%) in the Pakistani group and 29 characters (72.5%) in the Canadian group. The M5 movement represents privilege, but not the 11-letter (27.5%) movement in the Pakistani model, which is used by all Canadians. The verbs M5 and M4 usually appear in the last paragraph of the letter. It is also possible that Pakistani letters to editors are so focused on expressing interest in the interview or providing contact information that they forget or do not know how to express their gratitude at the end of the letter. As a result, they scored higher in the M4 movement than in the M5 movement.

GSP Analysis for Letter to Editor

This section presents a separate version of the GSP for each letter to editor in newspapers. It reports the frequency and percentage of allegorical items seen in each department of the organization.

Canadian Letter to Editor GSP (number = 15)

Systematic functional theory based on language and genre (see Holiday & Beauty, 1989), four basic structural elements Title (H), problem solving (AI), reason (A) and description of the situation. (Associated Press) - Found in 90% of agencies published in The Washington Times (WTV). They appear in the following order: H ^ AI ^ A ^ AP. However, there are also three optional components: providing background information (BI) before or after the AI, an onset of cause (IA), and in some cases, author logic to help start and end. Logic (CA), is, sometimes, used to better handle arguments. Thus, GSP for WT agencies can be listed as below:

$$H^{(BI, AI)^{\{IA\}^{\wedge} A_1^{\wedge} A_2^{\wedge} A \dots \wedge (CA) \}_n^{\wedge} \{AP_1^{\wedge} AP_2^{\wedge} \dots \}_m^{\wedge} (CR)}$$

In this GSP, the card represents the configuration. Brackets are optional for included items. Dots between items indicate that there may be several options in the order. "Business intelligence can come before or after artificial

$$H^{(BI, [AI]^{\{IA\}^{\wedge} A_1^{\wedge} A_2^{\wedge} A \dots \wedge (CA) \}_n^{\wedge} \{AP_1^{\wedge} AP_2^{\wedge} \dots \}_m^{\wedge} (CR)}$$

In this GSP, the Karate symbol represents an order. Brackets represent alternatives to binding elements. Indicate the points between the items that may have multiple options in the sequence. That is, business intelligence can precede or follow artificial intelligence. The square represents the obstacles in the order of the brackets. Therefore, they say that AI elements cannot follow the thought process (A), AP and endnotes (CR). Bars with arrows indicate the degree of repetition.

intelligence," he said. The squares define the bracket order. Here, they suggest that neither AI nor AI can follow A and AP. The arrows indicate the degree of repetition. Finally, the letters (n) and (m) indicate how many times the set has been repeated. Therefore, both processes A and AP can be repeated. In summary, the GSP presented here is a contradictory statement from the Washington Times that English random management usually has a headline and points to an issue that requires some background information before or after. He, then, starts debating for or against the issues identified by the Alternative Initiative statement. Finally, he argued for a position on the issue under consideration. The final process can be repeated. That is, the process of reasoning begins with a series of arguments and ends with an explanation of the situation. This process can be repeated until the planned result is achieved.

GSP Analysis of Pakistani Letter to Editor (n = 15)

It appears that, in 76.7% of the cases surveyed, the general "non-specialized" letter to editor published in Pakistani News (IN) contains literally four hypothetical cases, such as general or required parts (H, AI, A, AP). In the form of four alternative structures, elements are (BI, IA, CA, CR). Therefore, the following GSP seems to letter to editor almost all the actual reporting frameworks obtained from IN organizations:

Finally, the subscripts (n) and (m) denote the specific frequency. Therefore, both procedure A and subsequent access points can be repeated. However, the important point about this GSP is that the BI element, although optional, appears not only in its primary position (e.g. before A) but also (again) in the AP and CR elements.

From the above analysis, it can be seen that the basic macro-structural elements in the agencies of Pakistan Today (PT) are similar

to the forms of data issued by the Washington Times and Pakistani news agencies, for example, H, AI, A, AP. However, only two components are optional: BI and IA. At the same time, the analysis shows the flexibility of the arrangement of business intelligence

elements. In other words, BI can happen (again) before A and/or after AI. Therefore, it is assumed here that the following types of GSP may account for 80% of the 'original' structure of Pakistan today:



Statistical Testing

Frequency and Percentage

Summarizing this section, Table below illustrates the frequency and percentage of descriptive elements identified in the organizations of the newspapers mentioned above. In addition, data on the importance of a

multidisciplinary prescription test to examine whether there are statistically significant differences in the organizational statement structure of English-language newspapers published in different socio-cultural contexts, have been implemented. They all achieved unimportant results on $p < .05$. The table below shows the application results of 2 recipe tests.

Table: Distribution of the Rhetorical Elements

	H	AI	BI	A	AP	CR
Canadian	15 (100%)	15 (100%)	15 (65.5%)	15 (100%)	15 (100%)	15 (33.3%)
Pakistani	15 (100%)	15 (100%)	15 (65.5%)	15 (100%)	15 (100%)	15 (33.3%)

Chi Square Test

Table: Chi-square Tests (Rhetorical Element by Newspaper)

	χ^2	Df	P
Canadian vs. Pakistan	9.99	5	n.s.

The Marked Patterns

The Canadian letter to editor ($f = 3, p = 10\%$). Of the 15 agencies analyzed, 3 showed a “significant” structure. That is, the editors avoided referring to a single topic. In other words, the authors solve the (AI) problem at the same time and describe the situation from the beginning. However, this method does not confuse the usual general form of administration. This type of model can be called

comprehensive text development model (AI + AP).

Pakistani letter to editor ($f = 7, p = 23.3\%$). Of the 15 entities, seven appeared in the figurative syntax of 'Tag'. Specifically, three agencies (10%) had a peculiar “lag” AI component. However, AI came after a series of arguments and shortly before the AP component, even though it offered similar metaphorical functions. In addition, the other four "tagged" letters to

editors (13.3%) generally address "most issues," hence the name "AMI" format:

Distribution of the Marked and Unmarked Patterns

To conclude this section, for convenience, table below shows the distribution of labeled and unlabeled samples.

Table 3: Distribution of the Marked and Unmarked Patterns

	N	Unmarked	Marked
Canadian	15	27 (90%)	3 (10%)
Pakistan	15	23 (76.7%)	7 (23.3%)
Total	30	74 (82.2%)	16 (17.8%)

Validity and Reliability of the Analyses

In all text analysis research, some logical checks are required to establish the reliability and validity of the analysis. Since Yen (1984), the credential building here represents the concept of research, the establishment of reliable operational measures (Yen, 1984), the proven evidence that research operations can be repeated with similar results. To improve structural efficiency by creating an appropriate set of operational processes, these articles follow the steps proposed by Yen (1984) for case studies. The organizational text analysis was reviewed several times, and they had the opportunity to respond to the progress of the entire work in several project meetings.

While there is a lot of consensus among programmers, some ideas need to be redefined, while others need to be improved. After a major redefinition, the programmer independently re-analyzed the 10 units in the sample to obtain an almost identical view of the selected elements. As a result, some inconsistencies were found in the exact limits of some of the explanatory elements.

In addition, 10 changes were randomly selected to confirm the validity of the current collection analysis. The two judges, who had previously been trained in a joint training course, were asked to write their own transcripts independently. Copa caffeine () was, then, used as an appropriate non-parametric scale to indicate the degree of agreement between

programmers and their coding (Cohen, 1960; Flies, 1971; Gelfand & Hartmann 1975), interprogrammer and interprogrammer. Faith metrics are calculated. The results showed an acceptable level of agreement between programmer (= 0.81) and coding ($\kappa = 0.87$). However, to our knowledge, there does not seem to be a uniform rule for determining acceptable cut-offs to support the validity of text analysis studies (see Hartmann, 1977). However, according to Gilfield and Hartmann (cited in 1975, Crooks, 1986, p. 65), a cappuccino must be greater than 0.60 to be a reliable indicator of an acceptable degree of agreement among judges.

Discussion on Findings

As it was stated earlier that key objectives of the current work are:

- a. To find out cross-cultural similarities (in terms of language, genre, structure and format of genre, issues highlighted and culture) in Pakistani and Canadian English newspapers;
- b. To point out cross-cultural differences in letters to editors published in Pakistani and Canadian newspapers

The analysis, by taking 15 letters to editors in the Canadian newspapers and 15 in Pakistani newspapers and 30 in total, has been done, and

similarity and differences have been analyzed. It was found that:

1. The Canadian letters to editors were short comparatively.
2. The Canadian letters to editors use more adjectives in comparison with the letters to editors in Pakistani newspapers.
3. The Canadian letters to editors use more academic vocabulary in comparison with the letter to editors in Pakistan.
4. The Canadian letters to editors use highest vocabulary (science, technology, education) and lowest (religion, politics) in comparison with the letters to editors in Pakistan, which have used highest vocabulary (politics, religion, entertainment) and least vocabulary about (science, technology)
5. The Canadian letters to editors use more present and future tenses in comparison with the letters to editors in Pakistan, which have used past tense.

Conclusion

We have found that their (the Canadians) concerns, language, culture, genre, choice of vocabulary is different than ours (Pakistanis). If we talk about Pakistan, Pakistani English as a non-standard form of English is experiencing changes and linguistic transformations in different societies and cultures, and this is visible mostly. People start learning English through direct contact, formal or informal schools because their social and economic mobility and stability depend on the English language. But after Pakistan's independence in 1947, communication in the original English was not enough. English is a multifaceted characteristic of the country as an official language. The previous research on Pakistani English was mainly divided into two phases, for example, research based on independent language characteristics and research based on language characteristics. Individual linguistic works have been done by descriptive analysis (e.g. Rahman, 1991; Baumgardner, 1993, 1998; Talat, 1993; Chaudhry, 1995; Hashemi, 2000;

Mahboob, 2004). These studies help to equally develop the non-native form of theoretical concepts of Pakistani English. Baumgardner (1987-1993 and 1998) reported on an extensive study of certain methods on the lexical and grammatical quality of Pakistani English. Talat (1993) explored lexical changes in PE by comparing PE with Standard British English. Mahboob (2004) reviewed the overall grammatical and phonemic characteristics of PE. These studies provided the basis for the development of PE theoretical concepts.

References

1. Baumgardner, R. J. (1998). Word-formation in Pakistani English. *English World-Wide*, 19(2), 205-246. Retrieved from <https://doi.org/10.1075/eww.19.2.04bau>
2. Baumgardner, R.J. (1993). *The English Language in Pakistan*. Karachi: Oxford University Press.
3. Baumgardner, R.J. (1993a). *The indigenization of English in Pakistan. The English Language in Pakistan*. Karachi: Oxford University Press.
4. Baumgardner, R.J. (1993b). *Utilising English newspaper to teach grammar. The English language in Pakistan*. Karachi: Oxford University Press.
5. Baumgardner, R.J. & Kennedy, A.E.H. (1993c). *The use of local contexts in the design of EST materials. The English Language in Pakistan*. Karachi: Oxford University Press.
6. Bell, A. (1991). *The language of news media*. Oxford: Blackwell.
7. Bhatia, V. K. (1983). *An applied discourse analysis of English legislative writing*. Birmingham, UK: Language Studies Unit, University of Aston.
8. Bhatia, V. K. (1993). *Analysing genre: Language use in professional settings*. London: Longman.
9. Bhatia, V. K. (2008). *Genre analysis, ESP and professional practice*. English

- for Specific Purposes, 27(2), 161-174. DOI: 10.1016/j.esp.2007.07.005
10. Cohen, J. (1960). A coefficient of agreement for nominal scales educational and psychological measurement. *Educational and Psychological Measurement*.
 11. Connors, R. J., & Lunsford, A. A. (1993). Teachers' rhetorical comments on student papers. *College Composition and Communication*, 44(2), 200-223.
 12. Conroy, Nadia, Rubin, Victoria, Chen, Yimin. (2015). Automatic Deception Detection: Methods for Finding Fake News, PY-2015/10/09
 13. Dijk, V. (1988). *News as discourse*. Hillsdale, NJ: Lawrence Erlbaum.
 14. Dijk, V. (1995). Discourse semantics and ideology. *Discourse and Society*, 6, 243-289.
 15. Dijk, V. (1997). Discourse as social interaction. *Discourse studies. A Multidisciplinary Introduction*, 2. Sage Publication.
 16. Dudley-Evans, T. (1994). *Genre analysis: An approach to text analysis for ESP*. *Advances in Written Text Analysis*. London: Routledge.
 17. Halliday, M. A. K. (1978). *Language as social semiotic: The social interpretation of language and meaning*. London: Edward Arnold.
 18. Halliday, M. A. K. (1989a). Context of situation. *Language, context, and text: Aspects of language in a social-semiotic perspective*. Oxford: Oxford University Press.
 19. Halliday, M. A. K. (1989b). Functions of language. *Language, context, and text: Aspects of language in a social-semiotic perspective*. Oxford: Oxford University Press.
 20. Halliday, M. A. K. (1989c). Register variation. *Language, context, and text: Aspects of language in a social-semiotic perspective*. Oxford: Oxford University Press.
 21. Halliday, M. A. K. (2004). *An Introduction to functional grammar*. London: Routledge.
 22. Halliday, M. A. K., & Hasan, R. (1976). *Cohesion in English*. London: Longman.
 23. Halliday, M. A. K., & Hasan, R. (1989). *Language, context, and text: Aspects of language in a social-semiotic perspective (2nd Ed.)*. London: Oxford University Press.
 24. Hyland, K. (1992). Genre analysis: just another fad? *English Teaching Forum*. DOI: 10.1016/S0889-4906(99)00037-X
 25. Jowett, G. & O'Donnell, V. (1992). *Propaganda and persuasion*. Newbury Park, CA: Sage Publications.
 26. King, K. & et al. (1993). *Research Methods in Language and Education*. Springer Cham.
 27. Mahboob, A. (2004). *Pakistani English: An overview of its syntax, morphology, and lexis. A handbook of varieties of English*. Munich: Walter de Gruyter GmbH & Company.
 28. Mahboob, A. (2004). *Pakistani English: A historical and phonological overview. A Handbook of Varieties of English*, (Vol. 1, pp.1003-16). Munich: Walter de Gruyter GmbH & Company.
 29. Martin, J. R. (1985). Process and text: Two aspects of human semiosis. *Systemic Perspectives on Discourse*, 1. 248-274. Norwood, NJ: Ablex.
 30. Nir, R. (1993). A discourse analysis of news headlines. *Hebrew Linguistics*, 37, 23-31.
 31. Nunan, D. (1993). *Introducing discourse analysis*. London: Penguin Books.
 32. Paltridge, B. (1995). Analyzing genre: A relational perspective. *System*, 23(4), 503-511.
 33. Rahman, T. (1991). Pakistani English: Some phonological and phonetic features. *World Englishes*, 10(1), 83-95.

- Retrieved from
<https://doi.org/10.1177/001316446002000104>
34. Robinson, P. (1991). *ESP Today: A practitioner's guide*. Hemel Hempstead: Prentice Hall.
 35. Rubin, V. & Yimin, C. (2015). Automatic deception detection: Methods for finding fake news. *Proceedings of the Association of Information Science and Technology*.
 36. Swales, J. M. (1990). *Genre analysis: English in academic and research settings*. Cambridge: Cambridge University Press.
 37. Talaat, M. (1993). *Lexical variation in Pakistani English. The English language in Pakistan*. Karachi: Oxford University Press.
 38. White, M. (2011). Cracking the code of press headlines: From difficulty to opportunity for the foreign language learner. *International Journal of English Studies*, 11. 95-116.