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Genre Analysis of Press Releases of Pakistan Air Force

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Abstract

Press releases are the pieces of writing issued by companies or institutions to communicate information to the news media community and the general public. There has been limited work done on the press release genre (Catenaccio, 2008) in the Pakistani context. The current study aimed to explore different moves in the Pakistan Air Force (PAF) press releases and to identify the moves' functions in the text of the PAF press releases. The data for this purpose was collected from the official website of the Pakistan Air Force dated from 2009 to 2019. Then, through a systematic random sampling technique, every 4th press release was selected. After the sampling, a total of 150 press releases were selected as a sample. For the move analysis, Swales' (1990) Genre Theory was used as a theoretical framework, and the BCU Approach by Biber, Cornor and Upton (2007) was used as an analytical framework. The findings of the study revealed that there were four moves followed by the sub-moves in the press releases. These moves formed the coherent and interlinked structure of the press release and served the communicative functions in the move structure. The current study will be helpful for Academic Discourse Community to learn the way in which the press release genre is structured and convey its communicative purposes.

Keywords: BCU Approach; move analysis; press release; Swales' (1990) Genre Theory

1. Introduction

In the past few years, the research in genre analysis is rapidly making its place and gaining importance day by day. According to Flowerdew (2014) genre analysis is the study of situated linguistic behavior in institutionalized academic or professional situations. So, different genres have different goals and they are structured differently to attain these goals. In the field of linguistics, the genre is termed in different ways, keeping in view the stance in which it is used. The term genre came from the French which means kind or sort. Swales (1990) defines the genre as a set of communicative events, the members of which share some set of communicative purposes. According to the Merriam- Webster dictionary, a genre is a type of artistic, musical, or literary composition typified by a specific style, form, or content. So, every genre has a particular style of writing and uses specific conventions in the writing.

Since the emergence of the field, English for specific purpose (ESP) in the last half of the 20th century, it has become important to use conventions of writing the English language in different genres. Therefore, to bring the genre analysis into ESP research, Swales (1990) fully theorized and developed the methodology. The communicative purpose is an important source that gives rise to and provides the rationale for a genre and shapes its internal structure. After that, the analysis goes to an investigation of the genre's organization that is its schematic structure, often categorized by the rhetorical moves it consists of. After examination of the moves, then comes an investigation of the textual and linguistic features (style, grammar, tone, syntax, voice) that recognize the rhetorical moves. The direction of the analysis, thus continues from a genre's schematic structure to its lexico-grammatical features, at the same time, keeping in view, the communicative purpose of the genre and the discourse community which characterize it (Bawarshi & Reiff, 2010). Thus, genre analysis of any genre goes in a cyclic manner and each component depends on one another.

Among the different types of genres, like professional genre, homely genres, academic genres, entertainment genres, etc., a press release is a kind of genre (Catenaccio, 2008), where a written communication takes place which reports specific but concise information about an occasion, situation, or other occurring. Merriam Webster dictionary defines a press release as "an official statement that gives information to newspapers, magazines, television news programs, and radio stations" ("Press Release," n.d.). So, a press release is an official statement conveyed to the news media community to give a certified announcement, to deliver information, or to make a pronouncement. The press releases address particular frequent circumstances and have their typical purpose that is to communicate news about the organization, a particular

event or development, to a wide audience, and to serve the advertising and public relation prerequisites of the organization. The press releases also have their distinguished format and style. There is a diverse target audience of the press releases but the key addressees of the press releases are the general public. On a broader notion, it can be said that the goal of the press releases is to convey institutional information in a standardized textual form to the press and through the press to the general public (Catenaccio, 2008). Therefore, the press releases have their specific communicative purpose that depends upon the audience and the organization or institute that issues the press release.

In order to analyze the communicative purpose of the press releases issued by different organizations and authorities, genre analysis has come to be known as the better way. So, in genre studies, a term move was introduced by linguist Swales (1990) as a specific rhetorical or linguistic pattern or structure that is usually found in a text or a segment of a text. In move analysis, the general organizational patterns of the text are typically described as comprising of a series of the moves. Some moves are more frequent in the text, called conventional moves and some moves are not frequent in the text, called optional moves. A move may consist of multiple elements which collectively form a move, these are called steps by Swales (1990) and strategies by Bhatia (1993). These steps function to attain the communicative purpose of the move. So, Move structure analysis is a top-down approach to examine the discourse structure of the texts from a genre, the text is described as a categorization of the moves, where each move characterizes a stretch of the text serving a particular communicative function (i.e. semantic). Therefore, every text is composed and structured in different parts and sections and different genres are analyzed with respect to their move structure and pattern. Similarly, press releases also have structure and pattern in their texts.

In the present study, the press releases are analyzed through one conventional method for investigating rhetoric, language use, and text organization that is move analysis. Different moves in the press releases shape its internal structure. Meanwhile, Language specialists and researchers have emphasized on the importance of studying the organizations of genre. Many studies have been conducted on the move analysis of different genres but there is limited work done on the move pattern analysis of the press releases. Therefore, in the present study genre-based research approach is employed which aims:

- • To explore different moves and their structure in the PAF press releases

- • To identify the moves' functions in the text of the PAF press releases

Consequently, the current study is significant in a number of ways and particularly from ESP perspective. It helps novice writers in writing press release more effectively by following different moves. It aids learners in the field of genre analysis to understand how the press release genre organizes and articulates the communicative purposes of the text. Furthermore, it is also beneficial for the students of mass communication, mass media, journalism, and any other such kind of professional genre, to know the basic patterns of writing the press release.

2. Literature Review

Genre analysis is a dense and keen portrayal of language, thus, in order to analyze texts of different genres, various studies have been conducted in the past. Like, the schematic structure of an academic genre was initially analyzed by Swales (1981). Thus, the work of Swales initiated the research in the field of genre analysis and researchers started analyzing different genres and sub-genres, for example, the academic genre as research articles, book reviews, research proposals, a professional genre such as newspaper genre, medical genre, media texts, etc.

For instance, in the academic genre, Can et al. (2016) conducted research on the move analysis of the research articles' abstract sections in applied linguistics. Likewise, Kongpolphrom (2014) conducted a study on the move analysis of argumentative essays of English for tourism with the aim to identify the essential components needed to write a comprehensive argumentative essay and showed that each of the moves applied by the students had its own purpose and functions.

Further, in the newspaper genre, Umrani et al. (2017) conducted genre-based research on the move structure of the letters to the editors taken from the English newspaper of Pakistan and came up with a conclusion that the editorials usually consisted of six moves; each having different steps. This study is helpful for novice writers and acts as a guideline for them in order to write letters. Therefore, in all the research works mentioned above, the writers explored different genres in order to gain insight into the particular genre through move analysis.

2.1 Genre analysis: researches in the Pakistani Context

The research on different genres has also been initiated in the Pakistani context as well. For instance, Shehzad and Abbas (2016) explored academic discourse and done the genre analysis of the section headings of introductory chapters of MPhil theses of linguistics and literature by using Swales (2004) CARS model as a theoretical and analytical framework. This study acts as a substantial guide for novice researchers and recommends that there is a need to teach genre knowledge to novice thesis writers and to solve the problems in academic writing for research purposes in Pakistan. Similarly,

move analysis on other parts of the thesis and dissertations have also been conducted. (Shah & Abbas, 2017; Shehzad & Abbas, 2015).

In addition, Shahnaz (2018) worked on the book reviews that were published in the Pakistani English newspapers and helped in developing a model for the generic structure of book reviews published in the Pakistani English newspapers. Likewise, Majeed et al. (2021) explored the genre of Pakistani newspaper columns thorugh move structure analysis and proposed the model for newspaper columns. Such type of genre studies other than academic genres attracts the attention of novice researchers and provoke them to explore different genres in the Pakistani context using a genre analysis approach (Majeed, Sahroof & Masroor, 2021). Hence, the survey of previous researches in the area of genre analysis in the international as well as in Pakistani context has shown that there is a need for more research on various unexplored genres. Therefore, in the current study, the above-mentioned researches act as a guideline for understanding the genre and genre analysis of the press releases.

2.2 Press release genre

The press release has always gained a distinct place in the theory and practice of public relations, journalism, and mass communication. It was recognized as the key textual genre at the beginning of the 20th century when Ivy Lee was appointed by the Pennsylvania Railroad to inform the media about an accident in which the company had been involved. There are different kinds of press releases, for example, some are about discoveries and researches in medical and engineering fields, some are from political organizations, the business sector, etc. As mentioned above, the press release genre has always been the object of much interest for the researchers of public relations and those involved in public relations education. It has recently gained the attention of researchers in the field of linguistics. Therefore, there are few researches conducted on the press release genre focusing on its generic features and linguistics features. For instance, Jacobs (1999) looked at the press releases with the perspective of the use of self-references. And revealed that self-references were used for expressing the viewpoint of the writers and they switched their point of view to that of the journalists. So, this study helps understand the structural and functional use of self-reference in the press release and also in comprehending the press release genre for the analysis in the current article.

Furthermore, McLaren and Gurău (2005) conducted the research to examine the conventions of the corporate press releases in English. The findings revealed that the press releases followed a certain pattern and characteristic textural features were found in each of the structural elements of the press release that could be linked to the purpose of the structural element and to the functions that element performed in the press release as a whole. This study suggested that further research is required to

explore the press release genre in different languages and cultures. Similarly, Catenaccio (2008) explored the corporate press releases gathered from different sources both print and web-based. The study looked at how generic features codify different communicative purposes and several receiver functions that differentiate the genre. By using Bhatia's study on the genre and Jacob's preformulating features (Jacobs, 1999), the study revealed a set of moves and schemes common to the genre and links them to communicative purposes and intended audiences. It was also suggested that the press release is a hybrid genre having informative-promotional approaches and the communicative purpose of the press release is to inform the general public about the organizational growth as well as to promote the company or institution.

Hence, the survey of previous literature on the press release genre revealed that there is limited work done on the press release genre focusing on its linguistic and structural features and it also suggested that it is essential to explore this least explored genre. Furthermore, these studies help learn the purpose and characteristic features of the press releases and help in the move structure analysis and linguistic features for the current study. As mentioned above, many researchers have carried out the genre analysis of the different genres in different countries and cultures but it seems that no systematic analysis of the press release genre has been conducted in the Pakistani context. So, the current study is an attempt to conduct genre analysis and to explore different moves in the PAF press releases, and also to find functions of these moves in the text of the PAF press releases.

2.3. Research Questions

Following are the research questions of the present study:

1. What are the particular moves followed in the PAF press releases?

2. How do these moves function in the text of press releases?

3. Research Methodology

3.1 Research Design

The theoretical and methodological foundations of any research study are conveyed through the research design (Harwell, 2011). For a research problem, when the researcher has limited data or has only a few studies for reference, then an exploratory research design is conducted (Van-Wyk, 2012). Therefore, an exploratory research design was followed in the current study, and the genre analysis methodology was

applied in my study which was considered suitable for the exploration of the moves to have authentic results.

3.2 Mixed Method Approach

In the current study, both qualitative and quantitative methods were employed. For the qualitative analysis, qualitative data in the form of the press releases were used and moves were explored manually and discussed qualitatively. Furthermore, the frequencies and percentages of the moves built up the quantitative analysis of the data/study.

3.3 Swales' (1990) Genre Theory as a Theoretical Framework and Biber et al.'s (2007) BCU Approach as an Analytical Framework

As the present study is concerned with the genre analysis of the PAF press releases, therefore, in order to explore the move structures including organizational and linguistic structures, the current study emphasized the Swales' (1990) move analysis approach of the genre. He developed a systematic approach for the examination of the genre by using different moves in the text. According to Swales (1981), moves are the chunks of a text comprising a variety of linguistic components like lexicon, syntax, and illocutionary propositions which give uniformity to the parts and show the content of the discourse. Thus, in order to simplify the recognition of the genres, the functional components of the genre are likely to explain textual as well as lexico-grammatical features.

So, in the current study, genre theory by Swales (1990) was used as a theoretical framework and explored the genre of the press release with respect to the communicative purposes, rhetorical organization, and lexico- grammatical aspects. However, as mentioned in the Literature Review chapter that there has been limited work done on the press release genre and there has no systematic model for the analysis of the press release genre. Therefore, to conduct the genre analysis of this least explored genre, Biber et al.'s (2007) approach was considered the suitable framework. This framework investigated the discourse organization employing genre analysis and offered a genre-based approach for the discourse analysis which results in generalizable explanations of the discourse structure.

Biber Connor Upton (BCU) is a top-down approach to analyzing a genre through a corpus. It is a methodology established by Biber et al. (2007) for the examination of the structure of the discourse including functional or communicative purposes of the text. They proposed a seven-step method for the analysis of the text. The first step in this top-down approach is to develop the analytical framework to identify discourse unit types, which are based on their communicative functions in the text. In the second

step, these discourse units are analyzed on the basis of the framework developed. Then, in the third step, classification is done through the identification of the functional type of each discourse unit in the corpus. After the identification of discourse units, the fourth step is the description of their lexical and grammatical features. Then, in the fifth step, on the basis of the analysis of all the discourse units, distinctive linguistic features for each functional type are described. In the sixth step, the whole text structure is analyzed as a series of discourse units. Then lastly, all the texts in the corpus are described by general organizational patterns.

Hence, in the present study, the BCU Approach was followed to develop The Coding Protocol of the Move Types for the PAF press releases. So, the current study conducted the move analysis keeping in view Swales' (1990) genre theory and Biber et al.'s (2007) BCU Approach that provided a guideline in building a press release model and to conduct the genre analysis of the PAF press releases.

3.4 Data Collection and Sample Size

The data for this study was collected from the Media section of the official website of the Pakistan Air Force (http://www.paf.gov.pk/#/press- release). Only online available press releases were picked up for the current study. After selecting the military discipline i.e. Air Force, for the collection of the data, the press releases that were available on the website till 29 August 2019, were retrieved. It was found that the total number of all the press releases that were present on the website up till 29 August 2019 was 602. These 602 press releases were of the last ten years that dated 24 August 2009 to 4 March 2019. So, the total population for the sampling in the current study was 602 in number and through systematic random sampling technique (Mujere, 2016), the samples for the current study were selected. First of all, the researcher randomly selects the first element from the population. And after that, select every nth (n=4, for the current study) press release from the total 602 press releases. So, the sample size became 150 press releases.

3.5 Move Analysis

For the Move Analysis, qualitative data in the form of press releases were used and then analysis of the data was conducted. Therefore, to have reliable results, manual analysis was done to explore moves of 150 press releases. The move structure, format of each press release, and the frequency of each move and sub-moves were calculated and analyzed manually by the researcher. Each sample of the data was analyzed for its overall structure organization by using the framework of Biber et al. (2007) Biber Connor Upton approach. After identification of the moves from the samples, a coding protocol was developed. Then, frequencies of occurrence of individual moves and their sub-moves in all the samples were calculated to calculate whether a certain move

could be marked as obligatory or optional. To serve the purpose of the analysis, the frequency cut-off point was randomly set (Amnuai & Wannaruk, 2013; Kanoksilapatham 2005; Nwogu, 1997). Consequently, the cut off frequency of 50% was set as a potential measure of the move constancy in the current study, i.e., a move should occur in the range of 50% - 100% in all the samples to be considered as obligatory and if the frequency of occurrence of the move measured lower than 50% in all the samples, then it categorized as optional. At last, the identified moves and their lexico-grammatical features were described and analyzed to answer the research questions of the study at hand.

3.5.1 Inter-coder reliability

The necessity to get high inter-coder reliability by having another coder analyze the moves and steps in the articles is emphasized by Crookes (1986). Inter-coder reliability refers to the degree of agreement among the two or more coders. Therefore, to reduce the bias in analyzing the move structure of the press releases, inter-coder analysis was done.

The objectivity in the analysis was maintained as the moves in the press releases were identified by the researcher and also by the raters. The inter-coder reliability assessment was selected as the best tool to evaluate the reliability of the coding. For inter-coder reliability, three specialists who were trained in genre analysis were consulted. They were given 50 out of 150 samples to check and code, according to the coding system developed by the researcher of this study. Several discussions were made on the move analysis model proposed by the researcher with the coders. According to the coders, almost 80% of the moves identified by the researcher were correct, and reaming 20% were incorrect regarding the nomenclature of the moves and sub-moves, their communicative purposes, and some moves and sub-moves were also merged into one major move according to their communicative and discourse functions. Therefore, the coding system developed after inter-coder reliability becomes reliable and valid to be used extensively in this study.

4. Data Analysis and Discussion

As the present study is concerned with the genre analysis of the PAF press releases and to explore how different moves in the PAF press releases functions in the text. So, on the basis of the BCU Approach for the move analysis, an analytical framework (Table 4.1) was proposed. This framework was used as a coding scheme for the move analysis in the current study.

Table 4.1: The coding protocol for the moves in the press releases following Biber et al.'s (2007) BCU Approach

Move 1. Title

    Sub-move 1 – Overview of the event.

    Sub-move 2-- Statement about the address of the chief guest.

Move 2. Introduction to the event

    Sub-move 1 -- Place and Date of the press release

    Sub-move 2 -- Description of the event.

    Sub-move 3 -- Information about the Chief guest and audience.

Move 3. Explanation of the event

    Sub-move 1 -- Activities of the ceremony.

    Sub-move 2 -- Details about the address of the chief guest.

Move 4. Purpose of the event

    Sub-move 1 -- Significance of the place/event.

    Sub-move 2 -- Achievements of the institution/ department.

Following Swales' (1990) genre theory and Biber et al.'s (2007) BCU Approach, it can be suggested that the communicative purpose of the PAF press releases is to inform readers about the activities and the events held on the behalf of PAF. As the target audience and community members for this particular genre is the general public to which this military institute delivers the information with the rationale to inform its community members about the institute's performance and achievements. Therefore, this rationale shapes the schematic structure of the discourse i.e., press release and influences and constrains its choice of content and style. The analysis of this data revealed that the PAF press releases have four main moves. The occurrence of each move in the press release depends upon the topic or focus of the press release.

Therefore, each move in the text serves different but interrelated functions to inform its audience about the event. For example, move 2, introduction to the event, functions to give an overview of the whole ceremony in the press release structure. Likewise, discourse functions of each move have been analyzed and a coding scheme has been developed.

4.1 Frequency of the moves and sub-moves of PAF Press releases

For the quantitative analysis and to categorize the move as obligatory or optional as per set criteria, it was essential to identify and count the occurrences of the moves. However, the detailed analysis of the 150 samples revealed that the number of words in the press releases were ranging from 150 to 500 words approximately. Table 3 shows the results of the move analysis of the 150 press releases.

Table 4.2: Frequency of the moves and sub-moves of the PAF Press releases

Moves	Freq. out of 150 Pre releases	Percentage of the moves
Move 1. Title	**138**	**92%**
Sub-move 1—Overview of the event.	128	85.33%
Sub-move 2—Statement about the chie guest's address.	16	10.66%
Move 2. Introduction to the event	**137**	**91.33%**
Sub-move 1—Place and Date of the press release	137	91.33%
Sub-move 2—Description of the event.	137	91.33%
Sub-move 3—Chief guest and audience's Information.	58	38.66%
Move 3. Explanation of the event	**132**	**88%**

Sub-move 1—Activities of the ceremony.	126	84%
Sub-move 2—Details about the chief guest's address.	84	56%
Move 4. Purpose of the event	**54**	**36%**
Sub-move 1—Significance of the place.	52	34.66%
Sub-move 2—Achievements of the institution.	33	22%

The manual analysis of the data has revealed that Move 1 (92%) occurred most frequently, followed by Move 2 (91.33%), and then Move 3 (88%). As table 3 shows the first three moves i.e. title, introduction to the event, and explanation of the event, respectively, have a frequency above 50%, so, these moves can be termed as obligatory moves. These moves have a high frequency in the data because these discourse units form the main structure and convey the main communicative purpose of the press release. The last move, i.e. purpose of the event, has occurred less than 50% i.e. 36% in the data, therefore, this move can be considered as an optional move. It can be termed as an optional move because it gives comprehensive background and significance of the event which is essential for some press releases and the occurrence of this move mainly depends upon the main focus of the press release.

Taking a closer look at the sub-moves, the top high-frequency sub-moves are sub-move 1 and sub-move 2 (91.33% each) in move 2, sub-move 1 (85.33%) in move 1, and sub-move 1 (84%) in move 3. These results indicated that the occurrence of the sub-moves in the main moves depends upon the emphasis of the press release. For example, if the focus of the press release is more on introducing and stating details of the event, then sub-move 2 (description of the event) of move 2 has used or if the emphasis is more on giving the details about the chief guest and other members present in the event then sub-move 3 of move 2 (Information about the Chief guest and audience) has used in the press release.

4.2 Analysis of the identified moves

The move analysis of the samples of the PAF press releases revealed that there are four moves with sub-moves too. In these four moves, the first three moves are obligatory

(title, introduction to the event, explanation of the event) and the last one is optional move (purpose of the event).

4.2.1 Move 1: Title

The first move found in the PAF press release was *Title*. This move is obligatory and has found 92% in the samples of the study. It appeared at the top center position of the PAF press release. This move consisted of a statement about the activity and gave an overview of the event. There are different tools that the writer of the press release has applied in order to attract the attention of the readers towards reading the entire press release. It sometimes consisted of the name of the event, name of the visitor, name of the event or game-winner, and place of the event where the event was held. Titles of some press releases comprised of the motivational statement about armed forces' achievements or direct quotation of the chief guest or military personnel. Following instances have taken from the samples of the study, the first example shows that *title* states about the event held and the second talks about the visitor's visit.

For Example,

- *"Convocation Ceremony Held at Bilquis College of Education for Women, Pakistan Air Force Base Nur Khan." (press release no. 212)*
- *"SAUDI AMBASSADOR CALLS ON AIR CHIEF" (press release no. 232)*

The detailed examination of the data suggested that the length of the titles usually varied from 5 to 20 words. In this move, simple present tense has usually employed. The purpose of this move is to inform about any activity on the behalf of Air Force and the event held. It states the topic of the press release. This move is the precise statement about the event held.

4.2.1.1 Sub-move 1-- Overview of the event.

Sub-move 1 has occurred with a percentage of 85.33 in the data. *Overview of the event* consisted of the precise statement about the occasion. This move has been accomplished by keeping in mind the purpose, function, and topic to be discussed below in the press release. Sometimes, this sub-move is about an event held and consisted of the event name and place, about visitors' visit at a certain place, about the winner of the sports event organized by the PAF, and sometimes informed about the promotion of the airman. In some samples, this sub-move is comprised of the directions or emphasis given by the military officer.

For example,

- *"Aqeel Khan lifts 35th CAS Khyber Cup Open Tennis Championship Trophy." (press release no. 452)*
- *"Air Chief Visits Flood Affected Areas of Jacobabad." (press release no. 152)*

In this sub-move, active verbs like *calls on, visits, held, arrives, thrills,* etc., and nouns like *Air chief, ceremony, names of places and visitors,* etc. have been used which indicates that something important has occurred and pointed out the occurring of the event.

4.2.1.2 Sub-move 2 -- Statement about the address of the chief guest.

The sub-move 2 has been found with a frequency of 10.66% in the data. This sub-move consisted of the tagline about the address of the chief guest at the occasion. The writer of the press release has accomplished this move by quoting the original words of the chief guest. This move has comprised of encouraging statements about the armed forces' efforts and achievements.

For example,

- *"Our Armed Forces are well-prepared to defend our sovereignty and territorial integrity: CJCSC." (press release no. 180)*
- *"Pakistan Air Force is ever ready against internal and external security threats": Air Chief (press release no. 180)*

In the above examples, CJCSC and Air Chief have appreciated the efforts of the armed forces and boosted the morale of the audience. The analysis revealed that the purpose of this sub-move is to gain the attention and interest of the readers and also to acknowledge the efforts of the forces. The simple present tense has followed in this sub-move.

4.2.2 Move 2: Introduction to the event

After the analysis of the samples for the current study, it has been revealed that Move 2 was present in the 137 press releases. In this move, an introduction has given about the event, following the three sub-moves. First of all, the day and date of the press release have mentioned at the beginning of the paragraph. Then, a description of the event, winners or visitors, place of the event or visit, and the names of the chief guest of the event and other military personnel or guests have been written in this move. This move is mostly a further description of move 1. The past tense has been

employed in this move. Proper nouns like names of persons and places i.e. discipline-specific nouns are mostly present in this move.

For example,

- *"MURREE 08 OCTOBER, 2016:- The Annual Parents' Day of the Pakistan Air Force College Lower Topa was held at Murree today. Air Chief Marshal Sohail Aman, Chief of the Air Staff, Pakistan Air Force was the Chief Guest on the occasion." (Press release no.484)*

In the above example, the brief orientation has given about the event held at PAF College to the audience. This move functions to answer the questions like what was the event. Who was the visitor or winner? Where the event was held? Where did the visitors visit? Who was the chief guest of the event?

4.2.2.1 Sub-Move 1: Place and Date of the press release

Sub-move 1 has been found in the PAF press releases, with a frequency of 91.33%. This sub-move states the place and date at which the press release was published. 137 out of 150 samples showed that this move comes below the heading move and at the start of the introduction move in the press releases.

For Example,

- *Islamabad, 04 July 2016. (press release no. 460)*
- *Karachi, 07 September 2015. (press release no. 368)*

The main purpose of this move is to inform that from where this press release was published and at which date it was available online which shows that the press release has been published by an authentic and responsible source.

4.2.2.2 Sub-move 2 -- Description of the event.

In 137 out of 150 samples, this move has followed in the data. In this move, the whole event has briefly described. The main theme of the whole press release has been mentioned in this sub-move. It describes the occasion, name of the institution, and the place of the event in a brief way.

For example,

- *"Community Medicine Department of Fazaia Medical College marked the World Cancer Day at Air University, Islamabad." (press release no. 424)*

In the above example, an event held at some place has been mentioned and shortly described. In this sub-move, simple past tense has been employed and usually proper nouns like names of the institutions and places have been used which shows the genre-relevant vocabulary.

4.2.2.3 Sub-move 3 -- Information about the Chief guest and audience.

This sub-move has occurred with the frequency of 38.66% in the data. This move has been achieved by mentioning the information about the audience and most importantly the chief guest.

For example,

- *Air Vice Marshal ... was the Chief Guest of the ceremony. Major General ... Head of Community Medicine Department were also present at the occasion. (press release no. 424)*

In this move, the past tense has usually been employed and the purpose of this move is to give a comprehensive overview of the event. As the low frequency of this move has suggested that its presence depends upon the topic of the press release and event reported.

4.2.3 Move 3: Explanation of the event

The detailed analysis of the data has revealed that the move, *Explanation of the event* has occurred with the frequency of 88% in the data. This move further explains the topic entitled and event introduced in move 1 and move 2. The content in this move depends upon the topic and the focus of the press release.

For example,

- If press release is about the visit of any foreign delegation or military officer to Pakistan, then this move will explain the activities related to the visit of that delegation or the military guest.
- If the press release is reporting the event held at the certain place, then this move will explain the occurring of that particular event. It gives description of the distribution of the awards or souvenirs among the winners or participants of the event.

The main function of this move is to give a detailed description of the occasion and the activities which occurred at the occasion. The past and present tense makers have used in this move.

4.2.3.1 Sub-move 1 -- Activities of the ceremony.

The first sub-move has occurred with the frequency of 84% in the data. It explained the activities of the chief guest at the event and in some samples, this move explained the details of the meeting of the visitor with the officials. In this move, the writer of the press release tried to explain the event in such a way that readers feel like they were part of the event. The writer tried to create a picture in the readers' minds by using lofty language while describing some situations.

For example

- *... "Icing on the cake was a stunning aerobatic display by Pakistan Air Force JF-17"...(press release no.560)*
- *"Captain Erhan Gunar, who was piloting the aircraft enthralled the audience with his jaw dropping and mesmerizing aerobatic maneuvers. At the twilight of this exciting spectacle"... (Press release no. 596)*

In the above examples, the situation and the event have been explained and portrayed through figurative language and the use of idioms. In the first example, the event has described more vividly by using an idiom *icing on the cake*. This idiom has usually been used to explain the activity or a situation that occurs, in an extra good way and makes things even better or an added advantage to something already good. In the second example, the event has explained by using hyperbole *jaw dropping* which means fantastic, fascinating, and very amazing aerobatic tactics has displayed in the air show.

4.2.3.2 Sub-move 2 -- Details about the address of the chief guest.

The data analysis revealed that sub-move 2 has occurred in 84 out of 150 samples of the study. This move describes the views of the chief guest about the event. In some press releases, a direct quotation of the chief guest has been quoted.

For example,

In some press releases, Air Chief has encouraged the soldiers and audience and conveyed that Pakistan Army is at the front and fighting for the peace and prosperity of the country. In his statement, figurative and patronizing language has used.

4.2.4 Move 4: Purpose of the event

Move 4 was present in 54 out of 150 samples of the data. This move gives the purpose of the event. This move has consisted of a comprehensive background to the event to

aware the reader of the significance of the event held. Usually in this move, the reason and purpose behind the visitors' visit, details about the institution, and its importance has been mentioned.

For example,

- *"Transport Conversion School (TCS) is an elite institution which imparts quality training to the aircrew of tactical air transport fleet of Pakistan Air Force."... (Press release no. 500)*

In the above example, the importance, history, and function of the institute have been mentioned where a certain event has held. To aware the audience, this move has been accomplished by using different tools, such as mentioning the history of the institute, the purpose of the event has been explained and also through explaining the importance of the institute, the purpose of the event has been reported. The present tense marker has usually used in this move.

4.2.4.1 Sub-move 1 -- Significance of the place/event.

The sub-move 1, *significance of the place or event* has followed with the frequency of 34.66% in the data of the study. It explains the purpose and importance of the event by mentioning the history of the institution, the event held, visitor's visit, or airman promoted.

The significance has stated through mentioning the salient features of the place. Through this move, a comprehensive background has been given to the audience by describing the history and additional details about the event where the event has held. The present or present perfect tense has been employed in this move.

4.3.4.2 Sub-move 2 -- Achievements of the institution/ department.

This sub-move in move 4 has followed in 33 out of 150 samples of the study. This move states the achievements and rewards of the particular institution where the event has been organized or the event itself.

This move has been accomplished by using the present tense and sometimes the future tense marker. This move aims to convey information regarding the institute's performance and achievements to the general public.

The analysis of the PAF press releases has revealed that these press releases are mostly about the events held by the PAF at different places, about the sports competitions organized by the institution, about the promotions of the airmen, about the air

exercises held by the military departments and about the visits of the foreign delegations. Moreover, the first three moves are mostly present in the press releases which shows that the key purpose of the writer is to inform the audience and to explain the activities which are held under the institution.

4.4 Discussion

After having a deep analysis of the structure of 150 press releases, it is evident that the press releases are structured chronologically and have the same sequence of moves. According to Flowerdew and Dudley-Evans (2002), "It is generally agreed that the more conventional a genre is- that is, the more constrained its communicative purposes are- the more predictable will be its schematic structure" (p. 470). This is definitely due to the fact that the PAF press releases are highly conventionalized texts that respond to frequently recurring situations and conditions with a uniform purpose. Furthermore, the analysis depicts that the press releases about the visits of officials, the celebration of events won, ceremonies held under PAF or description of sports events, each has almost the same move patterns and has the primary purpose of informing the media and the general public about the notable news item (Frandsen et al., 1997).

The in-depth examination of the data showed that there is a variation of the use of tense in the press releases but mostly present tense has followed. The present tense has followed in move 1 and move 4 while the past tense has been used in move 2 and move 3. The use of present tense in the moves is a more significant and powerful tool to engage the reader in the text. Using the present tense gives the paragraph proximity that would be missing if the writer chose to write in another tense. Therefore, the present tense helps the reader to engage more meaningfully with the ideas of the author. In the opening sentence of move 1 or move 4, primarily present tense has used, which means that the author is drawing the readers' attention to the fact, importance, or purpose of the event. So, using the present tense depicts the nearness and engages the audience in the press release text. While the use of the past tense in the moves depends upon the nature of the content described and the communicative function and purpose of the move. Moreover, the reporting of actions in the past tense shows the objectivity in the press release (McLaren & Gurău, 2005). Putting the reported text into the present and past tense affects the readers' connection with the text. Interestingly, given the particular choice of tenses present or past, a reader can anticipate that the writer is going to talk about the situation that has occurred in the near past. Moreover, as far as the choice of voice is concerned, it has been found that active voice has followed which makes the language of the press release more clear, efficient, and more engaging for the audience (Batool, Majeed & Zahra, 2019).

Furthermore, the examination of the press releases depicts that there are discipline-specific nouns, verbs, and adjectives used in the different moves which attract the

attention of the readers. The lofty and powerful adjectives like earth breaking ceremony, groundbreaking occasion, abated relief, maiden ariel display, etc. have been used which boosts the sense of patriotism among the audience. Moreover, the tool of code-mixing has also been used sometimes in press releases. For example, "Presenting to you our wings of freedom and the guardians of your skies. Pakistan **zindabad!!**", **"Sherdils"**, the Pakistan Air Force Academy Aerobatics team also displayed"…, "**Fazaia** College", "super **Mushak** aircraft" etc. This type of Urdu expressions attracts the attention of the readers and a reader, who belongs to Pakistan and those who know the Urdu language, felt a sense of affiliation with the text. Likewise, the deep analysis of the text of the press releases revealed that there is a distinctive aspect of PAF English. Some expressions such as saw have been used various times in the texts which are not considered appropriate for the formal text like the press release. For example, "*I saw the dogfight in the skies of Lahore", "they saw the training facilities*", "*and saw various projects*" etc. In these examples, the verb saw is inappropriate rather the verb witnessed can be used. Thus, all the above-mentioned aspects collectively form the PAF English which has its own distinctive features.

5. Conclusion

The findings revealed that all four moves functioned as a series of inter-linked discourse units and informed the readers about the event. The findings contributed to the development of the model for the press release structure of the PAF Press releases which consists of four major moves, namely, Title, Introduction to the event, Explanation of the event, and Purpose of the event.

Table 5.1: Proposed model for the Press releases

Move 1. Title
Sub-move 1—Overview of the Event.
Sub-move 2—Statement about the Chief Guest's Address.
Move 2. Introduction to the Event
Sub-move 1—Place and Date of the Press Release
Sub-move 2—Description of the Event.
Sub-move 3—Chief Guest and Audience's Information.

Move 3. Explanation of the event

Sub-move 1—Activities of the Ceremony.

Sub-move 2—Details about the Chief Guest's Address.

Move 4. Purpose of the event

Sub-move 1—Significance of the Place/Event

Sub-move2—Achievements of the Institution/Department.

Creswell (2012) gave eight strategies for validation of findings and research strength and out of that research should fulfill at least two of them. However, the current research thus fulfilled three of them i.e., peer review and clarifying the researcher bias were done through inter-coder analysis, and thick description in terms of a detailed description of the genre under study was also provided.

5.1. Contribution and Implications of the Study

This study has made a number of contributions in this field of research. These contributions can be utilized in future research studies in the same area. Firstly, this study provides the model for the press release genre, which will help novice writers in writing press release more effectively by following different moves. In addition, the model can be used by future researchers for the investigation of genres in another such kind of discourse. Furthermore, this study also provides a suitable methodology that can be implemented by future researchers to conduct similar studies like a genre analysis of press releases of different fields, organizations, or institutes such as press releases of Pakistan Navy, press releases of Pakistan Armed Forces, press releases of scientific journals, etc. This study also opens up the way for further studies which can be conducted in the area of genre analysis in relation to different types of discourse. Furthermore, methodologically, the combination of Biber, et al's (2007) BCU approach and Swales' (1990) Genre Theory, can also be used in future researches in order to get fruitful findings of underexplored genres. Finally, an experimental research study can also be conducted to know the significant role of these findings in enhancing learners' writing skills especially academic writing or writing for particular purpose / ESP.

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