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## " Genre analysis of the Introductory Move in the Military Press Release"

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### Abstract

In today's digital age, press releases have become a vital tool for organizations to share official announcements and noteworthy developments with the public. They serve as a primary source of information for media outlets, broadcasters, and particularly for English for Specific Purposes (ESP) learners and academics. A comprehensive research study, employing a mixed-methods approach, analyzed the structure and language use of military press releases, examining the frequency, linguistic features, language conventions, and significance of specific elements. The study's results have extensive implications, benefiting multiple groups such as ESP students and professionals, policymakers, curriculum developers, and emerging researchers. By offering actionable insights, this research enables the creation of successful communication strategies, ultimately advancing ESP education and professional endeavors.

**Keywords:** Military Press releases, linguistic features, Mixed Methodology, Genre, ESP,

ISPR

### Introduction:

The rapid pace of technological advancements has revolutionized daily life, making access to information about the geo-strategic environment essential for informed decision-making and effective response strategies. In this fast-paced century, audiences crave instant access to information through credible digital channels. Over the past decade, technology has transformed the academic landscape, fostered global connections and expediting knowledge sharing among individuals, institutions, and affiliated entities. Technology has positively impacted pedagogy,

facilitating efficient information acquisition and authentic learning experiences (Ekanayake & Wishart, 2014). Meanwhile, the press and media's digitization over the last half-century has captivated a diverse audience, establishing a loyal following. Notably, Ivy Lee, the pioneer of modern public relations, issued the first-ever press release in 1906, reporting on the Pennsylvania railroad accident, as published by The New York Times (Majeed & Zahra, 2021)

The opening section of press releases give a comprehensive and contextually good overview, followed by varied linguistic features, language resolutions, and specific drives, rendering it a valued advantage for instructional material and appealing the attention of ESP learning staff, teaching staff, educationists, new researchers, program maker and developers, and policy devisors. In Pakistan, press releases from diverse organizations, state offices, diplomatic missions, and military headquarters offer a wide spectrum of information for media outlets, reporters, and ESP apprentices. Nevertheless, the initial move of military press releases has continued incompetently explored, making a notable research gap due to the limited research conducted in this field.

This research aims to bridge a significant knowledge gap by investigating the linguistic features, language conventions, and purposes of the starting section of military press releases. The study's findings will contribute to existing research, providing valuable insights for ESP learners and professionals, curriculum developers, media outlets, and institutional spokespersons. In Pakistan's social context, military press releases hold great significance, serving as a vital source of information for news agencies, media houses, journalists, socio-political activists, and defense analysts. However, they often lack relevant content for ESP learners and faculty members. This study's genre analysis of ISPR press releases' introductory section offers guidelines for enhancing ESP classroom materials and instructional content. I

t also encourages novice researchers to explore press releases from various institutions using the move structure analysis framework. As the public relations wing of the Pakistan armed forces, ISPR seeks to build strong ties between the military and the public by keeping them informed about rapid changes in the country's geo-strategic landscape. Notably, the military press release genre has received limited research attention, leaving its linguistic features, language conventions, and purposes unexplored. In academic settings, ESP learners lack authentic content and methodologies to analyze this genre, and in Pakistan, ESP learners and faculty members face challenges in analyzing the content due to unfamiliarity with military terminology and institution-specific vocabulary.

### **Literature Review**

A thorough and expertly crafted literature review has the potential to lay the groundwork for future research projects (Paul & Criado, 2020). The key steps involved in conducting a literature review include selecting a relevant and focused topic, identifying key terms and research vocabulary, recognizing trustworthy sources of information, gathering and organizing research articles into a reading list, accurately transcribing information, and manufacturing the information into a clear and well-structured literature review (Rowley & Slack, 2004; Winchester & Salji, 2016). Literature reviews can be largely confidential into three categories: semi-systematic reviews, systematic reviews, and integrative reviews (Snyder, 2019)

## Review of Related Literature

Veerappan et al. (2023) piloted an in-depth examination of engineering lab reports written by apprentice of electrical engineering students in higher educational organizations. The study underlined the importance of concerted efforts between engineering specialists and ESP learners to enhance writing competences and meet academic needs for preparing scientific and technical reports in higher education. Jahromi et al. (2023) performed a complete genre analysis of the abstract and acknowledgments sections of academic research, weighting their crucial role in determining the significance of research studies. The study bargains valuable academic inferences for post-graduate students and faculty members, providing guidance on instructing students in genre-based writing.

Warsidi (2022) examined English and Indonesian application letters to discover linguistic features and linguistic differences in collaborating specific purposes. The study employed a top-down method to identify linguistic topographies and presented two separate models for English and Indonesian application letters, highlighting rhetorical differences. Majeed and Zahra (2021) analyzed the Pakistan Air Force press releases genre to identify various moves, their functions, frequency, and percentage, as well as linguistic patterns and their benefits for ESP learners and professionals. The study provided valuable insights into movement patterns, linguistic features, and language agreements practiced by the institution, offering implications for experimental studies in ESP environments.

Majeed et al. (2021) investigated the written genre of wedding invitations, analyzing linguistic characteristics that reveal distinct vocabulary, cultural beliefs, and socio-economic backgrounds. Additionally, they explored non-linguistic elements that reflect religious traditions, social conventions, and familial relationships. This study serves as a guide for new researchers to investigate various domestic genres. In another study, Majeed et al. (2021) performed a genre analysis of opinion pieces in Pakistani English-language newspapers, examining the organization and rhetorical strategies employed. This research provides a foundation for understanding linguistic features and paves the way for future studies in this area

## Methodology

### Genre Theory

Since its recognition by American linguist John Swales, genre theory has been applied in various fields, including literature, linguistics, and social sciences. The approach involves examining writing style, linguistic features, language conventions, generic characteristics, style, and modulation to enhance comprehension and effectively communicate purpose, opportunities, and agreements to the target audience.

### Biber's (2007) BCU Framework

In their publication "Discourse on the Move: Using Corpus Analysis to define discourse building", Biber et al. (2007) delve into the concept of linguistic structures and their role in genre analysis. They outline three key aspects of discourse analysis: examining language usage, investigating linguistic patterns beyond sentence-level, and exploring social performance and ideological expectations linked to language and communication. Biber's move analysis framework, built upon

Swales' (1990) genre theory, comprises four primary moves and nine subsequent steps, providing a structured approach to analyzing discourse.

### Data Collection and Sampling Techniques

This mixed-method investigative study examines the genre analysis of the introductory move of the military press releases, focusing on the Inter-Services Public Relations (ISPR) press releases from the last three years. The data is collected from the ISPR official website, the primary information platform for the target audience, using systematic random sampling. The study employs an exploratory research pattern, considering the last three press releases (01 January 2020 – 31 December 2022) as valid data.

### Analysis

In the genre analysis of the introductory move of the military press releases, the basic move is to inform the target audience about the event. The move "Introduction to the event" is recorded in 92% of the sampled data, making it an obligatory move. The preparatory move is methodically shaped by interweaving factual data and various information related to the event, considered essential for the press release. The move provides information about the place and date of the press release, supporting the reader's understanding of its novelty, activities, and information about the Chief guest and associated audience.

The introductory move is the most comprehensive recorded move, containing core material for the target audience, organized with various disciplines. It further enlarges embedded information and harmonizes the target audience with different moves/steps in the genre of military press releases. The preliminary move comprises three steps: step 1A Place and date of the Press Releases, step 1B Description of the event, and step 1C Chief guest and audience information.

#### Step 1A: Place and Date of Press Releases

In the introductory move, step 1A Place and date of the Press releases is recorded 100% in the genre of ISPR press releases, making it an obligatory step. The initial step provides the place and date of the press release, considered an obligatory element. The primary step is presented to the target audience by mentioning the city/country, month, date, and year of issuance

Table 4.1

Step 1B Analysis: Place and date of the Press Releases (N=50)

PR No	Sample PR No	Place of the PR	Date of the PR
126/2022	1	Rawalpindi	December 31, 2022
114/2022	2	Rawalpindi	December 10, 2022
102/2022	3	Rawalpindi	December 17, 2022
90/2022	4	Rawalpindi	September 29, 2022
78/2022	5	Rawalpindi	August 27, 2022
66/2022	6	Rawalpindi	August 01, 2022

54/2022	7	Rawalpindi	June 04, 2022
42/2022	8	Rawalpindi	April 26, 2022
30/2022	9	Rawalpindi	March 30, 2022
18/2022	10	Rawalpindi	February 21, 2022
06/2022	11	Rawalpindi	January 29, 2022
224/2021	12	Rawalpindi	December 24, 2021
212/2021	13	Rawalpindi	December 08, 2021
200/2021	14	Rawalpindi	November 25, 2021
188/2021	15	Rawalpindi	November 07, 2021
176/2021	16	Rawalpindi	October 23, 2021
164/2021	17	Rawalpindi	October 05, 2021
152/2021	18	Rawalpindi	September 08, 2021
140/2021	19	Rawalpindi	August 10, 2021
128/2021	20	Rawalpindi	July 18, 2021
116/2021	21	Rawalpindi	June 30, 2021
104/2021	22	Rawalpindi	June 12, 2021
92/2021	23	Rawalpindi	May 27, 2021
80/2021	24	Rawalpindi	April 22, 2021
68/2021	25	Rawalpindi	April 04, 2021
56/2021	26	Rawalpindi	March 19, 2021
44/2021	27	Rawalpindi	March 04, 2021
32/2021	28	Rawalpindi	February 19, 2021
20/2021	29	Rawalpindi	February 04, 2021
08/2021	30	Rawalpindi	January 13, 2021
254/2020	31	Rawalpindi	December 24, 2020
242/2020	32	Rawalpindi	December 15, 2020

230/2020	33	Rawalpindi	November 27, 2020
218/2020	34	Rawalpindi	November 12, 2020
206/2020	35	Rawalpindi	October 22, 2020
196/2020	36	Rawalpindi	October 07, 2020
184/2020	37	Rawalpindi	September 23, 2020
172/2020	38	Rawalpindi	September 11, 2020
160/2020	39	Rawalpindi	August 27, 2020
148/2020	40	Rawalpindi	August 15, 2020
136/2020	41	Rawalpindi	August 01, 2020
124/2020	42	Rawalpindi	July 17, 2020
112/2020	43	Rawalpindi	July 02, 2020
100/2020	44	Lahore	June 22, 2020
88/2020	45	Rawalpindi	June 09, 2020
76/2020	46	Rawalpindi	May 07, 2020
64/2020	47	Rawalpindi	April 14, 2020
52/2020	48	Rawalpindi	March 31, 2020
40/2020	49	Rawalpindi	March 03, 2020
28/2020	50	Kuwait	February 20, 2020

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#### Step IB: Description of the Event

The second step, "Description of the Event," is recorded in 88% of the sampled press releases, making it an obligatory step. This step provides a detailed summary of the event, including training activities, ceremonies, official visits, indigenous developments, equipment inductions, bilateral talks for regional peace, promotions of Senior Military Commanders, deployments, operational readiness exercises, and efforts to support the national cause. Additionally, it highlights the institution's social services aimed at improving the standard of living for the country's citizens.

### Step IC: Chief Guest and Audience Information

In the genre analysis of ISPR press work, the last important step of the preliminary move, "Chief Guest and Audience Information" (Step IC), is recorded in 12% of the sampled data. This step delivers information about the chief guest, including their name, rank, and designation, and also as details about the audience. However, due to intentional importance and security concerns, information about the chief guest and audience is often limited or omitted. When provided, it offers a glimpse into the capabilities and services offered by the chief guest for the institution and national interest.

Table 4.2

Step IC Analysis: Chief guest and audience information (N=50)

PR No	Sample PR No	Chief Guest	Audience Information
126/2022	1	COAS General Syed Asim Munir	Tri-services officers, PNA Staff, Cadets and their families
114/2022	2	-	-
102/2022	3	-	Tri-services uniform personnel
90/2022	4	CJCSC General Nadeem Raza	-
78/2022	5	-	-
66/2022	6	COAS General Qamar Javed Bajwa	Chinese delegation
54/2022	7	Lieutenant General Nigar Johar	Brig Prof Azmat Hayat Prof Jaswinder Gill Prof Emirates Guy's Prof Muhammad Adil Prof Azmat Shafqat
42/2022	8	-	-
30/2022	9	CAS, PAF Air Chief Marshal Zaheer Ahmed Baber Sidhu	Tri-services officers, PMA Staff, Cadets and their families
18/2022	10	-	-
06/2022	11	-	Pakistan Army officers and soldiers
224/2021	12	-	-
212/2021	13	-	-
200/2021	14	-	King Hamad bin Isa Prince Salman Bin Hamad

			Deputy Supreme Commander PM of the Kingdom of Bahrain
188/2021	15	Lieutenant General Muhammad Abdul Aziz Commander Lahore Crops	101 Sportsman from 06 countries 9 teams from Pak Army Team organizer and associated staff
176/2021	16	-	-
164/2021	17	-	COAS & Core Commanders
152/2021	18	-	-
140/2021	19	-	-
128/2021	20	-	FM Shah Mehmood Quershi Chinese Ambassador Mr Nong Kong
116/2021	21	-	The staff Armoured Division
104/2021	22	-	-
92/2021	23	-	-
80/2021	24	-	-
68/2021	25	-	-
56/2021	26	-	-
44/2021	27	-	-
32/2021	28	-	-
20/2021	29	-	Officers Lahore Garrison
08/2021	30	-	Families Mach incident Members Hazara community
254/2020	31	-	-
242/2020	32	-	-
230/2020	33	-	POF Staff
218/2020	34	-	-
206/2020	35	-	Officers and troops of the Pak Army
196/2020	36	-	Family of Shaheed Colonel Mujeeb ur Rehman



184/2020	37	-	
172/2020	38	-	Pak Army troops
160/2020	39	-	
148/2020	40	-	-
136/2020	41	-	DGISPR and auxiliary Staff
124/2020	42	-	-
112/2020	43	-	Military troops & LEAs
100/2020	44	-	49 <sup>th</sup> Naval Staff Course & Faculty members of NWC, Lahore
88/2020	45	-	-
76/2020	46	-	-
64/2020	47	-	-
52/2020	48	-	-
40/2020	49	-	-
28/2020	50	-	Teams from 16 countries 07 teams of the Pak Army PAF team

### Clubbed Categories in the Introductory Section

Table 4.3

Clubbed Categories of Words (N=50)

Clubbed Categories

Words

**Noun**

Cadets, Naval Academy, Syed Asim Munir, Muhammad Amjad Khan Niazi, maritime, Quetta, Turbat, expansion, wreath-laying, Yadgar-e-Shuhada, fateha, training, formation. Command & Staff College, School of Infantry & Tactics, officers, instructors, Qamar Javed Bajwa, Bahawalpur, Okara, Martyrs' monument, troops, Nadeem Raza, flood relief, Khyber Pakhtunkhwa, Nong Rong, Armed Forces Institute of Cardiology, Rhythm for Life, Nigar Johar, Turkey, Qatar, Counter-terrorism, security operations, Sararogha, South Waziristan, Umar Ali Khan, Siraj ud Din, Pakistan Military Academy, Lady Cadet Course, Integrated course, Mujahid course, Kakul, Zaheer Ahmed Baber Sindhu, Omer Ahmed Bokhari, Angus J. Campbell, Rawalpindi, check post, Kech, Balochistan, Manzar Abbas, Khushab, Abdul Fath, Khuzdar, Bipin Rawat, Bahrain, Hamad bin Isa Al Khalifa, Ayub Stadium Lahore, Muhammad Abdul Aziz, Iraq, Palestine, Indian relations,

Androulla Kaminara, Hulusi Akar, Shah Mehmood Qureshi, Mazhar Shaheen, Rashid Mehmood, Yousaf Ahmed Al Hanity, Danila V Ganich, Najibullah Ali Khil, Saqib Mehmood, Bahrain, Bernhard Stephen, Zamir Kabulov, Russian cooperation, Afghan situation, Pakistan Ordnance Factories, Wah, Gujranwala, Marala, Bill Gates, COVID-19 response, China, Chen Wenrong, Chakswari, Mirpur, Pakistan Navy War College, Jandrot, Nezapir Verb Parade, ceremonies, update, Visited, advised, witnessed, exercise, induction, rollout, relief efforts, established, inauguration, session, conference, held, fired, Passing out, targeted, express, drills, cordon, compound clearance, held, called, witnessed, spoke, update, collapse, support, fight, peace process, appreciated,

### **Adjectives**

Two, Effective, Modern, floral, young, 3 days, 2022, intense, gallantly, embraced, tragic, King, 244th, 145th, 12th, 19th, 3rd, 18th, 95th, Short service, farewell, top-level, His Excellence, unprovoked

### **Gerunds**

Commissioning, evolving, meeting, closing, visiting, founding, closing, posting, training, including,

### **Acronyms**

COAS, SSC, IGFC, JAF, CMH, KPT, JF-17, PAF, ATR-77, EU, ATR-79, PN, PAF, UAN, FM, USA, KSA, VT-4, UK, PMA, ACM, CAS, ASUO, ISPR, CJCSC, COAS, PNWC, GHQ, PLA, PMA, AFIC, CDF, JS HQ, CDS, UAE, PACES, NCTC, EU, FM, KASOTC, CMH, KSA, POF, IBO, LOC, ATR, NCA, SPD, PATS, NCTC

### **Institution Specific Vocabulary**

Chairman Joint Chief of Staff Committee, General, Chief of the Naval Staff, Admiral, Corps Headquarters, Brigadier, Sepoy, Lance Naik, Air Chief Marshal, Battalion, Sword of Honour, President Gold Medal, Company, Sergeant, Commandant, Major General, Chief of the Defence Forces, Deputy Supreme Commander, Crown Prince, Lieutenant General, Corps Commander, close quarter battle, fast roping, rappelling, combat medics, Retired, Minister of National Defence, Foreign Minister, helicopter crash, JS Headquarters, Mangla Corps, Armoured Division, Chief of Logistics Staff, Commander of the National Guard, Lahore Garrison, Defence Affairs,

### **Use of Tense**

The introductory section of ISPR press releases employs a range of tenses to engage the audience. The simple past tense is primarily used to report recent events, while the present tense informs readers about ongoing projects. The future tense is also used to brief readers on upcoming military ventures, effectively conveying the institution's plans and intentions.

### **Nouns**

The author uses a high frequency of nouns to provide precise information about events, familiarizing the audience with the military establishment, its roles, and organizational procedures. Proper nouns are used to specify events, institutions, and individuals, adding clarity and context to the text.

## Verbs

The verbs used in the introductory section reflect the institution's language standards, training, and professional grooming. They convey the tone, intention, and stance of the institution and its key personnel on national and international issues, demonstrating their expertise and authority.

## Adjectives

Influential adjectives are used to evoke emotions, patriotism, and social bonding, commending the institution's service and sacrifices. They honor individual sacrifices and emphasize the importance of the institution's role in the country's development and prosperity.

## Gerunds

Gerunds are used to provide concrete information about events, indicating strong proceedings during military events. They add depth and clarity to the text, helping readers understand the institution's activities and accomplishments.

## Acronyms

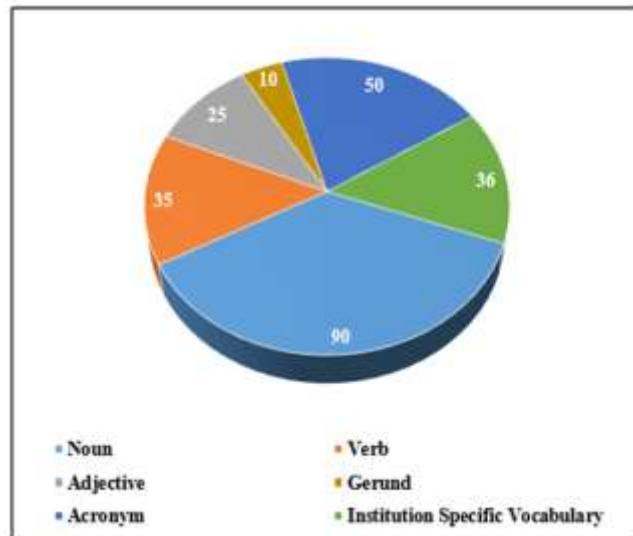
The frequent use of military acronyms showcases the institution's developed language background, conveying complex information concisely. Acronyms are easy to use, remember, and understand, creating a unique linguistic feature within the institution.

## Institution-Specific Vocabulary

Institution-specific vocabulary familiarizes the audience with the military's structure, operational domain, and organizational capabilities. It introduces readers to the military rank structure, designations, and key personnel appointments, adding to their knowledge and understanding of the tri-services' terminology

Figure – 4.1

Pie Chart



## Discussion

This study's mixed-methodology approach analyzed the introductory section of ISPR press releases, revealing a conventional move/step pattern. However, variations in frequency and percentage were observed due to the specific genre's content. The introductory move is obligatory, consistent with previous studies. The description of events primarily employed past tense, aligning with previous research. Notably, some press releases used present and future tense, deviating from previous findings. Tense variation depends on the theme, content, and communicative function.

The past tense maintains objectivity and anticipation, while the present tense updates readers on recent events. Institution-specific vocabulary and linguistic features enhance patriotism, attract a multidisciplinary audience, and fulfill the genre's communicative function. This study provides valid content, authenticated language choices, and instructional material design for ESP students and faculty. It also facilitates the institution's spokesperson in using Biber's analytical framework. The analysis reveals the institution's positivity and responsiveness towards national goals. This study provides an analytical framework for ESP learners and professionals, familiarizing them with institution-specific vocabulary and offering a platform for understanding military press releases. It also presents concrete suggestions for ESP content improvement in academic environments and encourages novice researchers to conduct genre analysis of press releases from national and international institutions.

## Conclusion

### Quantitative Analysis

The genre analysis of the introductory section in ISPR press releases revealed its significance in providing a comprehensive briefing of events to the target audience. The introductory move was considered obligatory, while subsequent steps showed a mixed pattern, making them both obligatory and optional. The quantitative analysis is presented in Table 5.1.

### Quantitative analysis of the Introductory Move in the genre of the ISPR Press Releases: (N=50)

Moves / Steps	Frequency (Out of 50 PRs)	%age	Status
Move : Introduction to the event	46	92	Obligatory
Step 1A: Place and date of the event	50	100	Obligatory
Step 1B : Description of the event	44	88	Obligatory
Step 1C : Chief guest and audience information	06	12	Optional

### Linguistic Characteristics

The introductory section of ISPR press releases showcases a distinct set of linguistic elements, reflecting the military, operational, training, administrative, and strategic contexts. These features encompass:

- Military-specific terminology and jargon
- Abbreviations and acronyms
- Proper nouns and institutional vocabulary
- Verbs, adjectives, and gerunds with specific connotations
- Language choices that reveal the genre's purpose and audience

This analysis offers ESP learners and faculty members a framework to explore linguistic features, language choices, and novice domains in military texts.

### Language Patterns

The language conventions employed in ISPR press releases effectively engage the target audience and convey complex information. They:

- Foster community interest and highlight the country's strategic role
- Cater to a multidisciplinary audience and facilitate understanding
- Communicate information on various military activities and operations

The introductory section of ISPR press releases provides crucial information about:

- Events, dignitary visits, and achievements
- Official visits, rescue operations, peace initiatives, and future-oriented stances
- Sacrifices made to ensure sovereignty and national security

This research offers guidelines for curriculum developers and faculty members to enhance ESP instruction and provides a foundation for novice researchers to explore genre analysis in administrative, military, and diplomatic contexts.

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