Move Structure Analysis of Pakistani Newspaper Columns

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Abstract

Newspaper is an important genre and a source through which people can get information related to different topics and issues. In the newspaper columns, authors express their viewpoints through their writing. Many studies have been conducted on the move structure analysis of different genres. But there is limited significant work done on the move structure of the columns. The current study aims at exploring move structure in the newspaper columns and to analyze function of these move patterns in the text of newspaper columns. The data for the current study was collected from two Pakistani English newspapers; The Pakistan Today and The Nation. A total of fifty columns were randomly taken for the current study, twenty five columns from each newspaper. The selected columns were written by different authors and these were published in November, 2018. Then, these newspaper columns were analyzed manually by using the theoretical assumptions of Swales' (1990) and Bhatia' (1993) concept of genre analysis and different moves were identified in the selected columns. The findings of the study showed that there were five most frequently occurring moves; title, introduction, discussion, conclusion and recommendations. It was also found that the writers employed these moves as different strategies to engage readers in the text and convey information and their stand point about an issue. At last, the researcher came up with the proposed model for move structure in newspaper columns. The current study will be significant for the novice writers who want to produce their own writing effectively in the newspaper columns and will broaden the horizon of genre analysis of different newspaper sub-genres.

Keywords: Genre, Newspaper Columns, Move Structure Analysis.

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Introduction

There are various approaches used for genre analysis such as Rhetoric Genre Studies (Miller 1984/1994), Systemic Functional Linguistics (Martin, 1984) and English for Specific Purpose (Swales 1990). Since the emergence of the field, English for specific purpose (ESP) in the last half of

20th century, it has become important to use conventions of writing English language in different genres. The term genre is defined in different ways in the field of linguistics keeping in view the stance in which a genre is used. It came from the French genre which means 'kind or sort'. However, Merriam Webster defines genre as a category of artistic, musical or literary composition categorized by a specific style, form or content. Furthermore, Swales (1990) defines genre as a set of communicative events, the members of which share some set of communicative purposes. So, communicative purpose is important in genre analysis which shapes the text's internal structure. A typical approach to genre analysis starts with recognizing communicative purpose of the genre and analyzing it in series of different moves. In genre studies, a term move is introduced by Swales (1990) as a particular rhetorical or linguistic pattern or structure that is conventionally found in a text or in a segment of a text. Therefore, Move Structure Analysis is a top- down approach to analyze the discourse structure of texts from a genre; the text is described as a sequence of 'moves', where each move represents a stretch of text serving a particular communicative function.

Among the different types of genre, professional genre is a well-developed genre and newspaper is a kind of professional genre where professional writers write different texts. Newspapers are important source of information for the people. Although electronic media has made its own way to spread news and information but still newspaper has its own role and significance. Newspaper performs different functions, for example, to inform, to interpret the news, to provide a service to readers, and to entertain. These functions explain what the newspaper does, and why people read it. Newspapers helps readers become informed citizens and make better decisions by providing lots of facts. The most important parts and sub-genres of the newspaper are headlines, current stories, opinion section, editorials, and newspaper columns and so on. These different sub-genres may include the opinion of the writer or newspaper management. Editorials, opinion articles, columns, news analysis, and reviews are some examples. The newspaper column is the sub-genre of the newspaper. Column is defined as a recurring piece or article in a newspaper, magazine or other publication, where a writer expresses their own opinion in few columns allotted to them by the newspaper organization. A column is written by a columnist, editor or other select individual on a topic of their own choice or may be on current issues. It is the expression of one person's opinion or standpoint about the topic under discussion.

There are various studies conducted on the move analysis of different sub-genres of newspaper like editorials (Bonyadi, 2012), news reports (Jabbari & Farokhipour, 2014) etc. but limited work has done on the move stricture analysis of newspaper columns. The current study identifies

different moves used by the writers in writing newspapers columns.

Statement of Problem

Professional achievement to a great extent depends on the production of writings that have predetermined content association while writers are frequently found not to hold fast to the traditions of composing certain professional genres, including newspaper columns. Writing newspaper column is a practice of following a particular outline which is recognized by the move structure. Many language specialists and researchers have emphasized on the importance of studying the organizations of such genres. Many studies have been conducted on the move analysis of different genres. But there is limited significant work done on the move structure analysis of newspaper columns and this specific research is also not yet conducted in the Pakistani context. This study will provide the learners to learn how to write columns by following certain moves and will have pedagogical implications for teaching English in the field of journalism, ESP learners and teachers.

Research Objectives:

The current study aims

1. To explore different moves in the newspaper columns

2. To analyze the moves' functions in the text of the newspaper columns

Research Questions

The current study addresses the following research questions:

1. What specific moves are followed in the newspaper columns?

2. How these moves functions in the text of newspaper columns?

Significance of the Study

The current study aims at identifying move patterns that writers use while writing newspaper columns. It also focuses on what function and purpose is performed by moves in columns and why are they used. The study will be significant for novice writers to write columns by giving them a pattern of writing columns or opinions. It will help new learners who are studying journalism and any other such kind of professional genre, to know the basic pattern of writing columns. The current study aims to provide basic framework to learners that how to write newspaper columns. This research is also significant for academic discourse community and will have pedagogical implications for teaching English in the field of journalism, ESP learners and teachers.

Delimitations of Study

The current study is delimited to the Pakistani English newspapers. From which only two newspaper were selected for the research purpose, The

Nation and The Pakistan Today. Only 25 columns from each newspaper that are published in November, 2018 were selected for the analysis of the move structure.

Literature Review

In the field of linguistics, discourse analysis is the domain that has become the most studied, researched and the relevant body of its subject (McCarthy, Matthiessen & Slade, 2013). Discourse can be spoken and written both, therefore, discourse analysts focus on the both the types of the discourses to study their various characteristics and features. Discourse analysis is peculiar from the other various domains of linguistics in terms of its focus on the real-life situations. Discourse analysts take discourse to a deep level beyond the sentence structure in order to dig out the meaning embedded in the whole text. As discourses are of different types, therefore, discourse analysis discloses a concept knows as genre. Genres can be written and spoken; they are also further categorized in many ways the language is used that follows certain discourse patterns. Spoken genre consists of the language found in speeches, stories, conversations, interviews and so on whereas, written genre consists of the language that is found in documents, letters, articles, newspaper editorials, fictional and non-fictional books text messages and emails. All these varieties of the genre follow a specific discourse pattern in which they are used (Genetti, 2004, p. 202).

As mentioned, written genre consists of the language found in the various documents. One of them is the newspaper where different genres can be found because of the different written style and the different real-life situation it addresses. Following Genetti (2004), it is evident that the newspaper columns are also an important genre of the written discourse and more specifically an important sub-classification of the newspaper. Newspaper columns are written by the expert journalists that address life and its happening worldwide owing to its importance and current affair. Consequently, the current deals with the newspaper columns in order to study its specific and explicit qualities and moves present in it which will highlight as to why it is named as a genre and what function it possesses in the text.

Numerous studies have been conducted till date that focuses on the different types of the genres and their structures. However, Swales' (1990) work was the first to analyze the schematic structure of an academic genre. The analysis, based on a corpus of forty-eight research article introductions from three fields of biology, medical science and social sciences, reports the dominance of four schematic stages, or 'moves' as he calls them, in the introduction sections: (1) Establishing the Field, (2) Summarizing Previous Research, (3) Preparing for Present Research, and (4) Introducing Present Research. Hence, the Swales' work initiated and paved

new ways to conduct the researches and explore the various other forms of the discourse genres and their characteristics.

A study on the analysis of the move structure of the textbook prefaces had also been done (Kuhi, D; 2008). The study took 21 textbook prefaces sections in applied linguistics for the analysis of its moves. To classify the moves from the selected data, textual clues and surface signals were taken as indicators. The analysis of the study revealed a consistent existence of a 4-move schema in the data that was realized through different textual devices. The researcher after the analysis proposed that data of such kind can be beneficial for teachers of English for specific purposes (ESP), English for academic purposes (EAP) and applied linguistics. Moreover, the findings of the study can be favorable in terms of raising the awareness regarding applied linguistics in students to get a better access of the content they need from textbooks on their subjects of study.

Kongpolphrom (2014) conducted a study on the 'Move Analysis on Argumentative Essay of English for Tourism' with the aim to identify the essential components needed to write a comprehensive argumentative essay. This study involves at identifying the move structure of the argumentative essays. 100 essays were taken as a data for this purpose that were written in the topic "Ecotourism should be promoted". All the selected essays were written by the students. The findings of the study revealed that most of the students could write their general statements in introduction section of the essays followed by a generalization and a Hook. In the essay body, students produced a topic sentence on which the whole paragraph was concerned followed by supports and concluding statements. In the conclusion section of the essay, majority of the students produced their restatement clinchers and final closing of the argumentative essay. Overall the study shows that the students are well aware of starting the essay as the study showed a very significant and encouraging percentage of the students. Each of the move applied by the students have its own purpose and functions.

Can, Karabacak and Qin (2016) conducted a research on the move analysis of the research article abstract sections in applied linguistics. The study was aimed to examine move structures in AL abstracts and compare the results with previous studies both synchronically and diachronically. For this purpose, fifty abstracts of articles were taken from the journal English for Specific Purposes (ESP) published between 2011 and 2013. The findings presents by comparing from the previous studies that the most AL abstracts give information on the sections related to purpose, methodology, and findings, while about half of the articles omit introduction of the topic and discussion of the findings. It was also found after the study that some of the writers often violate the move sequence in the abstract sections. The findings after comparison with the

previous conducted researches showed a consistency in the move structure.

Newspaper is no exception when it comes to genre analysis. Jabbari and Farokhipour (2014) worked on the contrastive genre analysis of the news reports of Iranian and American English newspapers. The researchers took 120 news reports from the two sets of the newspapers in order to study the contrastive rhetorical and the structural organizations of the news reports. The study revealed that the news reports of the American and the Iranian newspapers were different in their rhetorical and the structural organizations. Iranian news reports were different because of the difference in their institutional practice, position and purpose.

Umrani, Memon and Memon (2017) conducted a genre based research on the move structure of the letters to the editors taken from the English newspaper of Pakistan. The three newspapers selected for the data collection were the dawn, the nation, and the daily times. After the study and analysis of the letters, the researchers came up with a conclusion that the editorials usually consists of six moves; each having different steps. The first move was found to have heading and salutation and the last move tend to have the personal details of the writer. The moves found in the middle of letters tends to have reference, response, narration of the incident or statement of the problem, presentation of facts and figures, argument for or against the notion and suggestion or

opinion. Some of the letters also show some variation in their steps. This study is helpful for the novice writers to write letters. It is a kind of guideline for them. However, the study has many benefits but it is not generalizable because it is based on only three newspaper. And such a limited corpus is not enough to make generalizations in findings and results.

Any sort of discourse and topic can be addressed through the genre analysis. Genre analysis is also helpful with the English for Specific Purpose courses that intends to explore the structures, strategies and social functions of newspaper editorials through genre analysis. Bonyadi (2012) took editorials from The New York Times exploring the moves employed in them and the communicative purpose they serve.

As seen, newspaper reports, editorials and the letters to the editors have been explored with respect to the genre analysis. There can also be some other works on the newspaper. Owing to the gap and the need what needs to be explored. The researches in this study aimed to explore the moves structure employed in the newspaper columns of The News and the Pakistan Today. The study will also explore the functions moves performed in the text.

Research Methodology

As the rationale for this research was to find out the move structure in the newspaper columns for this purpose, the data was collected

from two Pakistani English newspapers, namely, The News and Pakistan Today. Through convenient sampling technique, 25 English columns from each newspaper which were published in November, 2018, were selected on various topics like some were related to current affairs, and some are related to history and so on. The identity of the writers was kept confidential in order to meet ethical considerations. Moreover, convenient sampling technique provided the basic information quickly and efficiently. After sampling, the sample size became 50 newspaper columns, 25 from each newspaper to have a better representation of the population.

Mix method approach was used in this study, as the qualitative data in the form of newspaper columns and quantitative data in the form of frequencies of occurrences of different moves and sub-moves were used and then analysis of the data was conducted. Exploratory research design was followed in the current study to explore moves and their functions in the text.

Theoretical Framework

As the current study aimed to conduct the move structure analysis of Pakistani English Newspaper columns. To attain this purpose, the current study was based on theoretical assumptions of Swales (1990) and Bhatia (1993) models of genre analysis as theoretical framework. Swales (1990) proposed a genre move analysis model which described the structure of any genre text in the series of different moves. He

recommended a systematic approach to analyze genre using different moves within a text which comprised a variety of linguistic components like, lexicon, syntax along with illocutionary propositions that provide consistency to the parts and indicate the discourse content. Thus, the functional constituents of genres are likely to demonstrate textual as well as lexico-grammatical characteristics to simplify the recognition of genres.

As the present study was concerned with the investigation of moves in the structure of newspaper columns and the socio-cultural aspects linked with the choices of structure and linguistic features. Therefore, the current study was also based on theoretical assumptions derived from Bhatia's (1993) genre analysis approach. According to him, genre analysis not only explains the structure of the text but it also explains the way it is used, interpreted and exploited in the specific contexts to attain certain goals. Thus, the rationale behind using these model lies in their wider applicability across academic genres in diverse linguistic settings.

Findings and Discussions

This section of the study discussed the moves and their functions in the newspaper columns. As mentioned earlier there were two newspapers from where the columns were selected for the research namely, Pakistan Today and The Nation. Both were well known newspapers and available online. For the better

understanding of the genre, samples from both newspapers were analyzed separately and then compared in order to get authentic findings.

Move Analysis of columns taken from "Pakistan Today"

In the move analysis, certain move patterns were found in the columns taken from the newspaper "Pakistan Today". In the columns, after the title move, most of the writers have started the columns by introducing the topic through giving general overview of the topic. Then, discussion move has been followed in which writers have given their own opinions. In the discussion move, the writers have followed different strategies and sub-moves. Sometimes, the topic has been discussed by highlighting negative and positive aspects related to the topic while in some samples everything has been explained by giving examples from the past acts and also by criticizing on the issue. Moreover, in some samples, writers have also shown doubts about the future and have given their own perspective about the facts discussed in the columns. In some samples, the complimentary statements have also been given and writers have done the analysis of the topic step by step, they mentioned one statement then gave the analysis of statement then gave second statement and then its analysis and so on. Some writers also given expected results and followed the conclusion move and few have used question raising process to engage readers in the text. After the conclusion move, recommendation move has been followed in which recommendations have given related to the topic under discussion. All the writers have carefully arranged and balanced the text to make the text more interesting and clearer for the readers. At the end of every column, the writers mentioned the results in more explicit language and ended the column with recommendation statements.

General moves found were:

- Title
- Introduction
- Discussion
- Opinion
- Analysis
- Conclusion
- Recommendations

The language and expressions used by different writers in the columns were easy to comprehend and the ideas were also conveyed in very clear way.

Move Analysis of Columns Taken from "The Nation":

The move analysis of the columns taken from the newspaper "The Nation" revealed that after mentioning the title of the columns, the writers have started the columns from introduction, then in some samples, the writers have followed the background move. By giving the background knowledge of the topic discussed in the column is very worthy technique to inform the readers about the topic to make the coming discussion of the topic easy to tackle for the readers. Then, after the background move,

discussion move has been followed. In this move, the writers discussed the topic in detail by using different tools and sub-moves. Like, in few samples, writers have given their own opinions about the topic and in most of the samples, different questions have been addressed to attract the attention of the readers and after that the results of those questions have been mentioned to make the circumstances better understandable. In some samples, the explanation of the whole topic and critical analysis has been given. Mostly, the writers have mentioned their own experience and have given suggestions related to the topic. Lastly in the discussion move, the evaluation of the topic and the significance of the topic has also been mentioned. Then, at the end the conclusion and recommendation moves have been followed.

General moves found were:

- Title
- Introduction
- Background
- Discussion
- Question raising
- Analysis
- Evaluation
- Significance
- Conclusion
- Recommendations

The language and expressions used by different writers in the columns were easy to comprehend and the ideas were also conveyed in very vibrant way.

Comparison of Columns Taken from Two Newspapers

The move analysis of the columns taken from Pakistan Today and The Nation revealed that mostly the main moves followed were same but there were slight differences found in the sub-moves of discussion. This is due to the fact that the writers of the column being selected for this study were different and every writer has his own writing style, so variations are common thing to accept and also to expect. Therefore, in the columns taken from 'Pakistan today' some moves such as background knowledge about the topic, explanation of the topic and significance of the topic were less likely to find.

General Move Structure Of The Newspaper Columns

By comparing the columns taken from two different newspapers, the analysis revealed five major moves with sub-moves. Following table 1 shows the major moves found.

Table 1. Moves of the newspaper columns

Move 1. Title
Move 2. Introduction   Sub move 1. Background

Move 3. Discussion
        Sub move 3. Evaluation + information
        Sub move 4. Significance

Move 4. Conclusion
Move 5. Recommendations

Following section discussed the moves both quantitatively and qualitatively.

Table 2. Frequencies of moves and sub-moves of the columns

Moves	Pakistan Today	The Nation
Move 1 Title	25/25 (100%)	25/25 (100%)
Move 2 Introduction	24/25 (96%)	23/25 (92%)
Sub move 1. Background	9/25 (36%)	19/25 (76%)
Move 3 Discussion	25/25 (100%)	25/25 (100%)
Sub move 3. Evaluation	12/25 (48%)	22/25 (88%)
Sub move 4. Significance	10/25 (40%)	16/25 (64%)
Move 4 Conclusion	25/25 (100%)	25/25 (100%)
Move 5 Recommendation	19/25 (76%)	21/25 (84%)

·   **Move 1: Title**

The frequency of the title move was 100% in the samples of the current study. The writers have followed this move to attract the attention of the readers and stated the topic on which they are going to write. The title consisted of different interesting statements about the issue to be discussed, for example,

"A journey of U-turn" (Pakistan Today)

"Additional benches of the High Court?" (The Nation)

· **Move 2: Introduction**

Introduction is categorized as the convention followed by almost every writer of the column selected for the analysis. In the introduction section, writers introduced the whole topic and made generalizations to make readers better understand about the main idea of the title. Almost 96% writers have given the brief introduction of the topics of the columns written in 'Pakistan Today' newspaper while in 'The Nation' newspaper 92% writers have focused on giving the elaborative introduction of the topic of their columns.

For example,

"Terrorising migrant labourers from other states has become a common phenomenon in India." (Pakistan Today)
"Healthcare in Pakistan resembles corporate culture. With the only difference that, unlike a marketplace, the healthcare functions like a casino…" (The Nation)
Usually, the present perfect and simple present tense has been used in this move in order to discuss the issue in the real time and engage readers in writing.

Sub Move 1: Background

The writers of the columns have used different strategies to accomplish introduction move and follow background sub-move. It was clearly seen as the writers of 'Pakistan Today' newspaper, only 36% writers have given the background knowledge related to the topic and the columns taken from 'The Nation', 76% writers have given background knowledge. The percentage showed that the writers of 'The Nation' mostly used this move to tell the readers about the overview of the topic.
For example,
"Around forty years back – say in 1978 – Chinese economy was smaller than that of the Netherlands." (Pakistan Today)
"Currently, syllabi in Pakistani universities follow those of the educational institutions of the west…" (The Nation)
In this move, the past and simple present tense has been used in order to give background of the issue under discussion.

· **Move 3: Discussion**

It is shown according to table that 100% of the writers have discussed their topics descriptively. In the discussion section, most of the writers, as already mentioned above have discussed the topic by following different sub-moves such as some have given opinions about the topic some have raised questions to attract the attention of the readers while some have also done analysis by mentioning negative and positive points related to the topic. Some have given the background related to the topic. In this move, the present perfect or simple present tense has been used in order to describe the facts about the issue under discussion.

Sub-Move 1: Evaluation

It was shown that the evaluation move followed by the writers in the newspaper columns written in 'The Nation' was 88% than in the columns present in 'Pakistan Today' which was only 48%. It showed that the writers follow this sub-move in the newspaper 'The Nation' as convention to make readers attentive about the facts present in the columns.

Sub-Move 2: Significance

The table 2 above showed that 40% of the writers in 'Pakistan Today' have mentioned the significance of the study while in 'The Nation' 64% of the writers have given the significance. The writers mostly gave the significance of the study to increase the weightage and value of their work.

· Move 4: Conclusion

In both of the newspapers, the conclusion move was found 100%. In conclusion move, the writer gave all the results concluded from the whole discussion. The writers summed up the whole discussion to make the reader clear about what has talked about and what are the final remarks of the whole discussion. Usually, present tense has been used in this move.

For example,

"So, even though newspapers may not be a conventional aid to literacy, nothing prevents them from being a creative and viable route towards achieving it…" (Pakistan Today)

"Summing up the discussion, Good governance is a prerequisite for social harmony, public order, political stability, economic prosperity…" (The Nation)

· Move 5: Recommendations

Recommendations are the general ideas the writer give to the readers and other institutions and authorities about the issue according to his own opinion and analysis that what will be favorable to do according to the present situation and present circumstances of the situation. According to the table (76%) writers have given recommendations at the end of the columns written in 'Pakistan Today' and (84%) writers have given recommendations in 'The Nation' newspaper columns.

For example,

"Hopefully he fully understands that merely opening an office will not be incentive enough for investors. For that the government will have to review its present strategy" (Pakistan Today)

"Pakistan's national security policy should strive to strike an optimum balance among its political…" (The Nation)

Usually, writers gave suggestions and used model verbs like, should must, etc. in the recommendation move so that readers must consider their opinion and follow

that advice.

Discussion

Through following Swales' (1990) genre theory and Bhatia's (1993) concept of genre analysis, it was revealed that the writers followed certain moves in writing newspaper columns and formed a comprehensive text structure. The main communicative purpose and function was to convey information about the topic and to deliver their point of view about the issue to the audience.

Firstly, the title move was followed in which the main topic or an issue was reflected (Jabbari & Farokhipour, 2014). Then, writers introduced the topic by employing different strategies. In introduction section, author introduced the topic by giving general background about the related area and/or by giving overview of a specific topic, so that reader become aware of the basic knowledge of the topic. They gave brief overview to the topic in order to develop the basic understanding of the readers towards the topic (Boyandi, 2012). Another technique which writer employed to persuade his readers was to give his own experience related to the topic. The writers tried to attract the attention of the reader by sharing some own personal experience about the topic under discussion. Through sharing real life experiences, the writers intended to catch the attention of the reader and developed the sense of relatedness. In the second major move, i.e. discussion, writer discussed the topic by giving information and meanwhile analyzing the issue under discussion. While analysis, writer gave his opinion about the issue and tried to convince his readers. The interesting strategy that writer employs while discussion was 'question raising'. Through raising different questions writer engaged readers into the text. By raising questions, writers want their readers that they pay more attention to certain topic. Another reason of question raising was to give more importance to the specific topic. The authors employed such techniques so that their audience pay more attention on specific information or aspect of the topic. Question raising have function to divert readers' attention on some important issue or aspect. Another sub-move in the discussion section was 'evaluation and information' in which writer evaluated certain phenomena and also gave information about it. While evaluating, writer gave positive and negative aspects about the phenomenon under discussion in order to give clear picture to the reader. In the next move, i.e. conclusion, writers concluded their discussion by summarizing the whole discussion on the issue. The last move was of giving recommendations about the topic or an issue. Through these moves of recommendations and significance, writers wanted to convince their readers on their standpoint on the topic or an issue.

After the detailed analysis of the data the researchers purposed the following model for move structure of the newspaper columns.

Table. 3 Proposed model for move structure of newspaper columns

Move 1. Title
Move 2. Introduction 　　　　Sub move 1. Background / Overview 　　　　Sub move 2. Own experience
Move 3. Discussion 　　　　Sub move 1. Analysis + information 　　　　Sub move 2. Question raising 　　　　Sub move 3. Evaluation + information 　　　　Sub move 4. Significance
Move 4. Conclusion
Move 5. Recommendations

Conclusions

The study was conducted to perform move structure analysis of the columns of Pakistani newspapers. In this regard, a sample of 50 columns was collected through convenience sampling techniques from two Pakistani English Newspapers: The News and Pakistan Today. The analysis of data was carried out to explore move patterns of the newspaper columns. In the light of the findings of the current study, a model has been proposed for the move structure of columns which consisted of five major moves with sub-moves: title, introduction (Background/ Overview and Own experience), discussion (Analysis + information, Question raising and Evaluation + information), conclusion and recommendations. It was revealed that every move in the text of columns performed specific function and contributed in developing the stricture of the text. Their main function was to convey information and analysis on the issue.

Pedagogical Implications

The present study will be significant for the novice writers as it will help learners who are studying journalism and any other such kind of professional genre, to know the basic pattern of writing columns. This research will also significant for academic discourse community, as the current study has provided the basic framework to the genre analysts to conduct the analysis of other such kind of genre. This study will also beneficial for the ESP learners and teachers to

better understand the language of the newspaper columns.

Recommendations

The further in-depth study can be conducted on the columns of other Pakistani newspapers. The sample size can be increased by collecting data from more than two newspapers. The results of this study can be compared with the results of other such studies. Moreover, the proposed model can be employed for investigating other columns for different newspapers. Furthermore, the current is very significant keeping in view the experience of novice writers as well as other writers who want to produce their own writing effectively. The study in hand is highly recommended for the people of professional genre writing. Newspaper is a separate genre having its distinct features and characteristics, this study is recommended for those writers who are interested in columns and want to produce it in a good way.

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