

Genre Analysis of Business Emails Written by Pakistani Employees: A Case Study in Pakistani Organizational Context

Shahla Qasim*

GC University, Faisalabad, Pakistan
Shahlaqasim1@hotmail.com

Zahida Hussain

GC University, Faisalabad, Pakistan
Zhussain844@gmail.com

Muhammad Asim Mahmood

GC University, Faisalabad, Pakistan
masimrai@gmail.com

Abstract

In the wake of rapid advancement of technology, the medium, most widely used for business communication practices by Pakistani employees is electronic mails (emails). This quantitative study aims at analyzing generic features of business emails written by Pakistani employees working in an organization located in Pakistan. The sample text comprised one hundred English business emails exchanged between Pakistani employees and their business counterparts. Analysis was made on macro and micro level, Macro level analysis constituted the investigation of Move and step analysis of the selected corpus by applying a genre-based approach established by Swales (1990) and Bhattia (1993). Micro level analysis aimed to explore the lexico-grammatical choices opted by Pakistani writers to operationalize their communicative practices. Seven moves with their realization in one or more steps were identified in emails written by Pakistani employees. Following Louhaila-Salminen, *et al* (2005), three types of business Email genre were identified in accordance with different communicative purposes they expressed. The results revealed that three types of genre showed variation at the level of steps of Move 4, therefore, Bhattia's (1993) model was modified to accommodate the genre specific and culture specific differences. The investigation of lexico-grammatical features in corpus led to many interesting findings. Pakistani writers tend to make a frequent use of "please" and "kindly" in Move3 Soliciting/providing information. It implies their concern about the addressee's negative face and a sense of consciousness to promote an air of warmth and geniality at work places. An increasing tendency of writing concise and shorter emails replete with contractions and abbreviations is also observed inferring the closeness of email data with spoken text instead of the written text. The study emphasized the use of language in real business situations. It offers valuable implications for students of English for business purposes (EBP), teaching staff, material developers and business stakeholders.

Keywords: genre analysis, business correspondence, business emails, communicative purpose, move/steps, lexico-grammatical features.

1. Introduction

Correspondence is the most common communicative activity in any business enterprise. Written business communication through the medium of business letters has central importance in establishing and maintaining business relationship. A high volume of studies (Jerkins and Hinds (1987), Maier (1992), Garcez (1993), Lampi (1993), Gunnarson (1997), St John (1996) and Santos (2002) has been conducted to explore the nature of this discourse including generic features, lexico-grammatical components, contrastive cultural patterns and contextual backgrounds.

With the expansion of international business network and advancement of technology, a great shift is noticed in the field of business correspondence i.e. an increasing tendency of using business emails as a supplement or replacement of business letters, consequently saving time, effort, money and other resources. Electronic mail (email) as a means of fast and effective communication has removed the barriers of distance and time and has become very commonplace and important in institutional environments (Abbasian and Tahirian, 2008).

To cope with the fast international business community, the major organizations in Pakistan prefer to opt for electronic technology and use English language as lingua franca for conducting their communicative practices. Easy accessibility to electronic mail is proving to be highly beneficial in business promotion and rapid communication with outer world. Keeping in view the increasing tendency of Pakistani business stakeholders to use emails as a dominant medium of communication, it becomes imperative to explore the schematic structure of this relatively less searched phenomena and the way it fulfills various communicative purposes in Pakistani

organizational context. To meet this end, the researcher embarked upon the analysis of the generic features of business emails to facilitate intercultural relations in multiple contexts.

1.1. Research studies on business emails:

Electronic mail, as a dominant medium of communication, has become a major tool at the service of business correspondence, Kerkeb (2013). It has transcended the barriers of time, distance and geographical boundaries by its capacity of being so far the fastest mean of exchanging information.

Electronic emails have become the most widespread and frequent means of written communication, Danet (2001). An influential study on electronic messages was conducted by Abbassian and Tahririan (2008) to analyze emails exchanged between EFL teachers and Biology professionals for the purpose of obtaining and providing information at micro and macro levels. Chi square test was applied to find out the difference between the collected data. The results revealed multiple irregularities in the parallel moves, strategies and formal linguistic features because of cross-disciplinary inter textual variation. This study followed the genre analysis models suggested by Swales (1990), Bhattia (1993) and Santos (2002). Jalilifer and Beitsayyar (2011) made a distinctive contribution by analyzing generic features of two hundred business letters following Santos' (2002) model of negotiation. The study also explored lexico-grammaticality and politeness strategies. The findings revealed the two corpora relatively similar in the exchange of information, though a considerable number of differences were noticed in the use of positive and negative strategies and different forms of directives. Moreno (2010) examined electronic correspondence as a highly dynamic genre which has its own discourse peculiarities. He analyzed a corpus of recent business emails to see the use of parameters of register variation within this genre. He highlighted another emerging issue within email genre that according to language specialists' view, growing use of shortenings, colloquialisms and fast language templates in emails is damaging the formal professional image of business correspondence. So the researcher emphasized the stakeholders to write correct emails. The result of the study revealed that the context along with the roles and intentions of the sender influenced an email's register, Moreno (2010). A comparative genre analysis of English business emails at generic and lexico-grammatical level was conducted by Mehrpour (2013). The study selected sixty emails written by Iranians and sixty by native speakers having same communicative purpose i.e. providing and requesting information. Findings exhibited that both followed almost similar generic structure to exchange information, little difference was recorded in the use of lexico-grammatical features. Hayati et al (2011) conducted an interdisciplinary research and examined request emails written by postgraduate students of EFL and Physics by following Swales' (1990) model. Results showed similarities between two corpora at the level of move structure while some differences were found concerning micro structural features. The researcher believed that writers were influenced by their previously learned texts, Hayati et al (2011). A recent study on business emails has been conducted by Kerkeb (2013). His study examined sixty emails exchanged between Algerian employees and their native speaker interlocutors to study the schematic structure and communication purposes objectified by the messages. The study also conducted a textual analysis to investigate the politeness strategies incorporated by the addressee and the addressed to achieve their communicative purposes. The study found three types of email genre and showed clear differences between native and non-native speakers in the use of move and step structure, politeness strategies and formal features, Kerkeb (2013).

The studies mentioned above speak volumes about the dynamic structure of electronic email genre and the multiple communicative purposes it serves to accomplish in a business setting. When seen in Pakistani business organizational context, this widespread and dominant genre type of email is not found to be adequately researched or examined. The present study aims to fill this gap in the existing literature and presents a generic description of electronic mails along with the politeness strategies, incorporated by Pakistani business employees in specific contexts to achieve targeted communicative purposes.

2. Materials and methods

The corpus comprised 100 business emails written in English by Pakistani employees appointed at different organizational ranks at a textile mill. Classification of corpus in three distinct email genres was made on the specimen presented by Louhaila and Kankaanranta (2008). The genre analysis conducted on macro and micro level was based on Bhattia's model proposed for sales letters in business communication. At macro level, it sought to explore the schematic structure monitored by Pakistani writers in writing emails and at micro level, it tried to explore the lexico- grammatical features to operationalize the communicative purposes in Pakistani business context.

2.1. Data Collection Procedure:

The selection of the data was made on two bases. First, the length of the email was taken into account. Too short and too long email was excluded from the corpus. Email consisting of round about 80 words (Following Bhattia, 1993 and Kerkeb, 2013) was selected as corpus. Second, the business emails exchanged between the officials of

Masood textile mill and other organizations located in Pakistan and abroad were included in corpus. Emails from the foreign officials to Pakistani employees were not incorporated. The access to the email data was made possible through contacts. However, formal permission from the quarter concerned was obtained for ethical consideration. In advance, complete information was intimated about the aims and objectives of research, how and where the data were to be kept and used.

2.2. Data Analysis Procedure:

The objective of the paper was twofold: to classify the collected business email corpus according to the dominant communicative purpose and to find out the generic and linguistic features of email data. Classification of business emails was based on the specimen presented by Louhaila and Kankaanranta (2008) and the generic and linguistic features were identified by following modified model of Bhattia (1993).

The comprehensive definition of genre postulated by Swales' (1990) was taken into account as a framework of this study. It argues that the members of a specific discourse community share "structure, style, and intended audience in order to express their communicative purposes, Swales (1990). Further illustrates that it is useful to think of genre as consisting of a series of "moves". A move achieves a particular purpose within the text. Each move is taken to embody a number of constituent elements called steps (Swales, 1990). The genre analysis in the present study followed the same genre approach and pursued the two level schematic structures of move and step proposed by Bhattia (1993) for sales letters. However it was modified to match the structural variation of Pakistani emails written in specific Pakistani organizational context. Each email message was studied and analyzed separately in order to develop an overall impression of communicative purpose expressed through it. The moves of thirty emails were identified on manual basis. To maintain inter-rater reliability, another coder was requested to tag the move structure of same emails. The coder belonged to the Linguistics department and had a good knowledge of identifying move and step structure in prescribed texts. Manual tagging made by the researcher and the coder was compared. Minor difference of opinion was found in the identification of steps of move 4, which was removed after mutual negotiation. Afterwards, researcher trained the software Ant mover and rest of the tagging of moves was carried out by the automation process which afterwards was again examined by the researcher and the coder. Moves were classified accordingly and tabulated. The percentage and frequency of occurrences of moves were calculated to trace out the similarities and differences with precedencies found in existing literature. Deep textual analysis of emails was conducted to investigate the percentage and frequency of lexico-grammatical features incorporated by Pakistani employees to serve different purposes.

3. Results and Discussion:

The paper focused on the classification of email genre and the identification of generic and linguistic features in the collected corpus of business emails written by Pakistani employees to their business counterparts. Results will be discussed under following headings.

3.1. Classification of Email genre:

The classification of business email genre was made according to the dominant communicative purpose each text demonstrated in its content. The study was guided by the specimen put forward by Louhaila and Kankaanranta (2008) in their study, which identified three distinct genres (Dialogue Genre, Postman Genre and Noticeboard Genre) in its corpus of business emails depending upon the communicative purpose each one of them illustrated. The present study also categorized the accessed corpus of business emails according to the communicative purposes they expressed. Data were classified in three groups:

- a) Emails exchanged about multiple tasks and routine problematic issues of the organization.
- b) Emails to deliver documents for conveying information or for comments.
- c) Emails to inform employees about the organization's activities.

These three groups formulated on the basis of the dominant communicative purposes may be taken as three distinguished genres (Miller, 1984; Swales, 1990; Bhattia, 1993; Louhaila-Salminen, 1999; Louhaila-Salminen et al, 2005). First group of messages was called the 'Dialogue Genre', the second group 'Postman Genre' and third 'Noticeboard Genre'. Division of corpus in three groups is presented in the following table.

Table 1: Genre types of business emails

Genre Type of Business Email	No	Percentage%
Dialogue Genre	65	65
Postman Genre	20	20
Noticeboard Genre	15	15
Total	100	

As shown in table 4.1, Dialogue genre occupied the biggest share of the selected corpus (65%). It consisted of emails exchanging information about multiple activities and the tasks performed in the organization. It also included the emails which discussed routine problematic issues faced by the organization such as pending

payments, shipping mistakes, banking problems and overdue invoices etc. Following example shows a Dialogue email exchanging requests for stitching and for sending packing lists.

Example 1: Dialogue Email

Dear Shoukat Ali Sb,

Please start **7PK-BXR-S123BON** stitching before BXR-S123BON-BV. This is very urgent and needs immediate attention. Secondly please send ready qty packing list of **BXR-S123BON-BW** and **VEE-F103TUB-IZ** urgently. Thanks

Regards,

Zahid Rehman

Second classification of corpus was ‘Postman Genre’, which accounted for 20% share of the whole. It comprised emails delivering various kinds of attached documents about placing orders, notes of acknowledgements, income tax challans, business reports, balance sheets or summaries of actions etc. Example presented below shows a message from an official to his colleague to review attached P/I for further proceeding.

Example 1:

Postman genre

Dear Fazal Sb

Kindly review attached P/I & arrange to send a debit note of **US\$-396** for further proceedings to get credit from vendor.

Regards

Kashif Khan

Third category “The Noticeboard genre” accounted for only 15% of the whole corpus. It contained messages conveying instructions, information about the announcements of holidays, schedules of meetings, conferences, audits and visits of officials. The basic purpose of the Noticeboard genre was to intimate information without asking for any kind of response. On the contrary, the emails included in Dialogue genre and Postman genres not only solicited or delivered information but also requested for responses and clarifications from the receivers.

The example of Noticeboard Genre is presented below. Information issued through this email did not require any response from the recipient.

Example 1: Noticeboard Genre

Holiday Notice: Please be informed that our Faisalabad office will remain closed for two days (August 10th and 11th, 2013) due to the celebration of Eid-ul-Fitr. We will resume work on August 12th, 2013. Thanks for your kind attention.

3.1.1. The Schematic Structure of Three Email Genres:

As discussed earlier, keeping in view the heterogeneity of communicative purposes expressed through emails, the corpus was distributed among three types of email genre; Dialogue Genre (about routine tasks and day-to-day problematic issues), Postman Genre (conveying information about delivery of documents) and Noticeboard Genre (intimating information about the activities of organization without asking for responses and comments). This section presents three sample emails, representing each type of email genre, along with their schematic structures to highlight the minor differences at the level of steps through which distinctive moves are materialized.

As Dialogue genre constituted the maximum portion (65%) of corpus, the schematic structure of a sample email assigned to Dialogue genre is presented below in the following table for clear illustration of moves and steps. This sample email first provided information about a serious blockage in work proceedings due to the non-availability of sewing accessories from concerned quarters and this purpose was implemented through M4 S1. Then the sender specified details by emphasizing the gravity of situation, through M4 S2. The next Move5 S1 incorporated a reconciliatory tone and expressed expectation of timely provision of accessories to run smooth working of the task.

Sample email of Dialogue Genre:

M1-Identifying the Subject	Shut down
M2-Salutation	Respected Kamran Sb
M3-Establishing Credentials S1-Referring to previous contact	
M4-Providing information S1-Identifying problem S2-Source of information	. From last one and half week we are waiting for induction & sewing accessories but nobody is taking it as a serious issue. Every day pass create more and more problems to run the unit again. . We are losing our operators . Our 50% A+ operator left the factory due this ambiguity.
M5-Prompting further contact S1-Expressing expectation of reply/attention	so, please change our custom & provide induction & accessories as capacity of unit. To maintain day & Night shift properly & save huge capacity loss.
M6-Ending Politely	Thanks
M7-Signature	Muhammad Amir

A sample email of Postman Genre is given below to illustrate the minor differences at the level of steps, incorporated to execute the communicative function of Move 4. This message is sent with an attached file of Cargo bills for the addressee's review.

Sample email (Postman Genre):

M1-Identifying the Subject	Subject-Freight Bills of Pakistan Cargo
M2-Salutation	Dear sir,
M3-Establishing Credentials S1-Referring to previous contact S2-Acknowledging piece of information	Reference to our telephonic conversation, Kindly find in the attached file of bills # 00642,00645,00765,00453 of Pakistan Cargo.
M4-Providing information S1-Specifying information S2-Source of information	These bills were lost in MTM And vendor came to know upon reconciliation with Head Office
M5-Prompting further contact S1-Expressing expectation of reply/attention	Kindly accept these bills and arrange payment after final reconciliation from Leagues to avoid any duplication in payment.
M6-Ending Politely	Regards,
M7-Signature	Rai Atif Nawab

The following email sample comes under the title of Noticeboard genre. It carries instructions regarding payment invoice that should be signed and stamped. Move 4 S1 is operationalized through a direct statement in imperative structure moderated by the use of 'Kindly', whereas M4 S2 is executed through a passive voice statement in firm and categorical tone announcing straightforwardly that no payment will be made without MTM stamp sign and signature of an authorized person.

A sample email message belonging to Noticeboard genre:

M1-Identifying the Subject	Stamp sign
M2-Salutation	Dear Asif sb
M3-Establishing credentials S1-Referring to previous contact	
M4-Providing information S1- Specifying information S2- Specifying detail	, kindly always stamp sign the payment invoice before forwarding it as no payment will be made without MTM Stamp sign and by authorized person signature on it
M5-Prompting further contact S1-expressing expectation of reply/attention	Kindly attend and help to follow it, thanks.
M6-Ending Politely	Regards,
M7-Signature	Munir ahmad

3.2. Description of Dominant Moves in Emails:

Almost seven moves were employed by Pakistani writers to elucidate the three communicative purposes as displayed in Table 1. Each move was realized through one or two steps. Move 1 and 2 were known as opening moves, while move 6 and 7 as ending moves. The opening and ending moves are called "framing moves"

because they “contribute to the layout of genre” (Louhaila- 2005). The in-between moves i.e. 3, 4 and 5 were recognized as content moves. They consisted of the main crux of message already identified through three communicative purposes.

The schematic structure of business emails was carried out in accordance with the model presented below:

Move 1: Identifying the Subject

Move 2: Salutation

Move 3: Establishing Credentials

Step 1: referring to previous contact

Step 2: acknowledging piece of information

Move 4: Soliciting/Providing Information

Step 1: requesting/ specifying product/ service

Step 2: details of specified service/product

Move 5: Prompting Further Contact

Step 1: expressing expectation of reply/attention

Move 6: Ending politely

Move7: Signature

The percentage and rate of occurrence of seven moves and their relative steps explored in corpus are presented in the table given below.

Table 2: Distribution of moves and steps in Pakistani business emails:

Move/Step No	No of Emails	Percentage%	Frequency of Occurrence
1	100	100	1.00
2	100	100	1.00
3.1	45	45	.45
3.2	40	40	40
4.1	95	95	.95
4.2	80	80	.80
5.1	65	65	.65
6	100	100	1.00
7	100	100	1.00

Move 1: Identifying the subject:

Move 1 “Identifying the subject” appeared on the header position. This move sets the scene of the communicative event (Santos, 2002). Move 1 established the connection chain by creating a link between the present letter and past connected correspondence. A fixed printed pattern preceded the subject line which carried details of the addressed and the addressee, their designation, names of companies and organizations where they were appointed or which they were representing. The date and day of the issuance of message also accompanied the subject line. Examples of Move 1 from original text are given below.

Subject: RE: Imported Balance Accessories Of 4285 & 4278 Series

Subject: FW: IMPORTED POLYBAGS

The subject line, as indicated in above examples, was either preceded by “RE.” referring to reply or “FW” referring to forwarded. The recurrence rate of Move 1 was 100% mainly due to the fixed pattern of all email headers.

Move 2: Salutation:

As indicated in Table 4.2, this move also appeared in 100% of data. It showed the importance of this move in business email genre. Variation was noticed in selection of the words used to address the person to whom message was conveyed. In most of emails, “Dear” was used, showing a formal relationship between the sender and receiver. On the other hand, use of “Hi” and “Hello” indicated a less formal relationship. Move 2 served as a pointer because it provided an instant preview of the tone used in the content moves, thus revealing the relationship between the sender and the recipient. Interpersonal mode of address (Louhaila-Salminen, *et al*, 2005), was found more dominant, as first name of the addressees were used in 85% of the total emails.

Move 3: Establishing Credentials:

Establishing credentials is a significant move because it presents a logical justification of pursuing the addressee by referring back to a piece of information which has created the necessity of producing that particular message. The occurrence rate of this move was 45% in Pakistani corpus. It was realized by, step 1, referring to the previous contact and step 2, acknowledging information. Examples of this move along with the steps are presented below.

Example 1:

Reference to our telephone discussion (M3 Step 1), noted we are releasing payment of long overdue USD

79,971.43. Await TT copy (M3 Step 2).

Example 2:

Ref meeting between you and Asif Sb (M3 Step1)

Please find below location wise list of TCP pos which are still balance to ship (M3 Step2)

The most extensively used expression to operationalize Move3 was:

Reference to our.....

Move 4: Soliciting /providing information or response:

The occurrence rate of this move was 100% in selected corpus as indicated in Table 4.2. Move 4 embodies the most important part of the content of message and carries the crux of the targeted communicative purpose. Two steps were used to realize this move. The analysis showed that the rate of occurrence of step 1: requesting/ specifying product/ service and step 2: details of specified service/product and was 95% and 80% accordingly. Below are given the examples of this move.

Example 1:

Pls note we need Zippers on most urgent bases for our sampling (M4 Step 1).

Kindly review attached file & arrange delivery on most urgent bases (M4 Step 2)

Example 2:

Pls note attached docs were sent to you by Rai Asif Sb (date) for bank endorsement(M4 Step 1).

Now the shipment is arrived at Lahore by yesterday & we are waiting for said endorsement to collect the D.O from forwarder (M4 Step 2).

Use of first person singular and plural were found to be more dominant in Move4, giving an impression that the writer considered his individual self to be responsible for the authenticity of the statements, therefore 'shifting the responsibility of the company' (Santos, 2002)

'Requesting information' may be executed by making 'Direct Requests' or 'Indirect Requests'. Direct requests are made in a straightforward and to the point manner leaving less space for redress or modification. Whereas, indirect requests are made to save the face of the addressee and their use is thought to be more polite and courteous. The analysis of corpus revealed that Pakistani writers mostly used direct requests (83%) to accomplish the communicative purpose of move4. They executed direct requests in imperative structures, which were preceded by "Please" (No of occurrence- 130) and "Kindly" (No of occurrence-15) to moderate the commanding tone of imperatives. Frequent use of "please" and "kindly" implies that Pakistani writers try to maintain an atmosphere of affability and geniality at their work places.

Move 5: Prompting Further Contact:

The corpus analysis indicated that 65% of the Pakistani employees incorporated this move in emails. This move is articulated by one step (Expressing expectation of reply or attention).

Examples of utilization of this move are presented below.

Example 1:

Kindly expedite this process & arrange to provide retired docs for custom clearance ASAP (M5 Step1).

Example 2:

Confirm the best possible delivery date as soon as possible. Pls. also send the layout for Hang tag, Woven label and importer label for further approval (M5 Step 1).

Certain emphatic lexical choices were made by Pakistani writers to accomplish Move 5 in corpus. Verbs such as, confirm, arrange, send, note were utilized along with pressure tactics as in example 1, 'expedite the process' and 'ASAP', as soon as possible. Pressure tactics are used to urge the recipient to ensure timely accomplishment of required tasks.

Move 6: Ending Politely:

Move 6, one of the ending moves, appeared with 100% rate of occurrence in the whole corpus.

Different expressions were used to operationalize this move such as "Regards" (80%), "Best Regards" (10%), "Warm Regards" (6%) and "Warmest Regards" (4%).

Move 7: Signature:

This move appeared in the whole corpus with 100% rate of occurrence. It provided the name of sender of message, which was also present in Move 1 (Identifying the particulars). In a few emails (12%) the name of sender was followed by his designation or post.

3.2.1. Important findings of Schematic Analysis:

The analysis of the schematic structure of business emails highlights a few important points. It has been noted that basically the pattern of writing emails has been derived from the schematic structure of business letters specially the opening and ending moves (identifying the particulars, salutation, ending politely and signature) are absolutely written on the pattern established by the hard business letter copies. In spite of all the similarities between the business emails and hard business letters, certain differences are also noted. First important difference is related with the length, emails are relatively smaller in length as compared to hard business letters. Emails tended to be more concise and to the point. Certain other features, like contractions, abbreviations,

omission of pronouns and short spellings were found to be rampant in emails. Initials are incorporated instead of the widely used and commonly understood whole phrases such as ASAP for as soon as possible, FYKI for your kind information, FWD for forwarded. Other shortened words like PLS for please (90%), RECVD for received (5%), QTY for quantity (15%), SB for sahib (80%), DOC for document (3%), RGDS for regards (10%), FYR “for your reminder” (15%) have also been incorporated showing that the writers avoid long expressions and intentionally use these shortened forms which of course are mutually understandable in the business community. The use of these short spellings neither creates any problem for the reader who belongs to the same business community nor do they affect the meaning of the sentence. Few of the initials may be the business terms and the complete expressions are avoided deliberately because they are already known to the both ends, the senders’ and the receivers’. So the linguistic features of emails exhibit their relevance and closeness with the spoken text instead of the written one. Further research can investigate this phenomenon through multidimensional analysis.

5. Conclusion

The study explored the generic features of business electronic mails exchanged between Pakistani employees and their business counterparts in an organizational set up. It also examined different linguistic features exploited by writers to help the realization of moves and to achieve multiple communicative goals. The generic analysis of emails was made following the model proposed by Bhattia (1993) for the analysis of sales letters. The study identified seven move structure in the organization of business emails. Beginning moves 1,2 and ending moves 6,7 were found obligatory having 100% occurrence rate, where as in content moves, Move 4 was identified as conventional move with 95% occurrence rate and moves 3 and 5 as optional moves having 45% and 65% rate of occurrence respectively. The study approved the findings of Louhaila-Salminen, *et al* (2005) and specified three distinct genre types to emphasize the diversity of business emails. Difference was noticed in move 4 and its realization in steps, so Bhattia’s model was modified to meet the variation subject to communicative purpose.

The investigation of lexico-grammatical features in corpus led to many interesting findings. Pakistani writers tend to make a frequent use of “please” and “kindly” in Move 4 Soliciting/providing information. It implies their concern about the addressee’s negative face and a sense of consciousness to promote an air of warmth, geniality and affability at work places. Furthermore an increasing tendency of writing concise and shorter emails replete with contractions and abbreviations is also observed inferring the closeness of email data with spoken text instead of the written text. Limitation of the study is that it did not verify the inference of closeness of email data to spoken text owing to the constraints of time and place. Further research may be implied to prove scientifically the nature of email text by applying Multi-dimensional analysis. The underlying objective focused in this study was to highlight the significance of using language in real business situation. This practical skill, if mastered by the students of Business courses will go a long in making them successful in their relative fields of interests.

References

- Abbasian,F.,and M.H.Tahririan (2008). A Discoursal and formal analysis of Emails: A cross disciplinary genre analysis. *Archive of SID. IJAL* 11 (2)
- Bhattia,V. (1993). *Analyzing Genre: Language use in professional settings*. London and Newyork: Longman.
- Connor, U. (1990). *New directions in contrastive rhetoric*. Indiana university in Indianapolis. Indiana polis, Indiana, United States.
- Danet, B. (2001). *Cyberplay: Communicating Online*. Oxford: Berg.
- Flower, D.J. and Wan A.(2006) Genre analysis of tax computation letters: How and why tax accountance write the way they do. *Enlish for specific purposes*, 25:2, pp.133-153.
- Garcez, P. M. (1993). Point-making styles in cross-cultural negotiation: a micro ethnographic study. *English for specific purposes*,12, pp. 103-120
- Gunnarson,B.-L. (1997). The writing process from a sociolinguistic viewpoint. *Written communication*,14, pp. 139-188.
- Hayati, A. M.,H. Shokouhi and F. Hadadi (2011). A genre analysis of reprint Emails written by EFL and Physics professionals. *The Journal of teaching language skills*. 3(3)
- Jalilifer, A. and L. Beitsayyah (2011).Genre analysis of inquiry letters across cultures: Perceptions on rhetorical structures. *Studies in Linguistics*. 37 (2), pp. 309-333
- Kerkeb, A.,(2013). A genre analysis of business english emails: The case of a multinational’s Algerian employees. *Multidisciplinary Journal of Contemporary Research*. 1(2). Pp 34-47
- Louhaila-Salminen, L.(1999). *From business correspondence to message exchange: the notion of genre in business communication* .Ph.D Thesis. Universiyt of Jyvaskyla, Jyvaskyla.
- Louhaila-Salminen, L., Charls, M. and Kankaarnanta, A.(2005), *English as a Linguafranca in Nordic Corporate Mergers: Two case Companies, English for Specific Purposes*,24,pp 401-421.
- Meharpur, S. (2013). A comparative genre analysis of English business Email written by Iranians and native

- English speakers. Theory and practice in language studies. 3(12). Pp 2250-2261.
- Miller, C. R. (1984). Genre as a social action. Quarterly journal of speech, 70, pp. 151-167.
- Moreno, R. G. Z. (2010). Register variation in electronic business correspondence. International journal of English studies.
- Santos, V.B. M. P. dos (2002). Genre analysis of business letters of negotiation. English for specific purposes, 21: 2, pp.167-169.
- Swales, J. M. (1990). *Genre Analysis: English in academic and research settings*. Cambridge: Cambridge University Press.

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:

<http://www.iiste.org>

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: <http://www.iiste.org/journals/> All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: <http://www.iiste.org/book/>

Academic conference: <http://www.iiste.org/conference/upcoming-conferences-call-for-paper/>

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

