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**Title: Genre Analysis of University Admission Advertisements in Pakistan: A Move-Structure Approach**

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**Keywords:** Genre Analysis, Admission Advertisements, Bhatia Move Analysis, Hec Universities, Pakistan

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## Genre Analysis of University Admission Advertisements in Pakistan: A Move-Structure Approach



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### Abstract

The present study explores the ways in which Pakistani universities facilitate the creation of highly persuasive advertisements with the aid of numerous rhetorical movements and multi-modal strategies. For this purpose, 40 admission advertisements were retrieved from top-ranked universities within Pakistan, as per the HEC ranking. By employing a qualitative methodology, for the identification of rhetorical moves, the model of Move Structure, as suggested by Bhatia, has been employed. Inter-rater reliabilities were met through the calculation of Cohen's Kappa ( $\kappa = 0.84$ ), which ensured the accuracy of the identification of the moves. The analysis indicated the rhetorical moves occurred across all of the selected advertisements and can be categorized as obligatory, optional, and innovative visual elements and persuasive language were used to attract the attention of prospective students and promote institutional credibility. The findings reveal how admission advertisements perform dual functions such as informing applicants and presenting a marketable institutional image.

**Keywords:** *Genre Analysis, Admission Advertisements, Bhatia Move Analysis, Hec Universities, Pakistan*

### Introduction

Admission advertisements of universities have emerged as a powerful tool used for institutional promotion. This advertisement does not only provide information but they perform the task of institutional branding by employing multi-modal strategies. These advertisements present an evolving genre of academic discourse permits detailed investigation.

A genre, in linguistic terms, is a type or category of communication which can be written (text or image) or spoken and which follows particular conventions of style, form, function or purpose. A genre is shaped by the society and culture in which it is used so, genres are context dependent. These conventions of genre help the people to recognize a text and to produce texts which follow these conventions and fulfill specific functions, such as a research article, a job application and a news report. So, it can be said that genre is a socially recognized way of using language for a specific purpose in a particular context. As Swales asserts "a genre comprises of a class of communicative events, the members of which share some set of communicative purposes. These purposes are recognized by the expert members of the parent discourse community, and thereby constitute the rationale for the genre. The rationale shapes the schematic structure of the discourse and influences and constrains choice of content and style." (Swales, 1990, p.58)

Similarly Bhatia (1993) defines genre as: "Genres are recognizable communicative events characterized by a set of communicative purposes identified and mutually understood by the members of the professional or academic community in which they regularly occur." (Bhatia, 1993, p. 13). Like Swales, Bhatia sees genres as (a) recognizable communicative events (b) Characterized by a set of communicative purposes (c) Identified and mutually understood



Bhatiya's work focuses on professional and academic genres. Bhatiya has expanded the work of Swales by viewing genre as "Social Action" and "Cognitive Structure". Bhatiya(1993) views genre beyond linguistic form and suggests that it is a way to organize knowledge and actions in professional contexts.

### Inter-Discursivity

Bhatia further gives the concept of interdisciplinary which includes the blending of elements from different genres. For example, an advertisement may have some features of a narrative.

### Genre Colonization and Mixing

Another important concept introduced by Bhatiya in Genre Studies is "Genre Colonization". He discusses that dominant genres can influence other genres; for instance, market-oriented language can colonize academic texts, this phenomenon is called genre colonization.

### Critical Genre Analysis (CGA)

In his work "*Worlds of Written Discourse*" (2004), Bhatia introduces the concept of Critical Genre Analysis; giving a critical orientation to genre based analyses, which includes:

- The study of how genres construct and reinforce ideology and power
- How institutional and professional practices are embedded in texts
- How genre analysis is linked with critical discourse analysis

Miller(1984) defines genre as "A rhetorical means for mediating private intentions and social exigence. Genre is a typified rhetorical action based in recurrent situations." (Miller, 1984, p. 163). Miller's definition of genre includes genre not just as a form or structure but as a rhetorical tool which is used to respond effectively to recurring social situations. Miller says that genre helps the individuals to translate their personal goals for example applying for a job or making a complaint, into forms that are socially recognizable and that meet shared expectations. The word "Exigence" refers to a need or problem in the social world that requires a response or solution. Miller further suggests that genres are not just patterns of language but are repeated and recognizable patterns of action. For example, while writing a message for condolence the parent is different from writing a wedding invitation, it involves behaviors that are shaped by culture. Moreover, genres, according to Miller are developed from situations that happen again and again in society with the passage of time; communities begin to expect certain ways to respond to those situations.

### Genre Analysis

Genre analysis is an approach, methodological in nature, which is used to examine the way texts function within particular academic, professional or social contexts. Its main focus is on the understanding of the conventions of genre, the organizational structure of genre, the language choices made in the genre and the communicative purposes served in the genre. Bhatia (1993) defines genre analysis as, "genre analysis is the study of situated linguistic behavior in institutionalized academic or professional settings" (Bhatia, 1993, p. 1). Bhatia puts an emphasis on the importance of understanding how language is used conventionally and strategically in a specific professional settings e.g., in legal, business or academic settings.

Swales(1990) defines genre analysis as "genre analysis aims to describe the regularities of structure that occur in groups of related texts and to explain these regularities in terms of the social purposes they serve." (Swales, 1990) Swales' approach of genre analysis centers around communicative purpose and discourse communities. He introduced the move structure analysis and the CARS model which helps in identifying the way writers organize texts like research article introductions. On the basis of these definitions the purpose of Genre Analysis can be (a) to identify the patterns in structure and language in similar texts (b) to explore how communicative purposes help in the organization of texts (c) to explore the relationship between language, the context it is used in and the community (d) to help the learners to become genre-aware and to make them better in academic and professional writing.

### Key Steps in Genre Analysis include:

1. Move structure analysis: It involves the analysis of how texts are organized into rhetorical steps or “moves” e.g. IMRAD.
2. Analysis of Lexicon-grammatical features: It involves the examination of conventional vocabulary and grammar used in the texts e.g. passive voice is used in academic reports.
3. Analysis of Contextual factors: This analysis is based upon the consideration of the audience for which text is produced, the purpose it is expected to fulfill, the medium of language in a text and the discourse community.
4. Inter-discursivity (Bhatia): This analysis explores genre mixing or borrowing from other genres.
5. Social function (Miller): This analysis examines how the genre under study performs a social action.

Move analysis a method which used in genre analysis to study the rhetorical structure or organization of a text. The text is studied by breaking it down into segments depending on their function in text; these segments are called “moves.” Each move in a text performs a specific communicative function that contributes to the purpose of the genre. This approach was developed by John Swales (1990) and is now widely used in analysing academic and professional texts.

Swales (1990) defines a move as, “A discursual or rhetorical unit that performs a coherent communicative function in a written or spoken discourse.” (Swales, 1990, p. 140). Key Concepts in Move Analysis suggested by Swales(1990) are; (a)Move (A segment or unit of the text which serves a specific rhetorical purpose. Example: In a research article introduction, “Establishing a research territory” is a move) (b) Step (A step is a sub-part of a move that provides more detailed functions. Example: Within the move “Establishing a territory,” a step or sub part can be be “citing previous research.”) (c)Move Structure (The sequence of moves and steps that occur in a genre is called move structure.)These move structures can be conventional, obligatory, optional and innovative moves.

### Example: Swales’ CARS Model (1990)

#### CARS = Create A Research Space

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**Table 1**

*This model analyzes research article introductions and identifies three main moves:*

Move	Function	Typical Steps
Move 1: Establishing a territory	Shows the topic is important and worth investigating	- Claim centrality - Make generalizations - Review previous research
Move 2: Establishing a niche	Show gaps, limitations, or contradictions in previous research	- Indicate gap - Raise a question - Challenge previous work
Move 3: Occupying the niche	Present the writer's own research as filling the gap	- State purpose - Outline methodology - Present structure

Genre Analysis has been influential in many fields including English for Specific Purposes (ESP), Systemic Functional Linguistics (SFL) and Rhetorical Genre Studies (RGS). Though there is an increasing interest in genre analysis, many areas are still unexplored in Pakistani context including university admission advertisements. Most of the researches have explored the mission statements but promotional texts like advertisements in the higher education sector have been given less attention. This gap is important to explore because it will reveal how admission advertisements combine institutional integrity with commercial aspects like branding and marketization. This research aims to fill this gap by analyzing the rhetorical structure and communicative stateside of admission advertisements of different universities in Pakistan.

## Literature Review

Ahmad and Masroor (2020) examined the vision and mission statements of universities from both the native and non-native contexts. They identified three rhetorical moves like global competitiveness, strategic objectives and institutional values, by the analyzing through framework of Swales model. This study shows the dual role of MS/Vs in both institutional identity and reflecting cultural expectations.

Farooq et al. (2024) applied Halliday model of generic structure to analyze university admission notifications for that five universities are selected and then data is collected for analyzes. This analysis demonstrates how institutional genres balance standardization for persuasion, by revealing six obligatory like logo and five optional moves like scholarship details. This whole structural analysis aligns with the SFL's emphasis on genre as a cultural practice.

This analysis is done by Bilal et al (2020) to study the advertisements from three colleges Punjab, Superior and Aspire. These advertisements gained traction in the domain of multi-modal discourse analysis because they have layered use of both visual and verbal elements. To analyse the multi-layered meaning resources they uses the theoretical framework of Kress and Van Kleeuwen's(2006) Reading Images. This analysis allows a comprehensive understanding of how images serves the ideological and persuasive function. This analyses is grounded in three meta-functional dimensions like interactive, representative and compositional meanings because images not only the decoration but also serves other functions. So this analysis identifies both the verbal and visual meanings of the advertisements. This shows how visuals persuade and form public opinions and identifies the ideological and socio-semiotic functions of educational discourse.

Genre analysis has been explored through professional and analytical lenses, focusing on communicative and structural texts within a specific context. (Swales, 1990; Bhatia, 1993). Writing for professional and academic purposes is a big challenge for novice writers because they are not familiar with genre type, the best communicative way in a meaningful and structured way. Bhatia (2002), genre is a main focus of study in recent years for learning and teaching academic writing, for pedagogical instructions. To address all the issues researchers emphasized the study of genre, for that Corpus Linguistics is a main focus of study in which scholars study all the perspectives of language. The analysis of Multi-genre Structure (AMS) model has been proposed a tool to assist users in analyzing genre structures within academic or professional domains.

Genre Analysis is a growing field due to the development, which begun to explore how technological and digital texts contribute to learn a language especially within ESP and the context of study. (Palmer, 2001) the study focuses on the study of all the aspects like context, communicative purposes, content. In this study Palmer focuses on the study of internet advertisements, specially, first page target ads, as a resource for business English instruction. By analyzing 40 ads, that serves the function of half promoting and half of offering services. The study examines five sub-generic features across language, register, objectives, language, authorial presence and content words. The study underscores the use and value of technology and value of genre-based instructions to evolve communicative landscape that support the integration of digital and authentic text into ESP pedagogy.

Genre analyses of promotional text is the main focus study today particularly tourism communication. Lestari and Kawati (2023) explores the structure of tourism communication that how genre serves this function by analysing promotional context on the Nihi tourism website using Bhatia's move steps for advertisements. This study method is used to analyse qualitative online promotional content. This reveals the obligatory moves as establishing, credentials, introducing the offer and soliciting responses, one non-obligatory moves etc. Three moves are entirely absent which are called identified moves. This study shows the choice of words used in digital marketing. This study helps in understanding the genre analyses in web-based communication and to support professional and pedagogical applications.

Two main approaches have been taken to genre analysis: as a pedagogical tool for teaching languages and as a reflection of actual institutional communication (Bhatia, 2004). The latter frequently reduces genres for classroom instruction, whereas the former sees genre as an actual expression of professional discourse practices. Bhatia draws attention to the conflict between these viewpoints and raises the question of whether genre descriptions are useful inventions of applied linguists or actually represent communicative realities. He contends that genre descriptions ought to be employed as analytical tools rather than only as models for replicating traditional forms. This viewpoint enables students to comprehend intricate, multifaceted, and multicultural

facets of professional discourse. Bhatia promotes genre-based instruction that develops students' capacity for context adaptation and goes beyond static replication.

Enticing dialect may be a key including publicizing talk and has drawn noteworthy consideration talk and sort ponders. Yuliah, Fitriyandi, and Yahya (2023) analyse-zed a subjective ponder centering on the powerful dialect utilized in promotions highlighted in Forbes magazine. Their examination is grounded within the system proposed by Kannan & Tyagi (2013), which traces the different phonetic procedures pointed at impacting shopper behavior.

The pondtakes ten sorts of powerful dialect, counting long time objectives, expressions, hyperbole, redundancy, and syntactic parallelism. Long thing expressions are, however, developed as the first prevailing phonetic. The investigation offers contribution towards the understanding of influential methodologies in digital as well as print media, and their educational value. It proposes viable experiences for EFL instructors. And interpretation ponders by exhibiting how influential dialect capacities over media and ports in English communication.

Persuasion is very important in understanding the ways of efficient communication, and as such, it makes up an ever-expanding and dynamic field of study with different language.

Among other things, the study by Virtanen and Halmari (2000) on the aspect of persuasion technique as a dynamic process under the influence of surrounding context in different public communication domains makes up an in-depth analysis on the ways in which our behavior and belief systems change due to the influence of language in the sphere of poetics, advertisements, as well as legal and business communications. From the teachings of the study, it is said that when it comes to persuading other people, there is more to it than merely making direct efforts at convincing people; in almost every genre of dialogue ever used. With this piece of writing, it becomes very clear that there is the possibility of understanding persuasion as an aspect related and linked to culture in society as well as in an individual language and its improved significance with the value of genre in impacting the capacity of an individual to attract the target audience.

John Swales' work has significantly impacted the research on various forms of writing, particularly in English for Academic Purposes (EAP). Swales' 1990 book on genre analysis presented as primary concepts such as discourse community and rhetorical moves, which were centralized to English for Academic Purposes (EAP) writing research. Revilla (nd) works on Swales'. RGS (Rhetorical Genre Analysis) is linked to society and culture, while both ESP and SFL concentrates on how language reflects social functions, showing how form and context work together. These methods work well in cooperation and provide different views, making genre theory and its use in school and work discussions better.

Genre analysis has been investigated through various disciplinary frameworks, with special emphasis on Rhetorical Genre Studies (RGS), English for Specific Purposes (ESP), and Systemic Functional Linguistics (SFL). RGS, which is grounded in North American rhetorical theory, elucidates genre as a form of social action, emphasizing the significance of context, communal techniques, and cultural conventions in shaping textual structures (Miller, 1984; Devitt, 2004). in contrast, the ESP framework, as stated by Swales (1990) and Bhatia (1993), depict genre as a communicative phenomenon eminent by common communicative objectives and structural regularities within assigned discourse communities. SFL, which is rooted on Hallidayan linguistics, observes genre as a staged, purpose-driven social activity that embodies cultural intentions through the organization of texts and the selection of linguistic elements (Martin & Rose, 2008). While ESP and SFL insists the textual and functional characteristics of genres, RGS highlights the sociocultural interactions implicated in genre utilization. Together, these viewpoints give a comprehensive understanding of genre as both a linguistic construct and a social practice.

The study of genre analysis has been scrutinized through various academic frameworks, particularly focusing on Rhetorical Genre Studies (RGS), English for Specific Purposes (ESP), and Systemic Functional Linguistics (SFL). RGS, which is established in North American rhetorical theory, decode genre as a form of social action, emphasizing the significance of context, communal practices, and cultural conventions in shaping textual structures (Miller, 1984; Devitt, 2004). on the other side, the ESP framework, as expressed by Swales (1990) and Bhatia (1993), distinguish genre as a communicative phenomenon differentiate by common communicative objectives and structural consistencies within designated discourse communities. SFL, which is grounded on Hallidayan linguistics, perceives genre as a staged, purpose-driven social activity that represents cultural intentions through the organization of texts and the choice of linguistic elements (Martin & Rose, 2008). While ESP and SFL focuses the textual and functional characteristics of genres, RGS spotlights the

sociocultural interactions encompass in genre utilization. Combining, these insights light up genre as both a linguistic framework and a cultural event.

Advertising discourse usually utilizes both emotional and logical allure to control consumer behavior, with emotional appeals directing unconscious, affective reactions rather than rational analysis (Bhatia, 2023). Emotional advertising functions through complex interaction of visuals, language and identity, with linguistic techniques playing as essential instruments in encoding and interpreting emotional importance. Bhatia points that emotional appeals are not just productive but also present distinct risks and benefits because, they are primary in instinctive feelings and emotional collections. The linguistic examination of both monolingual and multilingual advertisements uncovers how language is used to create emotional connections, strengthen brand identity, and encourage consumer involvement. Particular linguistic indicators like metaphor, repetition, and evaluative language. They are demonstrated to increase emotional persuasion. This aligns with extensive research in discourse studies and psycholinguistics, pinpoints the significance of language in directing emotional insight and consumer reactions in advertising.

Modern studies in advertising discourse points the value of multi-modal communication, where interpretation comes from the interaction of different semiotic modes, such as language, color, sound, imagery, and layout (Guo & Feng, 2014). Utilizing Kress and van Leeuwen's Visual Grammar, Guo and Feng analyze ads from the 2014 Brazil World Cup, emphasizing representational, interactive, and compositional meanings. Their analysis shows that the success of advertisements is found not in individual components but in the relationship between visual and textual elements. Representational meanings express what is represented, interactive meanings influence viewer involvement, and compositional meanings arrange information in a hierarchical structure. This multi-modal strategy suggests how semiotic resources work together to convey meaning to persuade the audience. As ads have multiple modes to convey their meaning, so the best way to analyze ads through multi-modal discourse analysis that grasp how non-verbal and verbal collaboratively shape identities, meanings and emotions in contextually connected manner.

## Research Questions

1. What are the recurrent rhetorical moves in university admission advertisements?
2. How do different universities construct identity appeal through genre?
3. What linguistic and visual strategies are used to engage prospective students?

## Research Methodology

### Research Design

This study follows qualitative research design based on the approach of genre analysis. The initial aim of this study is to identify the communicative purpose and rhetorical structure of admission advertisements of Pakistani universities and interpret that communicative purpose and rhetorical structure. Move Analysis is employed which was originally developed by Swales (1990), and later it was extended by Bhatia (1993 & 2004). Bhatia's model offers a structured approach in terms of understanding genre-specific discourse specifically in professional settings.

### Theoretical Framework

This study is grounded in Genre Analysis which is primarily based on Bhatia's Genre Theory (1993, 2004). Bhatia's genre theory focuses on genre as a reflection of communicative purpose, professional practices and conventions of discourse community. Bhatia's Move-Structure approach supports the analysis of the admission advertisements.

### Data Collection

#### Sample Selection

A purposive sampling technique was used to select a total of forty admission advertisements from Top Ten Pakistani universities according to HEC ranking 2023-2024 :

1. Quaid-e-Azam University

2. University Of Agriculture Faisalabad
3. University Of Punjab
4. Comsats Institute Of Information Technology
5. National University Of Science And Technology (NUST)
6. Agha Khan University
7. University Of Engineering And Technology (UET)
8. University Of Karachi
9. Pakistan Institute Of Engineering And Applied Sciences
10. University Of Health Sciences Lahore

These universities were chosen based on their ranking in Higher Education Commission (HEC).

## Data Type

The data consists of images of advertisements taken from universities' official websites, these images are multi-modal texts, containing images with embedded text, that advertise academic programs. These multi-modal texts are rich in both linguistic elements and visual elements, which is appropriate for genre analysis.

## Analytical Framework

### Move Analysis

Each advertisement was analyzed using Vijay Bhatia's "Move Structure model" which he devised in 1993. This model identifies different or distinct segments, which are called moves, in a genre that serve specific communicative functions. The moves in the advertisements were categorized and labeled according to their rhetorical functions.

Characteristic moves identified in the advertisements are:

- Program Introduction
- university Credibility Claim
- Degree Details (Duration, Type)
- Admission Criteria
- Financial Aid Information
- Call to Action
- Contact and Application Procedure
- Unique features (e.g., labs, scholarships, faculty)

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## Intercoder Reliability

To guarantee validity and reliability of the move identification, inter coder reliability was applied:

- Two coders who were capable of identifying Bhatia's move structure methodology were requested to identify the moves.
- Each coder separately identified, analyzed and labeled the moves in ten advertisements randomly selected from the sample of data.
- The identified moves were compared to evaluate inter coder agreement using Cohen's Kappa coefficient.

Disagreements in the identification of moves were resolved through discussion, which further refined this process.

## Classification of Moves

After the identification of all moves from the advertisements, the data was analyzed to categorize the moves into following categories:

- Conventional Moves: Conventional moves are the moves that are present in all three advertisements for example university logo, program name, eligibility criteria, application procedure etc.

- **Obligatory Moves:** Obligatory moves are the moves that are present in all advertisements that constitute the data for this research for example; introduction of program, eligibility criteria, contact details and information (e-mail address and phone number), credentials etc.
- **Optional Moves:** optional moves are the moves that are present in one or two advertisements; for example, visuals, testimonials, funding etc.
- **Innovative Moves:** Innovative moves are the unique features that are not found in the other advertisements for example fellowship bonds etc.

This comparative analysis of moves allowed for the investigation of genre variability and stability across institutional contexts.

## Findings

This section presents the findings obtained from the genre analysis of university admission advertisements of ten universities. The analysis was performed using Vijay Bhatia's model of move analysis, which puts emphasis on the identification and interpretation of moves in promotional genres. Moreover, inter-coder reliability test was performed to ensure the validity of the move identification process, and the moves were categorized into conventional moves, obligatory moves, optional moves and innovative moves. The section also relates the findings to the previous researches conducted in the field of genre analysis, particularly in area of academic discourse and institutional promotional discourse.

## Inter-coder Reliability Test

An inter-coder reliability test was conducted, before the main analysis, to ensure reliability in (a) identifying and (b) labelling the moves in all the admission advertisements. A coding scheme or moves categories were developed according to Bhatia's genre analysis model which comprised of probable rhetorical moves such as Introducing the Institution, Announcing the Program, Highlighting Unique Features, Offering Incentives, Providing Contact Information, Stating Eligibility Criteria, and Inviting Application.

Two independent coders who were capable of identifying Bhatia's move structure model were requested to identify the moves from the same set of advertisements, they identified the moves based on the above mentioned categories. The agreement between the two coders was about 90 %, and Cohen's Kappa was calculated to be 0.84, which indicates perfect agreement. This perfect level of inter-coder reliability shows that the identification of moves in the admission advertisements was systematic and it is replaceable.

## Identified Moves Across Advertisements

The following moves were identified in the advertisements:

1. Introducing the Institution (Name and logo)
2. Announcement of the Program (list of programs)
3. Highlighting Unique Features of the Program
4. Highlighting the Incentives (Scholarships, Financial Aid)
5. Application guide (online portals and Fee structure)
6. Credentials (Ranking, faculty)
7. Information about Research Avenues
8. Provision of Contact Information and deadline
9. Description of Eligibility Criteria (Marks and Tests)
10. Overview of Program Scope
11. Visual Appeal
12. Use of Technological Tools (QR codes, Websites)

Advertisements were analyzed to identify the recurrent moves, optional moves and innovative moves. The categorization of moves is shown in the table given below, it summarizes the occurrence of moves in each advertisement:

Table 2

Moves	Names of Universities									
	Quaid-e-Azam University	University of Agriculture	University of Punjab	COMSATS	NUST	Agha Khan University	UET	University of Karachi	PIEAS	University of Health Sciences Lahore
Introducing the Institution	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Announcement of the Program	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Unique Features of the Programme	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Highlighting the Incentives	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Application guide	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Credentials	no	no	no	yes	no	no	no	no	no	No
Information about Research Avenues	no	no	no	no	yes	no	no	no	no	No
Contact Information and deadline	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Eligibility Criteria	yes	no	no	no	yes	yes	yes	yes	yes	yes
Program Scope	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Visual Appeal	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Technological Tools	no	no	no	no	yes	no	no	no	no	No

### Classification of Moves

Based on their frequency and recurrence across the texts, the moves were classified as follows:

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- Conventional Moves:
  - University Name
  - University Logo
  - Announcement
  - Programs offered
  - Admission schedule
  - Instructions
- Obligatory Moves:
  - Introducing the Institution
  - Announcement of the Program
  - Highlighting Unique Features of the program
  - Highlighting the Incentives
  - Overview of Program Scope
  - Visual Appeal
- Optional Moves :
  - Description of Eligibility Criteria
- Innovative Moves:
  - Use of QR code
  - Emphasis on research avenues
  - Credentials

## Discussion

The genre analysis of the university admission advertisements discloses a shared communicative purpose which is to persuade and draw the attention of the prospective students. Students are attracted by projecting a reliable, resource-abundant and opportunity-rich image of institute. This aim is achieved through a combination of conventional, obligatory, optional and innovative rhetorical moves. These moves reflect both (a) standard promotional strategies and (b) context-specific branding efforts.

### Introducing the Institution

The moves "Introducing the Institution" appears in all forty advertisements so, it is an obligatory as well as conventional move. This move typically includes the introduction of the university and its claims about the university's recognition and disciplinary reputation. This is similar to Bhatia's (1993) model, where establishing the credibility is seen as a key move in promotional genres. For example, the NUST LLB advertisement opens with the words "Pakistan's #1\* university..." whereas COMSATS advertisement emphasizes on vast variety of programme being offered in numerous campuses. Its tag read: "26 Programs, 7 Campuses, 1 Goal: Excellence." These actions have a twofold rhetorical effect, which is expressing status and trust.

### Announcement of Program and Scope

The moves "Announcement of Program" and "Overview of Program Scope" were present across all advertisements. These moves are very important because they provide the anchor for the advertisement and inform the reader about the availability of program and its relevance. This is similar to Upton and Cohen's (2009) findings in promotional discourse, in which the significance of programs' features help structure the promotional narrative. For example, in the NUST LLB advertisement there is a detail about the coverage of Corporate Law, Criminology, and Civil Law, while University of Agriculture Faisalabad lists a wide range of disciplines offer for MS and M.Phil courses.

### Highlighting of Unique Features

All forty advertisements include the move "Highlighting Unique Features," so it is an obligatory move. The unique features such as "State-of-the-Art Laboratories" or "Dedicated Postgraduate Research Cubicles" (NUST MS/PhD), "Dual Degree Program" (University of Agriculture, Faisalabad) attract the attention on the applicants. Swales' (1990) supports this idea that genre structures evolve with the passage of time and adapt to rhetorical situations.

### Highlighting the Incentives

The move "Highlighting the Incentives" was prominently present in all the advertisements. Scholarships, whether they are merit-based or need-based, are key persuasive strategies. For instance "Fully Funded Merit Based Scholarships" (COMSATS), "Scholarships/ Financial Aid" (University of Agriculture Faisalabad), "Scholarships/ Financial Assistance (Quaid-i-Azam University, Islamabad) are used as a persuasive strategy to attract the interest of the prospective students. Occurrence of this rhetorical move in all the advertisements conforms to Bhatia's emphasis on "colonization of discourse" in promotional genres which is used to highlight benefits and opportunities. In this way, it maximizes persuasive appeal.

### Contact information and Deadline

The move "Contact information and Deadline" is an obligatory move as it is persistent in every advertisement. This move serves important communicative purposes i.e rhetorical and functional. This move provides the necessary information required for admission process and the application deadline ensures that the prospective students apply for the admission within the given time frame.

### Eligibility Criteria

The move "Eligibility Criteria" is not present in all advertisements. Some universities like NUST LLB advertisement explicitly describes the eligibility criteria in detail; for example, HSSC marks and LAT score, while

the NUST MS/PhD advertisement, COMSATS advertisement, University of Punjab advertisement and University Of Agriculture Faisalabad do not include this move and direct readers to the online portals for more detail. This absence of move supports the idea of optionality in genre moves which is proposed by Bhatia. Bhatia acknowledged that some moves may be omitted because of contextual restrictions.

### Technological Tools

One of the most appealing moves present in advertisements was “Technological Tools” like the use of QR codes in the NUST MS/PhD ad. This move serves the purpose of an embedded call-to-action. Including digital tools in advertisements to increase interactivity shows a change in genre practices. While this move is not conventional right now, this move is in accordance with Miller’s (1984) view of genres as social actions and the idea that genre practices evolve according to communicative needs and technologies.

### Visual Appeal

All the advertisements greatly relied on visual branding, colours, and layout to attract the attention. This semiotic mode helps to enhance the textual content and in result it enhances the overall persuasive effect. This notion can be related to Kress and van Leeuwen’s (2006) theory of multi-modality, which maintains that visual elements are as rhetorically powerful as textual elements in genres.

### Hybridization of Academic and Commercial Discourse

Hybridization of academic and commercial discourses an emerging trend. Hybridization includes the use of slogans, design features and focus on incentive based content is blended with academic promotion with the help of marketing strategies. This idea is similar to Ask have and Swales’ (2001) discussion on genre blending in institutional discourse. They argue that academic integrity and commercial appeal coexist with each other in institutional discourse.

### Conclusion

The genre analysis conducted in this study reveals that there are certain moves which are fundamental and recurrent in the genres thus they are called conventional moves, other moves are innovated on the basis of certain institutional goals and technological innovations. The study confirms that promotional genres are dynamic and context dependent in nature, so is the case in the area of higher education.

By means of applying Bhatia’s framework in combination with genre theory of John Swales and Carolyn Miller, this study proves how university admission advertisements communicate necessary information along with strategically engaging in self-promotion. The classification of moves in this research is tested through inter-coder reliability and latter interpreted in accordance to previous studies. The whole process gives a methodological accuracy and theoretical grounding to the findings.

Future research possibilities: The further research can be carried out with a greater corpus, adding international advertisements. It can also be extended by examining social media-based key promotional genres to analyze how moves change from platform to platform.

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