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A Study of Women`s Language Features in Pakistani Female Bloggers

Waheed Shahzad ¹ Tariq Ali ² Muhammad Anwar Farooq ³ Iffat Fatima ⁴

Abstract: *Bloggers often write about personal interests. The content of Pakistani female bloggers' blogs might reveal their views on women's rights and empowerment, social issues, education, fashion, and lifestyle. Pakistani female bloggers' gender discourse is examined using women's language traits. This study investigates linguistic patterns and issues of interest within a specific group to get insight into the role of women in Pakistani online discourse and gendered communication in digital spaces. This study could use qualitative research methods and data acquisition. The qualitative section of this research analyses the chosen female bloggers' blog postings to identify linguistic patterns, vocabulary, grammatical structures, and other language characteristics. Pakistani English often uses progressive verbs, which are stative in British English. In conclusion, Pakistani female bloggers' writing language is revealed via data analysis. Pakistani female bloggers have a particular voice and style due to the lack of articles, the usage of prepositions with "-ing" participles, progressive features, and informal language. The study may also examine Pakistani English stative verb progression. This could involve identifying the verbs used this way and exploring the causes of this linguistic diversity. The current study only included five female bloggers. Future research should involve a wider and more diverse sample of bloggers to better understand the groups and themes being investigated.*

Key Words: Language, Blogger, Features, Characteristics, English

Introduction

There are certain linguistic patterns and tendencies that are connected with female speakers that are referred to as women's language traits. Vocabulary choices, grammatical structures, intonation, politeness signals, and other elements can fall under this category of characteristics. Investigating Pakistani female bloggers can assist in determining whether or not there are any distinguishing language characteristics shared by members of this particular subgroup.

Bloggers frequently write on subjects that they have a strong personal interest in. The topics that are significant to Pakistani female bloggers, such as women's rights and empowerment, social issues, education, fashion, and lifestyle, can be better understood by analyzing the content that these bloggers produce for their blogs. There are many different languages and dialects spoken in Pakistan due to the country's linguistic diversity (Ahmad & Mehmood, 2015). Investigating the many ways in which Pakistani female bloggers express themselves linguistically has the potential to shed light on the ways in which linguistic variety and regional identities intersect with women's online discourse (Amjad & Rasul, 2017).

Blogging provides a venue for one to create one's identity while also expressing themselves. Language elements may be utilized by Pakistani female bloggers as a means of asserting their identities, challenging societal conventions, or negotiating their places within Pakistani culture. An examination of the way in which they utilize language might shed light on the intricate interplay between gender, culture, and one's

¹ Lecturer English, Institute of Humanities and Arts Khwaja Fareed University of Engineering and Information Technology, Rahim Yar Khan, Punjab, Pakistan.

² Lecturer English, Institute of Humanities and Arts Khwaja Fareed University of Engineering and Information Technology, Rahim Yar Khan, Punjab, Pakistan.

³ Director, Institute of Humanities and Arts, Khwaja Fareed University of Engineering and Information Technology, Rahim Yar Khan, Punjab, Pakistan.

⁴ M.Phil. English Scholar, Institute of Humanities and Arts, Khwaja Fareed University of Engineering and Information Technology, Rahim Yar Khan, Punjab, Pakistan.



online identity (Baloch et al., 2011). By gaining an understanding of the linguistic characteristics utilized by Pakistani female bloggers, one might gain insight into the manner in which they interact with their audience. It may disclose whether they use a style that is more formal or more informal, whether they utilize narrative tactics, or whether they add references to local culture in order to develop a connection with their readers (Barnfield & Buchstaller, 2010).

Women's language features are used as a lens through which to study the gender discourse of Pakistani female bloggers. The work focuses on and discusses the linguistic qualities that are employed by females. The information used to determine linguistic features comes from a variety of activities carried out by bloggers, including their day-to-day lives, businesses, fashion, and special events (Baumgardner, 1996). The majority of bloggers make use of meaningless adjectives like delightful. Some women choose to disregard assertive language. However, some females use powerful linguistic qualities, which demonstrates that they have a large vocabulary, despite the fact that this indicates that they lack confidence (Biber et al., 2019).

There is a significant gap between the ways in which men and women communicate linguistically. Because in our society, men are regarded as having superiority, while women are regarded as holding a position of subservience. Knowledge and expertise are far more prevalent among males than among women. However, it is not required that only men possess the requisite skills (Carter et al., 2011). There are situations in which female language is considered to be more standard than male language. Short adjectives are utilized in order to convey the emotions that speakers are feeling.

The fact that women have their own unique terminology for colors demonstrates the depth of their language (Coates, 2007). In the process of communication, the usage of attractive words helps to make sentences stronger. In order to draw readers to their blogs, Pakistani bloggers almost always employ the use of intensifiers and adjectives. They employ language that is compelling while remaining simple so that their followers can grasp the recipes and advice they share. The primary factor that makes them so popular among people is the fact that they are polite in the discussions that they have.

Blogs are playing an increasingly important part in the progression of all aspects of day-to-day life. Such topics as mental and physical health and fitness, business, fashion and beauty, cuisine and recipes, home decorations, use of technology, online classes for learning, teaching, clothing designing, and purchasing, as well as all different sorts of tips, methods, and tutorials, are available in blogs on social media platforms. Bloggers spread the word about a variety of brands and raise people's knowledge of various products (Coates, 2004). Bloggers teach their readers how to simplify their lives by sharing useful advice.

People are able to increase their income by using blogs. They may make a respectable living off of this work. It is advantageous for women to generate money without leaving the house. They are exempt from serving in any official capacity. This is work that you do online. They are able to share their own experiences with their households as well as advertise various products through their blogs (Datta and Sarkar, 2008). In spite of the fact that Pakistani female bloggers are becoming increasingly influential in online discourse, there is a dearth of in-depth study that examines the linguistic characteristics that are utilized by these bloggers. This study intends to investigate the linguistic patterns, communication styles, and gender representation found in the blog posts written by Pakistani female bloggers. The overarching objective of this investigation is to gain an understanding of the ways in which women's use of language shapes online narratives, contributes to the formation of identities, and affects audience engagement. The purpose of this study is to provide useful insights into the role of women in Pakistani online discourse and contribute to a greater knowledge of gendered communication in digital spaces by investigating the linguistic features and themes of interest within a specific group.

Research Objectives

The main objective of this research was to determine the language features of Pakistani female bloggers. Compare the women's language features of female Pakistani bloggers and analyze the deviation from women's language features of the female bloggers.

Research Questions

The research questions for this study are:

1. What are the women's language features of the Pakistani Female bloggers?
2. What is the comparison of the women's language features of female Pakistani bloggers?
3. What are the deviations from women's language features of the female bloggers?

Literature Review

Women's language features in blogging hold substantial relevance within the digital landscape, notably in terms of gender representation, communication styles, and the impact they have on audience engagement. In particular, this is the case in terms of the digital landscape. The dynamics of online discourse, as well as the depiction of women in blogging, can be illuminated with the help of significant insights gained from understanding and investigating these linguistic elements (Dovidio et al., [2010](#)).

Language characteristics that are unique to women play an important part in the representation and expression of the experiences, viewpoints, and voices of women in blog posts. Female bloggers have the ability, through the language they choose to use in their posts, to challenge gender stereotypes, advocate for women's rights and empowerment, and contribute to an online community that is more inclusive and diverse (Eagly, [1987](#)).

Women are able to develop and convey their identities in the digital arena with the use of language features available in blogging. Blogging gives women the opportunity to express their individuality, manage societal expectations, and make connections with their audience via the use of words. The study of women's linguistic characteristics in the context of blogging yields insights into the ways in which language functions as a medium for the presentation of oneself and the construction of one's identity (Eagly et al., [1995](#)).

Women's linguistic characteristics frequently diverge from those that are typically associated with men. Female bloggers may use particular linguistic patterns that contribute to a distinct communication style, such as empathy, supporting language, and collaborative discourse. By gaining an understanding of these characteristics, one can gain insight into the ways in which women cultivate relationships with their audience, develop trustworthiness, and encourage involvement (Fishman, [1997](#)). The linguistic characteristics that female bloggers utilize have a substantial impact on the level of audience engagement. The ways in which women choose to communicate can strike a chord with their intended audience, open the door to debate and foster a feeling of community. Researchers can identify effective ways to interact with and engage online audiences, which will lead to improved communication and influence if they investigate these traits and look for correlations between them (Fishman, [1980](#)).

Women's linguistic features in blogging often transcend beyond personal narratives, addressing social issues, and campaigning for change. This is because women tend to be more politically engaged. Researchers are able to determine how female bloggers use their platforms to promote awareness, question norms, and contribute to social transformation by conducting an analysis of the linguistic elements used in the blogs. This comprehension can provide extremely helpful insights into the strength of women's voices in driving social influence (Fishman & Mamo, [2014](#)). It is possible to gain a more in-depth understanding of the confluence of gender, culture, and language by examining the linguistic characteristics of female bloggers within the framework of certain cultural contexts, such as Pakistan. It illustrates the ways in which language choices and manifestations of identity are influenced by cultural and linguistic diversity, bringing richness and depth to the study. It does this by highlighting the ways in which cultural and linguistic diversity play a role in influencing these things (Gul, [2010](#)).

Female bloggers offer a variety of opinions because of the differences in their identities, experiences, and origins. The study of the linguistic elements used by female bloggers provides an opportunity to gain an understanding of and appreciation for the diversity of voices and points of view that exist within the community of female bloggers. This inclusiveness adds to a more in-depth understanding of the realities and obstacles that women encounter in today's society (Flowerdew, [2004](#)). Language characteristics that are common among female bloggers have the potential to have a wider influence on the development and modification of language. Female bloggers' creative use of language may result in the creation of new



vocabulary, the repurposing of existing terms, or the challenging of standard grammar and syntax. The investigation of these characteristics has the potential to provide insight into developing linguistic trends as well as the fluid nature of language in the digital age (Friginal, 2009). It is possible for female bloggers who are members of marginalized groups, such as LGBTQ+ individuals, members of ethnic minorities, or individuals with disabilities, to employ language elements in their blogs to establish their identities and question the norms of society. Researchers are able to acquire insights into the ways in which bloggers manage intersectional identities, reclaim language, and empower themselves as well as the communities in which they live by researching the language choices made by these bloggers (Friginal, 2009). The language qualities of blogging make it easier for female bloggers to collaborate and share their knowledge with one another. They open up options for engaging in cross-cultural discourse, forming online communities, and networking with like-minded individuals. When female bloggers have a better understanding of the linguistic factors that contribute to collaboration, they will be better equipped to devise methods that will enhance cooperation and support for one another (Friginal & Hardy, 2014). Gul (2010) discussed that female bloggers frequently exert a substantial amount of impact on the practices and trends of digital media. Their use of language has the potential to set new norms, serve as an inspiration to others, and direct the trajectory of online dialogue. Researchers are able to get insights into the changing environment of digital media and its impact on gender portrayal, communication, and cultural dynamics by researching these traits (Kachru, 1976). Huffaker and Calvert (2005) discussed women's linguistic characteristics as they appear in blog posts have a bearing on the fields of education and professional development. Individuals who are interested in pursuing jobs in blogging, content creation, or digital marketing can benefit from gaining insights into successful writing tactics, the process of content development, and digital communication skills that can be gained from this. In addition, having an understanding of these characteristics can provide educational programs with useful information that can help empower women in online environments (Kachru, 1981). Kamran & Mansoor (2017) discussed that blogging can be an opportunity for women to question and combat established gendered preconceptions, which may exist in both online and offline environments. This can happen when women use language in a way that is more feminine. Researchers have the opportunity to contribute to the debunking of stereotypes and the promotion of gender equality if they investigate the ways in which female bloggers use language to express themselves, assert their beliefs, and manage the expectations of society.

According to (Biber et al., 1998), in order to grasp the structure of the sentence, it is necessary to understand the internal structure of the grammar, which determines its structure. Researchers and linguists have found different sorts of methodologies in order to accomplish this goal. Leech (1991) analyzed the lexical, phonological, graph logical, semantic, and grammatical changes present in literary works. According to Carter et al. (2011), who carried out more research, syntactical analysis is concerned with relations, rearrangement, and cancellation. In addition to this, he claims that the irregularity in syntax is due to a mismatch between correct and incorrect grammar usage.

It is generally agreed that Pakistani English is an institutionalized form of the English language. It is the variety that is utilized in educational institutions and other sorts of textual communication. According to Kachru (1976; 1981), Pakistani English is a separate variation of English that is the outcome of the nativized discourse and is utilized as a tool for creative writing in a range of genres. Kachru describes Pakistani English as the result of the nativized discourse. (Biber et al., 1998) carried out research to investigate the perspectives held by Pakistanis regarding the lexical acceptability of the language Pakistani English. The results of the study indicate that new standards are being established in Pakistan at a rapid rate. Datta and Sarkar (2008) also investigate the changes that have taken place in the process of Pakistani English. They come to the conclusion that the evolution of Pakistani English is more directly attributable to the product of English than it is to the outcomes. The field of Lexis is where the majority of research on Pakistani English has been conducted. In the field of research on Pakistani English, the vast majority of linguists focus their efforts on the process of word development and lexis construction (Rafique, 2021).

Research Methodology

Population

The population in this study refers to all female bloggers across Pakistan. These bloggers belong to various

demographic groups and specialize in different fields, such as fashion, lifestyle, social issues, education, and others.

Relevance

The population is significant because it represents a diverse range of perspectives and experiences in the context of Pakistani online discourse.

Sampling Technique

Convenient sampling is used to select the study participants.

Sample

Specific bloggers have been chosen for the study, including Mehreen Syed, Sheza Hanif, Saira Hayat Khan, Sumayah Hasan, and Aainat Khalid.

Rationale

These bloggers were selected based on their online presence, active participation in the blogging community, and representation of various fields of interest.

Research Approach

A qualitative research approach has been used in this research. This approach is chosen due to its effectiveness in exploring complex and nuanced phenomena like language use. It allows for an in-depth examination of linguistic patterns and communicative styles, as well as the exploration of subjective experiences and meanings.

Research Design

The design centers on analyzing blog posts to detect linguistic patterns, vocabulary choices, syntactic structures, and other language elements.

Techniques Used

Content analysis is the primary tool for data collection and analysis. This involves a detailed examination of the blog posts written by the selected bloggers.

Period of Study

The data is collected from 2022 to 2023, offering contemporary insight into the language use of these bloggers.

Language Consideration

All blog posts are written in English, providing a uniform basis for analysis. The study also considers the variations of English language use specific to the Pakistani context.

The research methodology is tailored to explore the unique linguistic features of Pakistani female bloggers, using a qualitative approach that leverages convenient sampling and content analysis to provide in-depth insights into their language use within the digital sphere.

Results

Female bloggers who belonged to a variety of various groups were chosen for the purpose of achieving representativeness. This was done so that the bloggers could represent a variety of concerns relating to various topics, such as the fashion industry, article writing, lifestyle, beauty and clothing and makeup. The data is collected during the period 2022-2023.



Blogger 1

This time of year is fashion week all over the world. In Pakistan, we just finished L'Oreal Paris Bridal Week, which showcased some outstanding work from our designers. We all get to see the collections on the ramp, but I wanted to share with you PLBW 2014 from a different perspective...from my camera!

- The omission of definite articles in Pakistani English.

"This time of year, it's fashion weeks all over the world."

- The use of progressive aspects with habitual and completed action.

"In Pakistan, we just finished L'Oreal Paris Bridal Week."

- Certain verbs considered stative in British English are used in progressive in Pakistani English, e.g., do, hear, see, have

"We all get to see the collections on the ramp."

- Pakistani English uses prepositions plus an –ing participle.

"I wanted to share with you PLBW 2014 from a different perspective...from my camera!"

Simile: "Capturing the Essence of PLBW 2014: Like a Kaleidoscope of Fashion Brilliance"

Metaphor: "Unveiling the Runway Magic: PLBW 2014 Through the Lens of my Camera"

Flashbacks: "Journeying Back in Time: Reliving the Splendor of PLBW 2014"

Alliteration: "Fashion Fiesta: Fascinating Flashbulbs at PLBW 2014"

Personification: "Breathing Life into Couture: A Glimpse of PLBW 2014 Through my Camera's Eyes"

Assonance: "Melodic Moments: Immersed in the Glamour of PLBW 2014"

Colloquial language: "Snapping Style at PLBW 2014: A Behind-the-Scenes Perspective"

Dialect: "Through the Lens: A Local's Take on PLBW 2014"

Enjambment: "Capturing the Elegance, the Glamour, the Magic: PLBW 2014"

Hyperbole: "Fashion Extravaganza: Unbelievable Moments from PLBW 2014"

Rhythm: "A Symphony of Fashion: Reliving the Rhythmic Delights of PLBW 2014"

Blogger 1

You say the magic word 'diamonds' to a girl, and her eyes are star-struck. When she sees one, she wants – she really wants them! Diamonds are serious business to us, and I love diamonds. I love how they look on me and the elegance they add. I'll say it – I'm endlessly fascinated by diamonds – there said it.

- The omission of definite articles in Pakistani English.

"You say the magic word 'diamonds' to a girl, and her eyes are star-struck."

- The use of progressive aspects with habitual and completed action.

"When she sees one, she wants – she really wants them!"

- Certain verbs considered stative in British English are used in progressive in Pakistani English, e.g., do, hear, see, have

"I love how they look on me and the elegance it adds."

- Pakistani English uses prepositions plus an –ing participle.

"I'm endlessly fascinated by diamonds – there said it."

Simile: "Diamonds: Sparkling Gems That Are Like Stars in Her Eyes"

Metaphor: "Diamonds: The Irresistible Allure That Steals Hearts"

Flashbacks: "Revisiting the Dazzling Obsession: A Journey into the World of Diamonds"

Alliteration: "Dazzled by Diamonds: A Delightful Desire"

Personification: "When Diamonds Speak: Unveiling the Charm of these Captivating Gems"

Assonance: "Whispers of Radiance: A Fascination with Diamonds"

Colloquial language: "Diamonds: The Ultimate Bling that Girls Just Can't Resist"

Dialect: "A Love Affair with Diamonds: A Personal Perspective"

Enjambment: "Unveiling the Magic: Diamonds – A Girl's Endless Fascination"

Hyperbole: "Diamonds: The Epitome of Desire and Endless Fascination"

Rhythm: "Captivating Cadence: Diamonds and the Elegance They Bestow"

Blogger 1

Having spent almost 12 years on the ramp working alongside top models, seasoned makeup artists, hair experts and photographers, we all seem to be around for one thing in common: more beauty. One of the questions I get asked a lot is: what are my beauty secrets?

- The omission of definite articles in Pakistani English.

"Having spent almost 12 years on the ramp working alongside top models, seasoned makeup artists, hair experts, and photographers."

- Pakistani English uses prepositions plus an –ing participle.

"Having spent almost 12 years on the ramp working alongside top models, seasoned makeup artists, hair experts, and photographers."

- Difference in the use of prepositions.

"Having spent almost 12 years on the ramp working alongside top models, seasoned makeup artists, hair experts, and photographers."

Simile: "Beauty Secrets Unveiled: Like Hidden Treasures from the Ramp"

Metaphor: "Beyond the Surface: Unlocking the Beauty Vault"

Flashbacks: "A Journey through Time: Reflecting on Beauty Secrets from the Ramp"

Alliteration: "Seeking Beauty: The Secrets, the Struggles, and the Success"

Personification: "When Beauty Whispers: Unveiling the Secrets Behind the Glamour"

Assonance: "Harmonizing Beauty: The Echoes of Secrets from the Ramp"

Colloquial Language: "Spilling the Tea: My Ultimate Beauty Hacks Revealed"

Dialect: "Beauty Wisdom: Unraveling the Secrets Behind the Curtain"

Enjambment: "Beauty Secrets Exposed: Unmasking the Mysteries of the Ramp"

Hyperbole: "The Ultimate Beauty Arsenal: My Unbelievable Secrets Revealed"

Rhythm: "In Sync with Beauty: Unveiling the Rhythms of my Beauty Secrets"

Blogger 1

Ramadan is one of the milestones in the life of a Muslim to practice discipline, commitment and balance without forgetting integrity, generosity and family. The essence of Ramadan represents love. Love for this universe, our Creator and the ones we share this planet with. With the essence of discipline in mind, this month also will test us in almost every physical and spiritual way.

- The omission of definite articles in Pakistani English.

"Ramadan is one of the milestones in the life of a Muslim to practice discipline, commitment, and balance, without forgetting integrity, generosity, and family."

- Pakistani English uses prepositions plus an –ing participle.

"With the essence of discipline in mind, this month also will test us in almost every physical and spiritual way."

- Difference in the use of prepositions.

"Ramadan is one of the milestones in the life of a Muslim to practice discipline, commitment, and balance, without forgetting integrity, generosity, and family."

Simile: "Ramadan: A Journey of Discipline, Like a Spiritual Marathon"

Metaphor: "Ramadan: Nurturing the Soul in the Sacred Garden of Faith"

Flashbacks: "Looking Back at Ramadan: A Reflection on Discipline and Spiritual Growth"

Alliteration: "Embracing the Essence of Ramadan: Discipline, Devotion, and Divine Love"

Personification: "Ramadan's Embrace: When Discipline and Spirituality Dance Together"

Assonance: "Harmony of the Soul: Exploring Ramadan's Essence of Discipline and Balance"

Colloquial language: "Ramadan Vibes: Channeling Discipline, Love, and Generosity."

Dialect: "Ramadan Reflections: The Path to Discipline, Balance, and Love"

Enjambment: "Ramadan: Where Discipline and Love Converge in a Spiritual Journey"

Hyperbole: "Ramadan: The Ultimate Test of Discipline and Spiritual Resilience"

Rhythm: "Rhythms of Ramadan: Balancing Discipline, Love, and Spiritual Growth"



Blogger 2

In today's digital world, having a strong online presence is essential for associations to reach their target audience. A well-designed website is one of the best ways to create a lasting impression on visitors and engage them with the association's mission and values.

- The omission of definite articles in Pakistani English.

"In today's digital world, having a strong online presence is essential for associations to reach their target audience."

- Pakistani English uses prepositions plus an –ing participle.

"Having a strong online presence is essential for associations to reach their target audience."

- Difference in the use of prepositions.

"In today's digital world, having a strong online presence is essential for associations to reach their target audience."

Simile: "Building a Strong Online Presence: Like a Beacon Guiding Associations to Success"

Metaphor: "The Digital Frontier: Crafting a Website That Becomes an Association's Flagship"

Flashbacks: "Looking Back at Digital Evolution: The Power of Websites for Associations"

Alliteration: "Websites That Wow: Creating Lasting Impressions for Associations"

Personification: "When Websites Speak: Connecting Associations to their Audience"

Assonance: "Harmonizing Online Impact: Crafting Association Websites with Purpose"

Colloquial language: "Website Magic: Engaging Associations with a Digital Makeover"

Dialect: "Websites with a Unique Voice: Amplifying Associations' Mission and Values"

Enjambment: "Online Engagement Unleashed: Websites as Associations' Powerful Allies"

Hyperbole: "Unleashing the Web's Power: Supercharging Associations with Stellar Websites"

Rhythm: "The Pulse of Associations: Crafting Engaging Websites for Lasting Impact"

Blogger 2

Economic development is crucial for the growth of a country. A well-planned and executed economic development strategy can help a country to attract foreign investment, create job opportunities, and stimulate business growth. In today's digital era, economic development websites play a vital role in providing essential information to entrepreneurs, investors, and other stakeholders.

- The omission of definite articles in Pakistani English.

"Economic development is crucial for the growth of a country."

- Pakistani English uses prepositions plus an –ing participle.

"In today's digital era, economic development websites play a vital role in providing essential information to entrepreneurs, investors, and other stakeholders."

- Difference in the use of prepositions.

"In today's digital era, economic development websites play a vital role in providing essential information to entrepreneurs, investors, and other stakeholders."

Simile: "Fueling Economic Growth: Economic Development Websites as Navigational Compasses"

Metaphor: "The Economic Symphony: Harmonizing Growth through Development Websites"

Flashbacks: "Tracing the Path of Economic Progress: Remembering the Role of Development Websites"

Alliteration: "Unlocking Opportunities: Economic Development Websites as Gateways to Growth"

Personification: "When Websites Empower Nations: Economic Development Unleashed"

Assonance: "Resonating Prosperity: Crafting Economic Development Websites with Precision"

Colloquial language: "Boosting Business: The Power of Economic Development Websites"

Dialect: "Empowering Economic Futures: Localized Perspectives through Development Websites"

Enjambment: "A Digital Gateway to Prosperity: Economic Development Websites Redefining Growth"

Hyperbole: "Economic Development Websites: Catalysts for Unprecedented Growth and Success"

Rhythm: "The Beat of Progress: Economic Development Websites Paving the Way to Prosperity"

Blogger 2

Website localization is the process of adapting a website to meet the cultural, linguistic, and functional requirements of a specific target audience. In today's globalized world, website localization is crucial for businesses that want to reach and engage with a diverse range of customers.

- The omission of definite articles in Pakistani English.

"Website localization is the process of adapting a website to meet the cultural, linguistic, and functional requirements of a specific target audience."

- Pakistani English uses prepositions plus an –ing participle.

"In today's globalized world, website localization is crucial for businesses that want to reach and engage with a diverse range of customers."

- Difference in the use of prepositions.

"Website localization is the process of adapting a website to meet the cultural, linguistic, and functional requirements of a specific target audience."

Simile: "Website Localization: Bridging Cultures Like Linguistic Bridges"

Metaphor: "The Global Dance: Website Localization as Harmonizing Cultural Connections"

Flashbacks: "Tracing the Evolution: The Impact of Website Localization in a Globalized World"

Alliteration: "Unlocking Audiences: Website Localization for Effective Engagement"

Personification: "When Websites Speak the Language: Empowering Connection through Localization"

Assonance: "Melodies of Multilingualism: Crafting Website Localization for Global Audiences"

Colloquial language: "Speaking the Customers' Language: The Power of Website Localization"

Dialect: "Connecting on a Local Level: Website Localization for Cultural Relevance"

Enjambment: "Beyond Borders: Website Localization's Journey to Global Engagement"

Hyperbole: "Website Localization: The Key to Conquering the World with Unparalleled Reach"

Rhythm: "Syncing with Global Tides: Crafting Harmonious Website Localization Strategies"

Blogger 3

As someone who spends a lot of time alone and has a ton of time to self-reflect and focus on self-development (because I'm a loner), it's interesting to sit back and see how the outside world has changed over the last decade. To me – the state of society is extremely scary right now, and as a mother – I'm even more worried about how our values and priorities have shifted. I'm not perfect, but I am proud that I have built a healthy enough mind that allows me to function in a way that protects my mental peace and works towards growth.

- The omission of definite articles in Pakistani English and prepositional expression followed by a –ing participle is employed here, as well as several ways in which prepositions are used.

"As someone who spends a lot of time alone and has a ton of time to self-reflect and focus on self-development (because I'm a loner), it's interesting to sit back and see how the outside world has changed over the last decade."

Simile: "Navigating the Changing Tides: Like a Loner's Reflection on the Shifting World"

Metaphor: "A Journey of Solitude: Finding Strength in the Depths of Self-Reflection."

Flashbacks: "Looking Back, Moving Forward: Society's Evolution Through a Loner's Lens"

Alliteration: "Fear and Future: The Scary Shifts in Society and a Mother's Concern"

Personification: "Society's Unsettling Portrait: A Mother's Worries in a Changing World"

Assonance: "Harmony of Self-Development: Crafting a Mind for Growth and Mental Peace"

Colloquial language: "Embracing My Loner Nature: Navigating Society's Scary Transformations"

Dialect: "A Loner's Perspective: Shifting Values and Priorities in Today's World"

Enjambment: "Protecting Mental Peace: A Loner's Path to Self-Reflection and Growth"

Hyperbole: "In a World Gone Astray: A Loner's Fears and the Urgency for Change"

Rhythm: "A Solo Symphony: Striving for Mental Peace and Personal Growth Amidst Societal Turmoil"



Blogger 3

If you haven't noticed – I love writing. I don't care if anyone reads it or not. I just love looking back to where I was in certain stages of life and seeing my growth. I journal every single day. It's therapeutic for me. It doesn't require me to vent every thought in my head to my family/friends. It's a form of release for me. A tool I've adapted to navigate the struggles of daily life. It gives me clarity and allows me to organize my thoughts.

- The omission of definite articles in Pakistani English.

"If you haven't noticed – I love writing."

- Pakistani English use of prepositions plus an –ing participle is used, and Differences in the use of prepositions.

"I love looking back to where I was in certain stages of life and seeing my growth."

Simile: "Writing: Like a Time Capsule of Personal Growth and Reflection"

Metaphor: "The Inked Path: Journaling as a Therapeutic Voyage of Self-Discovery"

Flashbacks: "Ink-Stained Memories: Reflecting on Personal Growth Through the Pages"

Alliteration: "Words of Wisdom: Embracing the Healing Power of Daily Journaling"

Personification: "When Pages Listen: Journaling as a Silent Companion on Life's Journey"

Assonance: "Harmonizing Thoughts: The Melodic Release of Daily Journaling"

Colloquial Language: "Penning My Thoughts: How Journaling Keeps Me Sane in Daily Life"

Dialect: "Journaling: A Personal Journey of Reflection and Inner Balance"

Enjambment: "Navigating Life's Maze: Journaling as the Tool to Release, Reflect, and Realign"

Hyperbole: "The Magic of Words: How Journaling Transforms the Struggles of Daily Life"

Rhythm: "Ink and Rhythm: The Therapeutic Flow of Journaling for Clarity and Self-Organization"

Blogger 3

When someone tells me they have good news and bad news – I always ask for the bad first. So that's how I'll position this piece. I'll begin with the cons and end on a good note with the pros of living on your own.

- The omission of definite articles in Pakistani English and Difference in the use of prepositions.

"When someone tells me they have good news and bad news – I always ask for the bad first."

Simile: "Living on Your Own: Unveiling the Dark Clouds Before the Silver Lining"

Metaphor: "A Tale of Solitude: Navigating the Shadows and Embracing the Light of Independence"

Flashbacks: "Remembering the Trials: Reflecting on the Challenges and Benefits of Living Alone"

Alliteration: "Balancing Independence: The Bitter and Sweet Symphony of Living on Your Own"

Personification: "Confronting the Challenges, Embracing the Joys: Living on Your Own as a Personal Journey"

Assonance: "Harmony in Solitude: Exploring the Ups and Downs of Independent Living"

Colloquial language: "The Good, the Bad, and the Awesome: The Realities of Living on Your Own"

Dialect: "Embracing Solo Life: Weighing the Cons and Pros of Independent Living"

Enjambment: "Living on Your Own: Unveiling the Challenges, Discovering the Benefits"

Hyperbole: "The Rollercoaster of Independence: Exaggerated Struggles and Triumphs of Living Solo"

Rhythm: "The Dance of Independence: Unraveling the Beats of Living on Your Own"

Blogger 3

Do I look like a detective? Don't lie to me. I can see it. The outfit was more feminine in my head when I had planned it out, but that's okay. It's nice to try a variety of styles to see what suits me and what I'll never attempt. I should have probably swapped the shoes for heels. That would have definitely made this look more ladylike.

- The omission of definite articles in Pakistani English.

"Do I look like a detective?"

- Pakistani English use of prepositions plus an –ing participle is used, and Differences in the use of prepositions.

"The outfit was more feminine in my head when I had planned it out, but that's okay."

Simile: "Styled like a Sleuth: Unveiling the Detective Vibes in My Outfit"

Metaphor: "Fashion Exploration: Trying on Styles and Unleashing My Inner Detective"

Flashbacks: "Looking Back at Fashion Adventures: The Evolution of My Detective-Inspired Look"

Alliteration: "Detective Delight: Exploring Feminine Fashion with a Hint of Mystery"

Personification: "When Outfits Speak: Unveiling the Personality of My Detective-Inspired Look"

Assonance: "Harmonizing Style: Exploring the Sounds and Shades of My Detective-Inspired Outfit"

Colloquial language: "Dressed for Detective Success: Rocking a Style That Screams Sleuth"

Dialect: "Channeling My Inner Detective: Fashion Choices That Speak My Unique Language"

Enjambment: "Fashion and Mystery Unite: The Detective-Inspired Look That Ignites Curiosity"

Hyperbole: "Fashion Detective Extraordinaire: Unleashing My Sleuthing Style with Flair"

Rhythm: "In Tune with Fashion: The Rhythmic Journey of My Detective-Inspired Outfit"

Blogger 4

I was blessed with the support of some of the best people I could ask for, Alhamdulillah, and Allah's mercy carries me to this day. However, that's not the case for most women going through this. The idea of having a dedicated space for wounded souls to share, be heard and meet with validation and understanding makes a world of difference on the path to recovery. So, Haven for Heartbreak was born.

- The omission of definite articles in Pakistani English.

"I was blessed with the support of some of the best people I could ask for, Alhamdulillah."

Simile: "A Haven for Healing: Like a Sanctuary for Wounded Souls"

Metaphor: "Haven for Heartbreak: The Sanctuary that Nurtures and Restores."

Flashbacks: "Tracing the Roots: The Birth of Haven for Heartbreak and the Journey Thus Far"

Alliteration: "Healing Haven: Providing Comfort, Connection, and Catharsis"

Personification: "When Souls Find Solace: Haven for Heartbreak Breathes Life into Recovery"

Assonance: "Melodies of Healing: Crafting a Haven for Heartbreak with Harmony and Empathy"

Colloquial language: "Haven for Heartbreak: A Safe Space for Sharing, Healing, and Understanding."

Dialect: "Creating a Home for Healing: Haven for Heartbreak's Cultural Perspective"

Enjambment: "Beyond the Heartbreak: Haven as a Sanctuary for Recovery and Renewal"

Hyperbole: "Haven for Heartbreak: The Life-Changing Oasis for Women on the Path to Healing."

Rhythm: "Healing in Harmony: The Rhythmic Journey of Haven for Heartbreak"

Blogger 4

Working with women struggling through their pain and grief, I realized that the few who do reach out for support are the exception, and the vast majority of Muslim women are still suffering from heartbreak alone.

- The omission of definite articles in Pakistani English and Pakistani English use of prepositions plus an –ing participle is used.

"Working with women struggling through their pain and grief."

Simile: "Shining Light on the Shadows: Muslim Women's Heartbreak, Like an Unseen Burden"

Metaphor: "Unveiling the Silent Storm: Muslim Women's Heartbreak as an Unspoken Tempest."

Flashbacks: "Tracing the Pain: Reflections on Muslim Women's Heartbreak and the Journey Ahead"

Alliteration: "Heartbreak and Healing: Empowering Muslim Women through Support and Solidarity"

Personification: "When Heartbreak Stands Alone: Illuminating the Unseen Struggles of Muslim Women"

Assonance: "Whispers of Wounded Hearts: Echoes of Heartbreak Among Muslim Women"

Colloquial language: "Muslim Women's Heartbreak: Breaking the Silence, Healing the Wounds"

Dialect: "Reclaiming Our Stories: The Unique Heartbreaks of Muslim Women"

Enjambment: "In the Shadows of Heartbreak: Muslim Women's Silent Struggles, Unveiled"

Hyperbole: "The Silent Epidemic: Exposing the Overwhelming Heartbreak of Muslim Women"

Rhythm: "Heartbeats of Resilience: Embracing the Rhythms of Healing for Muslim Women"



Blogger 5

It's always great to treat yourself with natural ingredients. Most of these remedies are available in your kitchen.

- The omission of definite articles in Pakistani English.

"It's always great to treat yourself with natural ingredients."

- Difference in the use of prepositions.

"Most of these remedies are available in your kitchen."

Simile: "Nourishment for Body and Soul: Natural Ingredients, Like Kitchen Miracles"

Metaphor: "Kitchen Magic: Unveiling the Power of Natural Remedies for Self-Care"

Flashbacks: "From Kitchen to Wellness: Remembering the Remedies of the Past"

Alliteration: "Kitchen Cupboard Care: Exploring the Delights of DIY Natural Remedies"

Personification: "When Ingredients Heal: Unleashing the Power of Nature in Your Kitchen"

Assonance: "Harmonizing Wellness: Unlocking the Potency of Kitchen-Based Natural Remedies"

Colloquial language: "Treat Yo' Self: Kitchen Remedies for Self-Care and Pampering."

Dialect: "The Kitchen's Healing Touch: Natural Ingredients for Self-Treatment"

Enjambment: "From Kitchen to Beauty: Harnessing the Power of Natural Remedies"

Hyperbole: "Kitchen Wonders: Unleashing the Astonishing Healing Potentials of Natural Ingredients."

Rhythm: "Melodies of Self-Care: Embracing the Rhythms of Natural Remedies from Your Kitchen"

Blogger 5

Guava leaf, like many other herbs, has an amazing array of qualities, and it seems to be able to do amazing things. When it comes to skincare, guava leaves can greatly help improve your skin and treat various skin disorders.

- The omission of definite articles in Pakistani English.

"Guava leaf, like many other herbs, has an amazing array of qualities."

- Pakistani English uses prepositions plus an -ing participle.

"When it comes to skincare, guava leaves can greatly help improve your skin and treat various skin disorders."

- Difference in the use of prepositions.

"When it comes to skincare, guava leaves can greatly help improve your skin and treat various skin disorders."

Simile: "Guava Leaves: Like Nature's Little Superheroes for Your Skin"

Metaphor: "The Healing Touch: Guava Leaves as Guardians of Radiant Skin"

Flashbacks: "Rediscovering Nature's Secrets: Guava Leaves in Skin-Care Through Time"

Alliteration: "Glorious Guava: The Skin-Care Marvels of Mighty Guava Leaves"

Personification: "Guava Leaves: Nature's Skincare Allies for a Beautiful You"

Assonance: "Soothing Serenade: Guava Leaves and the Symphony of Skin-Care"

Colloquial language: "Guava Leaves for the Win: Unlocking Skin Benefits and Remedies"

Dialect: "Guava Leaf Magic: Traditional Wisdom for Skin-Care Bliss"

Enjambment: "From Leaf to Glow: Exploring the Versatility of Guava Leaves in Skincare"

Hyperbole: "Guava Leaves: The Ultimate Skin Savior and Miracle Worker"

Rhythm: "Melodies of Beauty: Harmonizing Skin and Nature with Guava Leaves"

Blogger 5

Mine were kinda ruined because I don't know why I felt that pimples love me so much that they don't wanna leave me, haha! But honestly, guys, every time it dries up, another new pimple's popping on my face, argh! But to my good luck, I've been rescued by some miracle products I got a few weeks back.

- The omission of definite articles in Pakistani English.

"Mine were kinda ruined because I don't know why I felt that pimples love me so much that they don't wanna leave me, haha!"

- Pakistani English uses prepositions plus an –ing participle.

"But to my good luck, I've been rescued by some miracle products I got a few weeks back."

Simile: "Pimples: They Stick to Me Like Glue, Haha!"

Metaphor: "Pimple Predicament: Battling Uninvited Guests on My Face"

Flashbacks: "A History of Skincare Struggles: Conquering Pimples with Miracle Products"

Alliteration: "Pesky Pimples and Product Perfection: My Skincare Saga"

Personification: "Pimples, the Unwanted Guests: Finding Salvation in Miracle Products"

Assonance: "Pimple Plight: Harmonizing Skincare Remedies for a Clearer Complexion"

Colloquial language: "Pimple Problems: My Hilarious Battle and Savior Products."

Dialect: "The Pimple Chronicles: Triumphant Over Unwanted Guests with Miracle Products"

Enjambment: "Pimple Trials and Miracle Triumphs: My Journey to Clearer Skin"

Hyperbole: "Pimples, My Eternal Companions: Conquering the Invasion with Miracle Products"

Rhythm: "In Sync with Skincare: Dancing Away Pimples with Miracle Products"

Conclusion

In conclusion, the examination of the blog posts written by Pakistani women reveals illuminating information regarding the linguistic features and patterns that are present in their writing. When we look at the data, we can see that there are a number of distinguishing characteristics that contribute to the one-of-a-kind style and expression of these female bloggers.

The common practice of leaving off definite articles in Pakistani English is an interesting phenomenon that bears further investigation. This gap is visible in sentences such as "It's fashion weeks all over the world" and "Having a strong online presence is essential for associations." Both of these sentences are missing a word. The lack of definite articles is indicative of a departure from regular English grammar and demonstrates the impact of Pakistani English, which has its own set of separate norms for grammatical construction. Regular English grammar requires the use of definite articles.

In addition to this, Pakistani English displays the use of prepositions followed by a "-ing" participle. A few examples of these are *"I wanted to share with you PLBW 2014 from a different perspective...from my camera"* and *"When it comes to skincare, guava leaves can greatly help in improving your skin and treatment of various skin disorders."* This particular use exemplifies the distinctive manner in which prepositions are utilized in conjunction with present participles in Pakistani English.

One more intriguing pattern that emerges from the data is the utilization of progressing elements in conjunction with habitual and finished behaviors. For example, phrases such as *"We all get to see the collections on the ramp"* and *"When she sees one, she wants – she really wants them!"* are examples of the usage of progressive forms (such as "get to see" and "she wants") to express events that occur again or as a matter of routine. Pakistani English has a propensity to use the progressive form of a number of verbs, even though the progressive form of these verbs is considered stative in British English. In the lines *"I love how they look on me and the elegance it adds"* and *"I'm endlessly fascinated by diamonds,"* the verbs "love" and "fascinated" are used in the progressive form, which highlights the variety in usage that exists between different kinds of English. *"I love how they look on me and the elegance it adds,"* and *"I'm endlessly fascinated by diamonds."*

In addition, the data show that informal language components were utilized, such as contractions ("don't," "wanna") and colloquial idioms ("kinda," "haha!"). These components contribute to a conversational and informal style of writing, which may assist in establishing a tone that is approachable and engaging for the readers.

In conclusion, the findings of the analysis of the data obtained from Pakistani female bloggers shed light on the particular linguistic traits that are prevalent in their writing. The lack of definite articles, the use of prepositions with "-ing" participles, the utilization of progressive aspects, and the incorporation of informal language elements are some of the characteristics that contribute to the distinctive voice and style of Pakistani female bloggers. Other characteristics include the utilization of progressive aspects. The more we comprehend their communication techniques and the ways in which they interact with their



audience through personal experiences, affective language, and a conversational tone, the more we will understand these linguistic patterns.

Recommendation

This research has the potential to explore deeper into the factors that contribute to the recurring absence of definite articles in the sentences written by Pakistani women. This may require determining if it is a characteristic of Pakistani English that is unique to the language or whether it is the result of the interaction of other variables. Explore the prevalence and functions of employing progressive aspects with habitual and completed activities in Pakistani English. The study can investigate the use of progressive aspects with habitual and completed actions in Pakistani English. This could involve investigating the ways in which this usage deviates from conventional English and the effect that this has on the overall meaning and the way the sentences are expressed. The research may also analyze how stative verbs are used in the progressive form in Pakistani English. This could involve identifying the particular verbs that are typically employed in this manner and investigating the causes that underlie this linguistic variance.

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