PRAGMATIC ANALYSIS OF LANGUAGE USE IN PROFESSIONAL CONTEXT, KEEPING IN VIEW THE GENRE ANALYSIS OF VIJAY K.BHATIA'S ANALYZING GENRE: LANGUAGE USE IN PROFESSIONAL SETTINGS

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ABSTRACT

This research focuses on the pragmatic analysis of language in the working or professional contexts of businesses, laws, and academies. The objectives of the study are; to analyze the linguistic processes of professional discourses practiced in specific domains and to examine the differences in the utilization of professional genres and their effects on learners who are non-native English speakers. The present work uses a seven-step genre analysis framework developed by Vijay K. Bhatia, which focuses on analyzing business emails, legal contracts, academic abstracts, and other authentic samples of ESSE (English as a second or subsequent education) students' written production and native speakers. It has been found that BCCE (Business communication in corporate English) aims at simplicity and concreteness of utterance; Legal Writing pursues the accuracy and formalistic approach; and Academic Writing stresses formal organizational patterns and the qualitative carefulness reflected by hedging phrases. Differences revealed between cultures that concern Native speakers (NSs) are being more formal than specific features of that particular genre. The research concludes that genre sensitivity is essential for business and academic writing at the professional level, especially for authors whose first language is not English, and that the instruction clarity of the given genre will enhance linguistic skills and professional qualifications.
Keywords: Genre analysis, professional communication, ESSE, BCCE, NSs, academic writing, cross-cultural communication.

INTRODUCTION

Genre analysis has become a widely discussed topic in discourse analysis, mainly because of its importance in analyzing the use of language in particular professional and academic settings. Genre analysis goes more profound than the accessibility aspect of texts to embrace the connection between language, functions, and contexts of texts produced (Qian, 2020). As a result, genre analysis makes it easy to explain how professionals in fields such as business, law, and academia can convey complex ideas simply and concisely by describing the recurrent features of language use. These genres, including such documents as contracts, business reports, and academic papers, are being defined as generic patterns within which conventions and norms of language regulate language use in use and societal norms and expectations.

Genre theory, as elucidated by scholars such as Vijay K. Bhatia, offers a general framework, especially in analyzing the language characteristics of the professional communication genre. Bhatia (1993) pointed out that genres are socially constructed and are needed to serve specific communicative needs; hence their importance for learners interested in specialized professions is

very great. For instance, genre analysis enables one to conceptualize how the form and language in business writing adhere to the expectations of the reader and the functional demand of those writing (Mitchell et al., 2021). These ideas are essential in comprehending the constitution of work, technicalities in professionals' tasks in communication patterns, or the flow of language. Undoubtedly, one of the most important findings of the genre approach is its employment in acquiring English as a Foreign Language (EFL). In business and other business-related contexts, especially those involving English as a foreign language, the authors find that writers are almost always challenged by the context-appropriate conventions regarding business genres (Pulmore, 2020). From the case of how genres operate, this study can enhance their capacity to practice global professional literacy by raising their consciousness of the language features demanded in areas such as business and law (Hyland, 2022). This is especially true particular that English remains prominent in global academic and professional interactions (Tight, 2022).

Because contemporary work processes are becoming increasingly globalized, it becomes more important to advance the knowledge of how language is employed in various professional genres. This paper aims to investigate the utilization of language in particular sectors of professional practice, chiefly the role of genre analysis as the approach to identify the scaffold that lies beneath relayed information and the intentions that uphold business communication. In pursuing analysis of the specified genres as business correspondence, legal texts, and academic discourse, this study will help to expand the existing body of knowledge on how language allows one to become successful in one's career and how the concept of genre awareness can be applied to the process of enhancing professional communication (Tardy et al., 2022).

Objective of Research

- To analyze the linguistic processes of professional discourses practiced in specific domains, for example, the business world, legal sphere, and scholarly environment.

- To examine the differences in the utilization of professional genres and their effects on learners who are non-native English speakers.

Statement of the Problem

In most professional fields, such as business, law, and academics, communication is accomplished through genres, each with linguistic features and praxis. Still, studying and dominating these types can be tricky for a person, mainly international students who have no idea of the rules governing language use in specific situations. Such a lack of familiarity makes it easier for the students to engage in productive and comprehensive communication and participate in their professional domains. Since genre is so central to the issues of professionalism in writing, there is a relative lack of empirical findings related to how or to what extent genre is engaged and negotiable within these posed linguistic demands. This is why this study also aspires to categorize the linguistic aspects of the professional generic and examine how they are explicitly used for communicative purposes. It also compares the results obtained from different cultures to provide the knowledge that can improve professional and classroom communication.

Research Question

1. How do linguistic structures and communicative purposes differ across professional genres in fields such as business, law, and academia, and what challenges do non-native English speakers face in navigating these genres?

Significance of the Study

This study reveals how English as a foreign language is used and formed in diverse professions, including business, law, and academics. By examining the specific linguistic elements and the rationales for using the different genres identified in the study, the research will thus impart essential knowledge that can benefit the practitioners in the various fields who need to polish their communication skills. Besides, the study will help extend the trends of generic analysis, especially about the difficulties second language learners face. Such research can contribute to language teaching approaches to guide educators in the creative strategies for teaching EFL to students, preparing such learners to meaningfully and

competently engage in international professional arenas.

Literature Review

Discourse genre analysis now forms a core of discourse analysis as it gives valuable information concerning how language is used to achieve the intended functions of language in different societal and business domains. Some pioneers in the genre study including Swales (1990) and Bhatia (1993), who have been central in developing genre analysis as a methodological approach to comprehend the organized use of language, especially in academic and other professional contexts. Their work emphasizes how structural relationships are relevant to the functional requirements of a specific discourse community. This review thus models relevant literature in genre analysis, emphasizing their use in professional contexts, the impact of cross-cultural differences, and implications for the second language writer.

Foundations of Genre Analysis

John Swales' (1990) Genre analysis is one of the earliest theories on which much of the subsequent research in the field has been based. Swales categorized genres as organizational patterns planned to meet specific communication objectives within a given community of practice. Although these genres are not selected randomly, they affect frameworks that the community members actively uphold to achieve their communal goals. Swales has pointed out that language is consistently structured and used for social purposes (Al-Shujairi, 2021).

Building upon this framework, Vijay K. Bhatia (1993) was more interested in exploring the purpose of genres in professions, namely business and law. Bhatia noted that genres are media of communication and vehicles that inscribe professional knowledge, power, and authority into the enterprise (Rafferty, 2021). His analysis stressed that genre conventions are occult for those who do not appreciate them, mainly amateur users of the language in which the professional genre is established (Pienimäki, 2021). Genre is another area that has profited from Bhatia's scholarship; his seven-step genre analysis framework, where he creates the communicative purpose, features of the texts, and the social contexts of the texts, is one of the most elaborate approaches used to understand how language functions in professional contexts.

This framework proves helpful to the investigators and practitioners seeking to analyze the relationship between language and business communication.

Genre in Business Communication

The business world relies heavily on specific genres, such as emails, reports, and presentations, to enhance communication. Referring to the work done by Malyuga (2024), the author explains that business genres are short and devoid of unnecessary information; they focus on the matter, and the result is strictly needed for speedy decision-making. In business, it is generally expected that tone is formal and that the language used is highly formalized to ensure that the proper format is being followed. Goals are easily recognizable by the members of the community because they adhere to the standard patterns that indicate their function and target audience (Bremner, 2018).

However, it must be noted that the concept of business genres is even more challenging to apply to the current scenario as the topic of international business communication, as misconceptions are likely to occur due to differences in cultural background. Comprehending a language that is not native to them will likely results in misunderstanding the business genres. An article by Roshid et al. (2022) focuses on business English as a Lingua Franca. It specifies that, while some aspects of genre convention remain the same, variation in language use mainly depends on the participants' cultural index. Such differences in communication make the understanding and expectations of different cultures even higher for any professional who is likely to carries out business with different counterparts from other countries. It is, therefore, essential to understand how business genres work across various cultural contexts because failure to do so often leads to conflict due to misunderstanding of appropriate language use in business and work-related settings.

Genre in Legal Discourse

Legal discourse is another area where the genre has a critically important function. Contracts, case laws, and statutory provisions are very formal written documents, and they have many technical terminologies and wordings that are very legal and technical. According to the findings of Pasa & Sinni (2024), legal genres have been named some

of the most complex owing to the requirements for certainty about legal rights, duties, and responsibilities. Such intentionally avoids ambiguity. Thus, it is frequently rigid and mysterious to those who are unfamiliar, especially because some authors are non-native English speakers (Adamou, 2021).

Bojsen-Møller (2022) states in her study of legal rhetoric that legal styles use specific tactics that guarantee enforceability and clarity of language. For example, the use of modal verbs like 'shall' and 'must' in legal documents to define mandatory and prohibited actions. Furthermore, legal English and legal talk or specialized legal language has distinct features and characteristics of legal discourses and literature exclusively geared toward the legal profession and its officials' needs. These features enhance legal discourse into a unique communication mode that meets the legal community's critical socio-communicative needs. However, for those clients who have never been exposed to the legal language, for instance, when they come from different linguistic backgrounds, it becomes tough for them to understand the underlying structure of language.

However, as already pointed out, there is a certain degree of ambiguity inherent in legal language, and attempts have been recently made to popularize the concept of 'plain language' in legal writing. This movement is to ensure that legal writing is made more understandable to everyone outside the realm of law, as it does not eliminate the need for formality that is expected in legal proceedings. Drummer and Neumann (2020) agreed that although plain language assists in establishing a link between legal professionals and the public, the issue of legal drafting's preciseness is still essential. Legal professionals are always in a dilemma of twisting their language to the people.

Genre in Academic Discourse

Research articles, abstracts, and dissertations are the most important genres contributing to knowledge sharing among scholars. Based on the detailed analysis of one's discourse, Hyland and Zou (2020) sought to identify the academic rhetorical patterns of writing that academic authors use to report their research, relate to prior knowledge, and place themselves in their academic field. The academic abstract, for instance, is a text type marked by a rigid organizational framework that enables the reader to evaluate the relevance and usefulness of a given research article. This structure involves areas of the study, such as the research problem, method of analysis, results, and recommendations; these segments are summarized to fit the needs of an overhead audience whom Dehalwar expects to come into power in 2024.

This shows that English is the most widely used language in publishing research articles and other academic works; this has implications for non-native English speakers. About this, Alsabahi (2022) explained that while writing for publication, scholars who acquired their education in languages other than English tend to experience some difficulties in writing that conform to the conventional when it comes to produce academic articles for English language journals. These challenges relate to the upper-intermediate language level and include the authors' previous experience with the nature and demands of the academic discourse in English. Consequently, it becomes tough for non-native speakers to get their work published in some of these world-class scholarly journals, and therefore, the advancement of their studies gets hampered. Genre analysis provides a handy approach to explain the conventions of academic writing. It gives non-native learners better chances of learning academic writing and competing in the global academic market (Verma, 2023).

Cross-Cultural Variations in Genre Use

Inter-cultural differences in using professional genres as a research area are significant, especially in the globalized world. Many businessman use written or verbal communication to transact their businesses and to interrelate with people, but they have to abide by the country's culture used in the communication process. Defining business communication in English as a genre, Räisänen, T., & Kankaanranta (2024) revealed that in spite of some stable norms of a particular genre, business communication tends to involve certain features of the first language and the associated culture of the communicants. Such invocations of other cultures can result in differences in how language is used to express the conventions of this genre, which are imperceptible if participants are not made aware of the cultural associations of the former.

Similarly, the legal aspect of intercultural communication was underscored by Bhatia (2004).

Because most legal genres are intimately embedded in the cultural and legal framework of societies of a particular country, it cannot be easily translated. For example, legal systems adopted from the common law, as seen in the United States and the United Kingdom, rely on precedent so much that it determines the set-out pattern and wording of legal instruments. Thus, the civil law systems are considered more codified and have influence on the legal genres differently; therefore, the civil law tradition texts will demonstrate different linguistic and structural characteristics. The above differences show the need to consider the culture in which the professional genres are employed.

Challenges Faced by Non-Native English Speakers

Learners face numerous obstacles when they try to work in a professional genre, especially if they have English as a second or third language, etc, within the specific fields where English is adopted as the primary communicative medium. Namely, Pienimäki (2021) pointed out that, as a rule, genre conventions are semantically transparent only in a professional community, which presents a challenge to non-native speakers because these expectations are hardly comprehensible.

Other studies by Söğüt et al. (2024) have also indicated that a learner-centered approach, which involves teaching and learning to conventions of the particular genre, may help non-native English-speaking students overcome the abovementioned challenges. Thus, showing the learners strategies used in professional genres will help the tutors prepare the letter for the requirements of professional discursive practices. It enhances the learners' linguistic features and teaches them about professional genres' social and cultural aspects (Tardy, 2020). Such awareness is crucial for non-native learners in the field of work who want to comply more with their work environments' linguistic and cultural demands.

Applications of Genre Analysis in EFL Learning

Genre analysis has significant implications for teaching and learning EFL, particularly for those students with ambitions to work in organizations where English is the medium of communication. Pham and Bui (2022) highlighted that such knowledge significantly helps EFL learners address the linguistic and rhetorical requirements expected in professional workplace communication. In their study, Kuzmenkova and Erykina (2022) outlined several instructional strategies for developing critical aspects of academic writing for EFL students concerning the research article genre. Their work stresses the need to assist students in identifying and copying the 'set moves' that are compulsory in academic writing. In the same sense, Ariyanfar and Mitchell (2020) posited that by adopting genre-based instructions, EFL learners can be endowed with skills that will enable them to perform well academically and in their professional practice. In the case of EFL learners, learning about the specific language features of the professional modes of communication helps them to improve their communicative ability and to proceed to more professional opportunities in facilitated environments.

Research shows that genre analysis is a crucial tool needed to unravel how language is used to fulfill specific communicative goals and objectives in the workplace. As obvious from business writing, legal language, and academic language, genres define modes of writing that adequately support and enable communication in business among professionals. Nevertheless, the Michigan corpus and other studies indicate that learners, especially those whose first language is not English, struggle to identify and manage these genres. Bearing this in mind, cross-cultural sensitivity might be helpful for professionals functioning in the context of globalization since the expectations of the genre might vary significantly. In conclusion, with the development of text genre analysis, the roles that have been applied in the two areas of professional communication and EFL learning will remain constant to enhance communication skills and to introduce culturally meaningful ways of perceiving, thinking, and interacting for people around the future world.

Methodology
Genre Analysis Framework

The strategies used in this study were aligned with the seven-step Genre Analysis methodology as postulated by Vijay K. Bhatia in 1993. This approach involved the position of the genre from a situational perspective to determine the

professional and social context of using the particular genre. Subsequently, understanding the objective that the text seeks to fulfill in the expected context was defined. This was followed by examining the structural features, where macro-structures were engaged looking at the general organization of the text. The micro-structures included paying attention to the specific choices of language used.

Similarly, the study examined the relationship between the genre and other similar genres to establish inter-textuality. The last strategy paid focus on one's critical analysis of the text, identifying the specific rhetorical figures that were typical for the given educational level and defining the corresponding cultural or occupational stereotypes of language usage. Such an approach allows each genre's form and function to be coherent and structured.

Sample Selection:
The study involved the collection of a diverse set of texts from three key professional settings: business, law, and academicians. For business, samples including emails in the workplace, reports, and meeting schedules were collected. The contracts, court judgments, or any legal papers that may include the agreements and legal settlements were examined in the legal field. For academicians, research abstracts, journal articles, and conference papers were examined. Texts were collected purposely from occupational practitioners to get accurate and proper samples for each field. These texts were selected to expose students in the most usual communication patterns and specific genres within a given field. Texts from first and second-language speakers are also helpful in cross-cultural differences in the use of genre.

Analytical Approach
The evaluation of the selected texts was based on the communicative intentions, which indicated the type of goal that the texts pursued; thus, the goal can be persuasive, informative, or educative. The linguistics features were examined at the level of organization along with chunks such as paragraphs and sub-sections or the level of words and phrases and other figures of rhetoric. This analysis revealed how various language usages helped to get the desirable communicative outcome. In the second part, the analysis was made of the social context of

each selected genre, including professionalism, the cultural calendar, and consumer demand, all of which influence language use in the different genres. Inter-cultural differences were also be discussed, how the principles of the genre may change according to the culture or the language of the text producer, especially the difficulties experienced by the non-English speaking author in writing according to generic conventions.

Analysis and Discussion
Business Genres: This is evidenced by the evaluation of business genres such as emails, reports, and meeting schedules, where practices in writing and communication appear to have a system to them, like a relay system. A workplace email from a project manager to a team exemplifies this with the subject line, "Project Update – Immediate Action Required." The body of the email uses direct language: "Please acknowledge receipt by EOD today at the latest," highlighting the business-like assertiveness of tone and call to action. Another example is an example of the meeting schedule, which is made in the form of a list of bullet points with points such as 'Q3 financial review' accompanied by the time. For instance, a quarterly sales report has subheadings that are easy to read and compartments such as 'Executive Summary,' 'Sales Data,' and 'Recommendations.' The language used in the reports is simple. It contains business-related terms such as KPIs and ROI, further underlining the objective of the genre of passing important information in the shortest time possible.

Legal Genres: Some legal texts discussed are contracts, court judgments, and legal settlements. Legal writing is known to be formal and precise as it primarily deals with legal agreements, decisions, and settlements. An example of such a contract is a contract between two companies; it uses legalistic language; there are legal phrases like "The party of the first part agrees to…", the use of modal verbs such as 'shall' and 'must' to state the obligations of the parties involved clearly. All the clauses are drafted in such a way that there is nothing that can be left to the fancy of the other party. An example of the legal settlement in civil litigation written in complex prose, enclosed in long sentences like this: In the event of the defendant's failure to meet that requirement, the defendant shall be liable for all expenses that may be reasonably incurred by the

plaintiff, including, but not limited to reasonable attorney fees and damages…. Likewise, a court judgment analyzed similarly is written in formal language with long paragraphs that describe legal provisions. This is another part of importance to DC because such human issues introduce complexity to legal documents to make them legal and enforceable.

Academic Genres: In the educational context, the analysis is performed on abstracts of research proposals, published articles, and conference papers. A research abstract from a medical journal concisely summarizes a study on antibiotic resistance. The abstract of the article can be identified as follows: "This study aims at looking at the increase in antibiotic resistance in hospitals, the specialty type of the study, and using a randomized controlled trial to assess the effectiveness of the intervention." On the other hand, the effect language of a journal based on climate change is provocative. Still, it also hedges the conclusion: "These results indicate that there might be a relationship between rising temperatures and flood risks." Similarly, a conference paper on Educational Technology uses assertive language but also hedges, "This study may inform future pedagogical models." Unlike an academic letter where the language is formally polite though conversational, the language is formal.

Cross-Cultural Considerations

Cultural variations are considered when evaluating the texts written in English by foreign writers and English natives in the purchasing, legal, and academic filed. In business emails, native English speakers often adopt a more casual tone, such as "Hey team, can we get this done ASAP?" In contrast, a non-native English speakers' email addressing the same situation might use a more formal tone: "Respect dear colleagues, could you please do this as soon as possible?" In legal contracts, non-native speakers, as well as native ones, follow the formal legal language rules, although sometimes mistakes that non-native speakers make due to the language difference can lead to confusion; for instance, they do not distinguish 'will' in the sense of 'shall,' which results in misunderstanding in the legal context. Non-technical writing again pointed out that non-native speakers use more assertive language than native writers in academic writing; they tend to state directly, "This proves that…," whereas native writers tend to hedge their statements and use phrases such as "This suggests that…" This analysis recommends that cultures be aware of the appropriate genre in the globalized world, especially in business.

Applications of Genre Analysis

In light of the above conclusion, the following are the implications of the research findings: The present research has important implications for EFL learners and probably the learners in professional practice areas. Getting directions in writing and recognizing the rules of professional genres can enhance their writing skills in business, legal activity, and academic writing. By getting familiar with the specificities of these genres, international students gain practical knowledge of how to read and interpret these texts and avoid the strategies that lead to misunderstandings in the communicative process. This paper has found that genre-based instruction in the EFL context may be geared towards explaining how such patterns are usually used in professional business documents that the learners are most likely to encounter in the international workplace. It can improve their confidence and competence while interacting with professional communication.

Professional Training

The topic of genre awareness can be helpful to professionals of different fields of work since it helps in enhancing their writing skills to fit an industry's demands. What is business prose, and how can professional language, basic e-mail business templates, report writing, and business presentation structuring be valuable and practical? For legal professionals, especially within the courts, it is helpful to understand the problem with legal language because this helps them develop better, more effective, and more easily enforceable documents. In the academic context, knowledge of the genre assists scholars in writing correctly in a manner that fits into the practice of scholarly writing. Hence, it boosts their chances of getting their manuscripts published. Genre analysis training may help prepare professionals to create more transparent and effective communication that fits industry standards.

Conclusion

This research has established that professional genre conventions matter greatly in the writing of business people, lawyers, and scholars. Business genres become clear and concise, employing straightforward language and well-organized sequence patterns. In contrast, legal genres are characterized by unique legal jargon and technicality influenced by legal enforcement. It was also established that these genres are highly formal, objective in their organization and expression, and avoid subjective language when presenting the results of their studies. Comparative analysis of different cultures proves that people whose second language is English have various difficulties in dealing with these two genres; this is why it is crucial to have cultural and language sensitivity. In other words, genre awareness is necessary for professional and EFL users in the context of global competence.

Future Research

Further research to the present study may be conducted in other professions that have yet to be researched thoroughly regarding genre use, such as the medical or engineering professions or the creative arts profession. Further research on how such non-native English speakers write entrée to a specific genre in particular geographical or culturally affiliated areas might offer an additional understanding of cross-cultural business communication and comprehending how the features of new technologies structure changes to prior forms of writing can similarly seem to be a potential approach for contributing to the analysis of current professional writing.

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