

Marketization Of Higher Education: A Pragma Stylistic Manipulation In Prospectuses' Discourse Of Pakistani Universities

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ABSTRACT

Marketisation of higher educational institutions has become a widespread phenomenon in the competitive environment of academia. The Pakistani private educational sector is also influenced through the global phenomenon of commoditization to earn good reputation among the successors. In this competitive era, Pakistani universities are putting efforts to acquire high ranking among the worldclass universities. The present study aimed to investigate how linguistic features are manipulated to acquire the desired objectives of private universities. In this context, the present study has employed the Black's pragma stylistic framework (2006) on the introductory part of prospectuses' discourse for an in-depth understanding of language use and its social context. The qualitative interpretive paradigm has been employed in the present study. The findings revealed that Pakistani universities are massively manipulating the linguistic patterns to persuade the potential students i.e. modifying the language of prospectuses for promotional purposes to grab the maximum number of students. The current study concluded that Pakistani universities have employed marketing practices as a discursive strategy which runs parallel to the global discursive marketisation of academia.

Keywords: Marketisation, Higher Education, Pragma Stylistic Manipulation, Prospectuses' Discourse and Pakistani Universities.

1. Introduction

This study highlighted the discursive marketisation of private universities in the Pakistani context through linguistic manipulation i.e. pragma stylistic variations aligned with the need of time and requirements of students in the competitive era. The accelerated marketization enforced universities to publish prospectus with the commencement of academic session to provide information to potential applicants in both printed and online mode so that students can be benefited to know about institution and its services before admission (Fairclough, 1993). In the same tradition, the potential students can avail an opportunity to select university of their choice which is aligned with their requirements, lifestyle, socio-cultural values, overall environment of institution. In the same tradition, prospectuses are contemplated as "decision-making tool" (Brown & Sen, 2010; Graham, 2013). Moreover, universities are publishing prospectuses according to students' requirements and skills to equip them for innovative work so that they can place themselves successfully in workplace around the globe (Pettinger et.al, 2016).

1.1. Prospectuses' Discourse

Previously, the language of prospectuses was neutral, unembellished and lack complexity as it remained synchronized with the purpose which was to provide information rather than persuasion (Shahnaz, 2020). In other words, it was taken as booklet which was utilized to provide guidelines for requirements for enrollment, procedure, policy, information about courses and so on (Shahnaz, 2020). Due to the impact of advancement and modernization, lexical resources of corporate sector have been employed by the text producers which

transformed and restyled the language of prospectuses (Ball & Youdell, 2009). These discursive practices have been shaped to fulfill the requirements of current times and to accommodate maximum students who are naïve towards concords of academia in the competitive environment (Symes, 1996). In this context, it is one of the main reasons that the language of prospectuses is modified, content having “glossy appearance” is added and prospectuses seem to appear like a magazine for teenagers or somehow a guide for visitors which has marginalized the value of university as an “intellectual academic place” (Symes, 1996). Despite, transformation of content as commercialized texts in academia, it cannot be labelled as ‘magazine’ as procedures, policies and information about university requirements are provided in these prospectuses (Kavaks, 2013). Moreover, universities prefer to advertise the procurement of their students to portray themselves as unique, competent and different from their competitors and all these details are presented through promotional language of prospectuses around the globe. It is taken as ‘great achievement of students besides academic orbit’ (Symes, 1998; Maguire, Ball & Mc Care, 1999). However, the language of prospectuses demonstrates academic reflection and prestige for position holders though the identity and self-respect of average students are kept intact through non-academic trajectory like sports and other extra-curricular pursuits (Meadmore & Meadmore, 2004).

1.2. Significance of the Study

The present study is a valuable contribution to theory and practice as it explored the under researched area of prospectuses’ discourse from the prism of pragma stylistics. It enabled the researcher to bridge the gap in the literature of combined genres i.e. pragmatics and stylistics which is overlooked by the researchers particularly in the Pakistani context. It also highlighted the manipulation of linguistic features which encode the promotional purposes of private universities as a marketing strategy.

2. Literature Review

Marketisation in higher education has become a global phenomenon. In the present time, the requirement of employing marketing strategies has increased to commoditize higher education in Pakistan. Consequently, the text producers have started incorporating marketing tactics in the administrative discourse of prospectuses and considered these booklets as marketing tools in the current situation.

2.1. Prospectus as a marketing tool

Most business pursuits are market oriented so the promotional tactics are the main major focus of professional ventures (Bhatia, 2004) and the language of prospectuses is inspired with these promotional activities (Shahnaz, 2020). Fairclough (1993) has conducted research on prospectuses of universities in Britain and used the terminology of ‘globalization’ and ‘marketization’ while implementing the principles of CDA. He examined undergraduate prospectuses of Lancaster university reflecting three different periods to acquire the understanding of variations in discursive practices in relation to time (1967-68, 1986-7 and 1993). He observed the induction of 1967-68 provides details on the basis of take it or leave it; though, the prospectuses of 1993 are inclined towards promotional strategies. In this context, the purpose of prospectuses was to increase the funds and advertise their courses to persuade maximum students. Moreover, a substantial rise has been observed in the students’ enrollments after the modification of language of prospectuses by late 80s. Consequently, the outcome was the indicator that business competitors started selling their products to consumers and turned universities into business entities which has overshadowed the academic environment. In addition, he figured out that universities prefer to employ strategies of personalization of universities in the distinctive characteristics of the major parts of prospectuses

Accordingly, the symbolic directions of academic pursuits are immersed through rhetoric in prospectuses skillfully (Askegaard & Chistensen, 2001) and reveal the concept of an ideal identity for university or organization to show its positive image with good reputation (Balmer & Gray, 2003); thus, potential students’ presumptions are modeled through the utilization of semiotic resources.

According to Graham & Peppiatt (2013), universities are self-promoting themselves through prospectuses by adding promotional strategies in the language. Adding to the previous thought, Crook and Light (2002) named this practice as “accessible representations” which universities prefer to construct their identity through the language of prospectuses.

Similarly, the communicative function of language with grammatical features and lexical resources were also identified through multimodal analysis of corpus of 200 universities from Pakistan and India (Arshad & Shakir, 2014). They identified that frequency of personal pronouns and exploitation of persuasive verbs were frequently observed in Pakistani prospectuses in contrast to Indian prospectuses from the section; “About us”, information about provisions, and messages of top management as promotion, comprehensive details and persuasive functions are usually performed through these characteristics. Many studies have opted critical discourse analysis and genre-based perspective to explore and analyze the language of university prospectuses (Shahnaz, 2020)

According to Askehave (2007), prospectuses’ discourse falls under promotional genre to create the free-market credibility and it was investigated through text-driven perspective.

Hui (2009) has compared prospectuses of British and Hong Kong universities by following Fairclough's textual approach (1993) and Bhatia's model (1993) to investigate generic structures in the selected introductory part and discovered the promotional genre-based content and elements of advertisement (Fairclough, 1993).

According to Sanigar (2013), many researches did not advocate the self-promotional activities of educational sector and discourage the lexical choices of corporate world. Moreover, universities should be acquainted with the practices of business field to advertise their products so these discursive practices should not be imitated sightlessly. Adding to it, Morish & Saunston (2013) also corroborated that universities attempt to rely on the abstract concept of distinctiveness among competitors somehow by replicating the linguistic features and it is at the expense of real objective of universities so it should be discouraged to exhibit uniqueness for the sake of promotion only. In this context, universities are increasingly encouraging students to acquire their desired expectations from them and it helps them to take decisions to choose university of their choice to secure their future which is ultimately their right but it is irrelevant with the daydreaming of students and it can be seen as irony here (Shahnaz, 2020). Jack (2009) labelled such advertising material of prospectuses as "holiday pamphlet". In addition, university officials collaborate with marketing departments to use captivating lines with deceptive tactics in prospectuses which hide the true objective of educational institutes (Vasagar & Matchett, 2010). Moreover, the economy of higher education is directly related to the marketization practices and ironically presented in prospectuses' discourse as part of promotional culture (Haywood, Jenkins & Molesworth, 2010). Subsequently, business culture has become the official part of academia advocating customer and seller duo like universities are selling their services and students are buying courses and institutes to secure their future. In this regard, glossy outlook of prospectuses, brochures, leaflets, catalogues promote this business culture of academia (Shahnaz, 2020).

2.2. Transformation of prospectuses' Discourse

In the 21st century, it is apparent that private universities have been influenced with the business culture to promote themselves to actively participate in competition with other higher educational institutes. Resultantly, the prime objective of universities of providing information has been replaced with persuasion; more like a fund-raising business organization and it is evident from the transformation of discourse in prospectuses.

According to Symes (1996), the administrative English of prospectuses is used to keep students informed not only about the provisions of university but also captures their attention by elucidating the latest trends and yearnings of post-modern times. Moreover, it creates interposition between students and university to facilitate them according to the needs of current times as they are inclined towards the conditions of post-modernism. In accord, the requirement to create a dialogue between students and university is pre-requisite for comprehension, awareness and acknowledgement of tactical objectives though exhibition, dissemination and composition of prospectuses in the latest design (Van Riel, 2003). To construct a good image of university, large investments are usually made to comply with the branding strategies in the prospectuses for the desired results (Karreman & Rylander, 2008). In accord, a heavy budget is required for prospectuses to meet the requirements embedded with corporate world so university administration, policy makers, advertisers from marketing department seek the ways of distributing budget to the audience (internal and external) to manage the financial challenges (Shahnaz, 2020). In addition, a professional link between organization i.e. university and marketing department keep them on the same ground how these can be benefited from each other (Pettinger, et al., 2016; Symes, 1996) by glossy handouts, captivating lines, and pursuits which are wrapped resembled with commercialized object (Wernick, 1991). Over and above, it is further added that the language of prospectuses is embedded with elements of distinctiveness, emotional aspirations of modern times with 'glossy' appearance and modified style which can influence the prospective students with captivating lines (Hyland,) However, the old traditional discourse of prospectuses has been transformed into promotional style by following new patterns and this shift reveals the elements of emotional influence on the students of modern times (Shahnaz, 2020)

2.3. Promotional Genres and Identity Construction in University Setting

The main objective of the private universities is to construct independent identity to create distinctiveness in the competitive market of academia. It helps universities to transform their discourse according to the requirements of the present time and make particular choices to show the deep concerns for the students of modern times (Shahnaz, 2020). In this context, Hyland (2015) mentioned that the process of identity construction can be found through the analysis of academic discourse as symbols, meanings, innovative ideas, lexical resources construct identities (Fairclough, 2010; Saichaie, 2011). According to Fairclough (2010; p.75), texts represent the main part through identification of action in an event as these are the representatives of social actions and contribute to construct personal identity in the social context. In other words, texts create identities through the selection of linguistic items which reposition the discourse from cognitive to social context (Shahnaz, 2020).

The challenges of 21st century is tackled with the revised procedures and policies and seeking ways for its best implementation for higher education institutes (Shahnaz, 2020). In the present time, universities are utilizing linguistic tools for the dual purposes i.e. information and persuasion.

2.4. Discursive Marketization in Private Universities

The discursive marketization of the universities has identified a new recognition where universities are excessively promoting themselves, modifying the relationship, improving the social context through promotional strategies (Molesworth et.al, 2009: 278). This shift in discourse points out and construes the change and transformation in the way the social function of higher has been conceptualized in the last few decades (Zhang & O, Halloran, 2013) has identified the paradigm shift in the educational discourse where social actors are reshaped in the past few years.

Many studies have shown that corpus analysis of selected parts of online prospectuses have been done to explore particular linguistic characteristics and their frequency through corpus tools (Bano & Shakir, 2015; Arshad & Shakir, 2014; Nasir and Shakir, 2015; Amjad & Shakir, 2014). However, the pragma-stylistic analysis of promotional content of prospectuses remained an unexplored area in the Pakistani context. In this regard, it gives a strong vindication to researcher to bridge gap in pragma-stylistics' literature as it is under researcher area from the perspective of Pakistani universities.

Additionally, the present study examined discourse of prospectuses from the perspective of commercialization which shed light on the shaping and reshaping practices of Pakistani private universities to modify the language of prospectuses under the impact of commoditization and privatization. In the recent past, researchers worked on the textual dimension through the principles of CDA and genre analysis on promotional genre of prospectuses. In this regard, the current study is significant as it aimed to investigate how linguistic characteristics are manipulated to achieve the desired purpose through the lens of pragma-stylistics on the prospectuses' discourse of Pakistani universities. In addition, it also focused on the communicative functions of language to persuade the potential 'customers' from the marketization perspective.

Similarly, specialists and informants consider language of prospectuses exhibiting promotional features as an integral part of academia according to the requirements of present time so the current study examined the manipulation of linguistic characteristics for the promotional purposes in prospectuses of Pakistani universities through the combined genre of pragmatics and stylistics.

3. Research Methodology

The current study employed qualitative research methodology which falls under the interpretive research philosophy (constructivism). It is considered as the most common research methodology which permits the researcher to comprehend the meanings and interpret the social context (Lee & Lings, 2008). The aim of qualitative research is to explore things in a natural setting to illustrate the social phenomena without any change and it is considered appropriate for textual analysis (Denzin & Lincoln, 2005).

Align with the discussion above, the researcher employed the qualitative research for the pragma stylistic analysis of texts in university prospectuses of Pakistan as it helped the researcher to highlight the close proximity between the freedom of choice for the writer and the situational appropriateness of the context.

The researcher used textual research design for the analysis of university prospectuses for in-depth understanding of language and its social context while keeping in view the linguistic characteristics' variation for their representation in the prospectuses. The researcher collected data from the textual analysis of prospectuses of the private universities to interpret the persuasive language in the Pakistani context.

3.1. Research Questions

The literature review demonstrated that there is potential and paucity for further research to investigate the collaboration of academic and business cultures in the prospectuses' discourse in terms of linguistic choices, socio-pragmatic implications, communicative functions and discourse patterns. Therefore, the present study seeks to answer the following questions:

- What are the prevalent linguistic features in discourse patterns employed by Pakistani university prospectuses?
- How linguistic resources are manipulated for the promotional purposes in the prospectuses' discourse?

3.2. Research Design and Its Justification

The present study has analyzed prospectuses' mainly from pragma stylistic lens aligned to identify the hidden ideological perspectives of private universities. The researcher has applied Black's pragma stylistic framework (2006) to examine the textual organization of university prospectuses which is the appropriate theoretical framework to investigate the variation of linguistic choices, context of situation, communicative strategies, promotional features of language, informational organization used in the language of prospectuses from marketization's perspective.

In this regard, Black's pragma stylistic framework (2006) laid out the detailed account for persuasive strategies as promotional genre and linguistic exploitation for the positive image building of private universities; it also provided comprehensive information about the language variation in relation to the context of present time; how text producers are increasingly incorporating lexical choices, syntactical structures and discourse patterns, persuasive tactics and strategical measures of corporate world to attain their persuasive goals. In the same tradition, the professional and social context can be comprehended in a better way by moving on the farther side of structural organization and linguistic behavior of words (Swales, 1993).

Therefore, the researcher has employed pragma stylistic analysis (2006) as theoretical framework which synchronized with the discursive marketization of present time. In this regard, pragma stylistic analysis explicated the communicative functions i.e. welcoming, informing and persuading represented in prospectuses to achieve the persuasive goals of Pakistani private universities.

3.3. Sample of the Study

The researcher has adopted the purposeful sampling technique. The rationale for this type of sampling is because of its suitability for all the researchers who intend to conduct research on the promotional material (Hui, 2009; Askehave, 2007; Fairclough, 1993).

The researcher intended to analyze how pragma stylistic features can be used as interpretive tool for marketization of universities through the language use for persuasion and how universities are using linguistic resources to project their image as universities strive hard to earn a good reputation in the market.

3.4. Justification of Sample

The researcher has taken sample from the Pakistani private universities of diverse backgrounds from the year 2020 to 2023. In this regard, the selection of Pakistani private universities is synchronized with the research questions of the present study from the Pakistani context. The rationale of choosing this sample enabled the researcher to examine analogy, correspondence and distinction between the prospectuses of different backgrounds within the framework of this study.

Moreover, the researcher had experience of working with different private universities of diverse background and developed acquaintance with the research context of present study. The researcher, being student of Pakistani private university, had personal engrossment with the promotional nature of prospectuses which served as persuasive tool for stakeholders.

The researcher has conducted research on the selected parts as they are lengthy so it was not possible to investigate every section of it so this study was restricted to the few pages in the introductory part which contains welcome note by the top-management promising secure future for the students, mission statements, introduction about university and its culture, description and lifestyle. The main reason of choosing introductory part of prospectuses is its wide utility as it is considered as the first 'point of contact' (Shahnaz, 2020) and these introductory pages are the most decipherable part of prospectuses for the students (Fairclough,1993; Hui, 2009).

4. Data Analysis

This study presented analysis of the data regarding prevalent persuasive linguistic strategies in academic discourse of the Pakistani private universities. To analyse the data, Black's (2006) systematic pragma stylistic framework was applied to explore the linguistic manipulation in terms of linguistic and syntactic choices, Pragmatic and Stylistic factors, conceptual metaphors, hybrid discourse under the impact of marketization to acquire the target objectives of the private universities. The analyzed data was gleaned by the investigation of prospectuses' discourse reflecting the 'glossy image' of universities because persuasive strategies of corporate sector have been employed in the educational discourse to upsurge the number of potential applicants.

4.1. Organizational structure of Pakistani Universities' prospectuses

The present data highlighted the prevalent persuasive linguistic strategies and communicative function of language as mentioned underneath;

4.1.1: Greeting students; a welcome note

According to Graham (2013), the overall culture and the ideological perspective of universities are demonstrated through the welcome note for students as it is the powerful communicator to leave first impression on the mind of readers. This introductory note is found in all the prospectuses as the first point of contact and welcome remarks are usually situated in the introductory pages to establish connection between potential applicants and respective university. In this part, prospective students are warmly welcomed and detailed information is provided regarding university through the messages of top management. Mostly universities provide welcome note in English and underpinning philosophy is an easy comprehension being the most commonly used language in educational set ups i.e. universities.

The greeting messages are non-discriminatory to welcome potential students despite their diverse backgrounds i.e. cultural, political, social and so on. Moreover, the language of top-management employs politeness strategies to persuade them for decision-making. In this context, the discourse patterns are compiled according to the requirements of students through captivating ways so that they can be convinced to get admission in no time. Furthermore, students have the liberty to make choice of their own which can fulfill their requirements as there is shift in "authority relations" (Fairclough, 1993) from educational institutes to students in the modern universities of present time. In other words, students have the liberty of freedom and power to select universities substituting the notion that universities shortlist or choose the students. In this regard, universities are massively modifying the language of prospectuses to satisfy students as customers and ensure their prime position by revealing serious concerns for their future such as;

Table 1: Greeting students

<p>“Welcome to the University of Lahore” (UoL). “ I extend a very warm welcome to all of you” (UMT). “On behalf of the university community, I welcome you to the world of Abasyn university” (AU). “I welcome you to the university of Mianwali with the affection of a parent and the zest of an educational reformer” (UM). “We welcome you all to visit and become part of the fast growing private sector multi-discipline chartered university of Pakistan” (UoL) “Welcome to Qurtaaba university of science and information technology D.I.Khan (QU). “Welcome to the faculty of social sciences and humanities (FSS&H), the most diverse faculty of Riphah International university, Islamabad” (RIU). “ Welcome to the future of education, The Millennium University College” (TMUC). “ Welcome to the University of Central Punjab (UCP), a university which is known for its academic excellence” (UCP).</p>
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The university of Lahore (UoL) provides a brief introduction with a welcome note on title page and also inform students that they can become part of dynamic and the largest group of private sector in Pakistan. Abasyn university (AU) greets students by emphasizing on the phrase ‘ World of Abasyn university’ offering services to the students. Likewise, university of Mianwali starts with a welcome note and informs students about passionate academic environment with the “zeal and zest of educational reformer”. The Riphah university (RIU) greet students and states the strength of having ‘diverse faculty’ which can ensure their secure future. The high officials of most private universities provide a welcome note and start interaction with potential applicants immediately after the greetings; may be uttered in second or third line. Similarly, TMUC warmly welcomes prospective students by advertising itself as “future of education” while UCP assures students to provide them quality education and guarantee for a successful future.

The introductory remarks situate the university in high position to entertain all candidates despite their varied backgrounds. The researcher has observed that almost similar linguistic choices and discourse patterns are employed by the private universities to persuade students through welcome messages. The close observation discloses that the content and discursive practices of all the welcome messages are almost identical. The persuasive nature of welcome messages is clearly evident that the promotional material is used in the introductory part such as “academic excellence”, “the fastest growing private multidiscipline chartered university” etc. The excessive use of adjectives reflects self-promotion of private universities to achieve unique identity for developing positive and good reputation.

4.1.2: Motto of University or Slogan

The universities choose their slogans which reveal their promising product and motto resembles to mission statement of the respective university while slogan or motto is situated immediate to the name of university. Barabas (2017) stated that the fundamental marketing principle includes the recognition of offers provided by the university through slogan, motto or acronym/name. The conventional marketing practices of universities aimed to persuade maximum students which is evident from the analysis of data.

4.1.3 : Vision –Mission Statement

The Pakistani universities set their vision-mission statements by considering market practices and the communicative function of language is used to represent their ideological perspective. The positive image of university is created through mission statement which highlights the objective and vision of respective university; however, these statements are considered as pre-requisite for the publicity or advertising universities. This part provides comprehensive information regarding the ranking of university in higher education as few examples are manifested from the Pakistani context here;

Table 2: Vision- Mission Statement

<p>“The University of Lahore represents excellence in teaching, research, scholarship, creativity and engagement. The university sculpts its graduates to become future leaders in their fields to inspire the next generation and to advance ideas that benefit the world” (UoL). “To emerge as a leading academic institution for solving multi-dimensional challenges , imparting quality education and producing innovative research for socio-economic development of local and global communities” (GAUS). “Agha Khan University is committed to the development of human capacities through the discovery and dissemination of knowledge, and application through service. It seeks to prepare individuals for constructive and exemplary leadership roles , and shaping public and private policies , through strength in research and excellence in education, all dedicate to providing meaningful contributions to society” (AKU). “ To help establish a knowledge-based, tolerant, and progressive society that may strive for the establishment of a just socio-economic, political and moral order in the Islamic Republic of Pakistan” (QU).</p>
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“Iqra University strives to be a world class institution of higher education and research, promoting technical skills, critical thinking and ublic duty, to help, develop a prosperous and progressive society” (IU).

It is evident from the data that chunks such as “*excellence in teaching and learning*”, “*future leaders*”, “*leading academic institution*”, “*discovery and dissemination of knowledge*”, “*solving multi-dimensional challenges*” and “*world-class institution*” are employed to depict the influential image of endorsing quality education in the private universities. The hidden agenda encoded with promotional features are depicted through the incorporation of evaluative adjectives and modifiers to represent the academic discourse which can be observed from the above-mentioned data. It can also be observed that the private universities are making commitments to convince students with the manipulation of linguistic choices such as “*excellent*”, “*leading*” and “*world-class*” etc.

4.1.4: University- Strength and Recognition

The university’s strength is revealed through many important factors such as international ranking, highly qualified and experienced faculty, accreditations, productive research philosophy, linkages with global standards and so on. According to Zhang (2017), universities aim to provide quality education so that students can meet the global standards and it acts as valuable contribution for country and people. In the Pakistani context, the language of prospectuses is fueled up with authoritative discourse patterns and it is evident through the analysis of data. The illustration of these instances is mentioned underneath:

Table 3: Illustration of Universities’ Strength

“ I firmly believe that the role of a dynamic university in the 21st century in Pakistan must cater to the phenomenal changes unleashed by the rapid advancement in science and technology for the economic development of the country , as well as to meet the challenges posed by globalization” (UoL).
 “I would like to assure the parents and our prospective students who are thinking to become the part of UoL family that their decision to join UoL will bear desired fruits in times ahead” (UoL).
 “Strong linkages with the industry are of paramount importance for any higher education institution and The University of Lahore enjoys excellent links with international universities” (UoL)
 “The quality of the teaching facility and research excellence has also earned its international recognition, placing the university amongst the top 6 first Pakistani universities to be ranked in the 2012 QS Asian ranking” (UoL)

It has been observed that universities are using their acronyms frequently to leave a long-lasting impression on the readers. Moreover, the use of first and third person have different implications; the former style is used to show concerns for the students with personal interest while the later referred to an “authorless discourse” (Connell & Galasinski, 1998; Teo, 2007; ZHANG, 2017). The personal tone demonstrates the concerns of the top management and creates bond between students and the respective university while the neutral tone maintains a distance between stakeholders though it is noteworthy to observe the excessive use of acronyms as stated in the above-mentioned sentences. Although, UoL locates its place by using active voice and passive voice to highlight the academic services, personal concerns of the high officials and collaboration with the International expansion.

4.1.5: Presenting the Location of the Service

Besides the required comprehensive academic information, universities also include nearby popular locations, ambiance and beauty of the location. In this regard, the ambiance of universities is mentioned with bright colors to leave the promotional impact on the readers though geographical beauty similar to the context of glossy tourists’ brochures to attract the majority of people by creating promotional features through colorful pictures. Shahnaz (2020) stated that universities are using the geographical location as a marketing tool to portray the exaggerated image of university for students as they have to spend good quality time of few years in the respective university as their second home. The private universities demonstrate their campuses by manipulating the linguistic characteristics. In this context, universities are excessively including the promotional elements so that their ideological perspective can be conveyed.

Table 4: Overview of the Campus

“ UMT Sialkot campus is housed in beautifully constructed architectural iconic tower which is itself for being the tallest tower in the town, named as ‘Pride of Sialkot’ (UMT)”.
 “ The main campus also features a lush green park with fountains and flower gardens and an inner courtyard , which provides ample space for students to rest and recuperate” (UoL).
 “ We also boost state of the art facilities and a campus situated in picturesque Islamabad at the foothills of Margalla” (IU).

It is observed from the above-mentioned data; text producers are excessively using the linguistic characteristics to advertise their campuses so that maximum prospective clients can be enrolled. For example, the phrases like "beautifully constructed architectural iconic tower", "lush green park with fountains and flower gardens" and "campus situated in picturesque Islamabad at the foothills of Margalla" are used for the attraction of the potential applicants and it seemed that Pakistani universities have started modifying their prospectuses' discourse aligned with tourism to advertise universities not only as educational institute but as leisure club too. Such as the prospectuses of the Pakistani universities embedded marketing techniques of advertising nearby famous places, restaurants, specialty of the regions and most importantly easy ingress to the potential applicants. Consequently, non-academic conventions became part of academic discourse for marketization purposes of private universities in the Pakistani context as evident from the data.

5. Conclusion

This study has analyzed the promotional language of prospectuses through the prism of pragma stylistics and concluded that Pakistani private universities have devised the way to cope up with the financial challenges through marketing tactics. Resultantly, the text producers have incorporated catchy taglines, persuasive strategies, promotional advertisements through the manipulation of linguistic patterns according to the requirement of students. The present study has highlighted the linguistics characteristics exaggerated language and pragma stylistic variations to convey the hidden ideological perspective of Pakistani private universities which is to attract maximum students.

6. Recommendation for Future researchers

- The future researchers can conduct interviews of students and work on how students process the information provided in the prospectuses.
- A comparative study of prospectuses of different countries to find the similarities and differences in the language patterns and communication strategies and their overall impact on the higher educational institutes.

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