



Analyzing the Generic Structure Potential of Admission Notifications of Universities of Pakistan

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ABSTRACT

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This paper investigates the generic structural potential of admission notifications of four Pakistani universities: University of Central Punjab, University of Gujrat, University of Sargodha, and University of Education Lahore. Total forty admission notifications are selected for the genre analysis in light of systemic functional linguistics. Halliday and Hasan (1989) concept of "Generic Structural Potential (GSP)" for genre analysis, served as the theoretical framework for this study. This study highlights that the admission notifications analyzed has six obligatory elements: Logo, University Name, Announcement, Respective Department, Programs Offered, and Call info and five Optional elements: Admission Schedule, Instructions, Information desk, Why Choose Us? and Scholarship and Discounts. The study posits that the GSP of advertisements of admission notifications of universities in Pakistan could be cataloged as [L^UN^A^RD^PO^[(AS)^I).(ID).(WCU).(S)]^CI

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1. Introduction

Across the world, students are always critical for the selection of higher educational institutes and they are curious about the admission schedule of their desired one institute. Not only students are critical to know about institutes and their vision along with the admission information, but universities also advertise them to let the students know about their institute. Traditionally the sole aim of every university was to establish and maintain its prestigious status by dissipating knowledge, encouraging individual development, and producing great scholars. Moreover, students struggle to get admitted to a public university on basis of merit. At that time there were few public sector higher institutes and these institutes were not required to advertise them because their potential and efficient students were their recognizing factors. But with the advancement of the 21st century and overpopulation in most countries, the number of universities was increased and private universities were also established with time because with societal development more people started to get higher education, as public universities were offering limited seats for candidates. With the increase in the number of higher educational institutes there raised the need to inform the public about their vision and education policy which gave rise to marketing and promotion of institutes so these started to promote their institutes to which Askehave (2007) call "marketization of higher education". Advertisement is one of the innovations of the media industry which is now even adopted by educational institutes for promotional and marketing purposes. Educational institutes promote their institutes differently some focus on their motto and others on the vision, some compare their institute with others and some enlist the quality education which they provide, this is done to create the identity of

the institute. This type of change in the discursive practice ¹of higher institutes is the result of political and economic changes in the world.

Along with the promotion of institute and identity construction through different advertisements, these higher institutes also keep the public up to date about their education policy course and the different admission schedules. The advertisement is done through various mediums such as newspapers, social media, TV commercials, radio, and through their official websites. This type of promotion by any institute come under the heading of "info-promotion genre" ²because these inform public about their admission schedule, the courses offered, the books or journal published by that institute or job advertisements. These advertisements are in the form of print adverts or videos or images some adverts are in the form of text-only and for their identity construction they use different images, logos, slogans, mottos, and visions. They even use different lexicogrammatical ³choices to make their adverts more attention-seeking and provoke interactants for action which in the case of any university is to get admission. This genre of advertisement is very interesting because it is not only the marketing of a product or the brand but it is providing information to potential readers which are students. Promotional or identity construction advertisements may be in the form of videos but the adverts which are designed to inform the public about the admission schedule or other updates are always text-based and are printed either in a newspaper on any social media platform. In particular, this paper analyzes the generic structure ⁴of the educational advertisements also known as admission notice given by universities on their website, in a newspaper, or on any other advertising site. This study focuses to find out the generic structure potential (GSP) of advertisements integrating the model of genre analysis proposed by Halliday (1989) in the book "Language, Context, and Text Aspects of Language in a Social-Semiotic Perspective" from the perspective of the systematic functional grammar⁵. Different advertisements of admission notice are analyzed to find out the genre by pointing out the obligatory and optional elements in these adverts. This study also finds out the frequency of occurrence of optional and obligatory elements to answer the question as to which elements are particularly focused in admission adverts.

1.1. Background of the study

The concept of genre is a widely discussed field both in language and literature. Halliday (1989) defines the genre as a type of discourse. There are multiple perspectives regarding genre and generic theories in English for Specific Purpose (ESP), New Rhetoric ⁶and systemic functional linguistics (SFL), or Sydney school group and each defines it differently. From the perspective of SFL, J.R. Martin (1992) defines genre as a "staged, goal-oriented, purposeful activity in which speaker engage in as members of our culture" (Martins). While Swales (1990) defines genre from the perspective of ESL as a communicative event whose members have a specific communicative purpose. Genre is the concept that incorporates multidisciplinary aspects; it is used by discourse analysis and linguists to analyze the structure and type of text on basis of cultural and social purpose. In SFL genre analysis is being done in the context in which it is created focusing on the configuration of context to which Hasan calls as "contextual configuration", which is the division of register in its constituent parts.

1.2. Research Gap

Genre being the new field in SFL is an interesting factor to analyze the structure potential of different educational advertisements and genre analysis is also a relatively new trend in the analysis of advertisements. The said study is interesting because of the scope and need of these admissions notice in society.

1.3. Significance of the Study

These advertisements represent the spread of new admission information, courses offered admission schedules, and even the programs available. The dynamics of educational advertisements are more interesting with the advancement in technology the advertisers are changing their promotional strategies. First notifications for admission were published in a newspaper and the details were collected from the institute but all these are now done on social

¹ Discourse practices means how discourse is used for the development of social practices.

² Promotional genres used for the information a product.

³ Lexico-grammatical means the grammar of the lexicon

⁴ It provides information to readers that who and what element are responsible for the changes in the text.

⁵ SFL focuses on the functions of language different in different social situations.

⁶ New Rhetoric is a theory of argumentation.

media platforms and the institute's official website so that the targeted population could get all the required information from one place. That is why this paper analyzes the GSP of admission notification with the purpose to analyze the way these notifications are designed and which particular aspects are being focused on by different institutes in the "info-promotional genres".

1.4. Objectives of the study

To be specific this study has the following objectives:

1. To find out the generic structure potential (GSP) of admission notifications of selected universities.
2. To find the frequency of occurrence of obligatory and optional elements in admission notifications of selected universities.

2. Literature Review

2.1. Existing Studies on Generic Structure of Promotional (GSP)

Generic structure of promotional advertisements is designed by Bhatia (2005) in his paper "Generic patterns in promotional discourse". This generic structure includes "headlines, justifying the product or service by establishing a niche, targeting the market, detailing the product or service, establishing credentials, offering incentives, using pressure tactics, soliciting response and signature line and logo". He states that all these elements are there in every promotional advert and the difference in these is created by copywriters who differentiate one from the other on basis of background information. Genres are of different forms such as descriptive genre, explanation genre, and complex genre. All these are used by Japanese advertisement agencies with different frequencies, Indrowaty, Djatmika, Purnanto, and Hariri (2018) identified that most advertisers use descriptive genres in their advertisements, few pay attention to the explanation genre while very few use complex genres as the text of their adverts. Advertisers use the descriptive genre because it is a straight forward and easily understood form of text and the targeted population could easily comprehend these ads rather than those with complex genres. Hayati (2018) has identified the generic structure and copy elements from online advertisements of five shops in Indonesia. His research is different from others in one aspect as he has analyzed the videos while other has analyzed the text or printed adverts. The GSP which he identifies is in this sequence of opening, background, service description, persuasive message, and closing, and each of these is further divided into few steps to deliver their message (Ahmed, Azhar, & Mohammad; Dler M Ahmed, Z Azhar, & Aram J Mohammad, 2024; Dler Mousa Ahmed, Zubir Azhar, & Aram Jawhar Mohammad, 2024; Mohammad, 2015a, 2015b; Mohammad & Ahmed, 2017).

2.2. Genre Analysis Studies Based on Halliday's Perspective

Nugroho (2009) analyzed the advertisement of beauty product using Halliday's perspective of systemic functional linguistics which views the text from the perspective of three metafunctions. There was also a visual analysis on the framework of O'Toole (1994) as it was a multimodal discourse study. The GSP of that advert found by Nugroho (2009) was as:

"Lead[^](display)[^]emblem[^](announcement)[^](enhancer)[^](tag)[^](call-and-visit information)".

In his GSP of that ad lead and emblem were obligatory elements while others were optional elements. He concluded that visual and linguistic elements are arranged so to project the positive and effective image of the product so viewers get attracted to this product. Martin in his work "Theme and Generic Structure Potential: Setting a criterion for the characterization of school narratives" has given the GSP of school narratives in which he states that every story follows the same generic structure. The obligatory elements in each story are initiating event, sequent event, and final event while placement, finale, and moral are optional elements in story structure. The GSP of narrative stories proposed by Martin is as follow:

"[(<Placement>[^]) Initiating Event [^]] Sequence Event [^] Final Event [[^] (Finale).(Moral)]"

The generic structure potential of feature articles was identified by Sunday and Fagunleka (1970) of four different newspapers from Nigeria. The theoretical model for their model of GSP was presented by Halliday and Hasan. Only three obligatory elements (headline, orientation, and

addressing the issue) out of six are identified in the GSP of feature articles remaining one is optional (feature lead, proffering solution, moral lesson). The proposed GSP is as follow:

"H[^][(FL)[^]O[^]] [AI[^](PS). (ML)]."

2.3. Existing Studies on Genre Analysis

There is always great competition between different institutes in every field. Each designs their adverts on different themes some focus on the motto, some define their vision. Different researchers have done the genre analysis of different aspects of these ads. Askehave (2007) has employed the text-driven genre analysis of student's prospectuses of different universities. The analysis was divided into two sections one consists of the analysis of similarities in rhetorical moves and content while the other focused on the language used. The analysis concluded that prospectuses are designed to construct the ideal image of the institute and students are informed that they will get innovative learning and research techniques in this demanding world. The genre analysis of brochures as a type of promotional genre was conducted by Osman (2008) from eleven different Malaysian public universities. She realized the communicative function of these brochures by analyzing different advertising strategies used in that text and concluded that they have focused on the "rebranding" technique to promote their universities by deviating from traditional patterns as it will help them to reestablish their universities in Malaysia. Yang (2013) has done the genre analysis of the "Why Choose Us?" section from different university websites. He studied how these texts are structured and what type of lexico-grammatical features are used to realize the communicative function of these texts. He identified a six-move structure in "Why Choose Us?". He concluded that universities have constructed these focusing on the particular aspects, some focus on the persuasive wording in that section, while some focused on the teaching quality they provide, few added the elements of the effective educational environment. The Move structure of this section was as, "establish a distinguish status, ensure excellent teaching quality, present a leading role in research, offer attractive incentives, enjoy a friendly environment, end with the suggestion". Research studies on the promotional contents and advertisements of universities in Pakistan are very limited. Nasir and Shakir (2015) have conducted the corpus analysis ⁷of online prospectuses to find out the frequency of tense used and identified present tense in higher frequency. Ahmad and Dar (2015); Bauer, Dougherty, Goodno, Hatch, Nailos, and Vakilian (2013) also analyzed the promotional aspects of prospectuses.

3. Research Methodology

This is an analytical and descriptive quantitative research study of advertisements of admission notifications. Descriptive qualitative research intends to understand the phenomena or the pattern under discussion and analytical because it analyzes the structure potential of text on the basic theoretical framework proposed by Halliday (1989) for genre analysis. This paper describes and analyzes the GSP of the selected data. The data for this study consist of 40 advertisements of admission notifications of four universities: University of Central Punjab, University of Gujrat, University of Education Lahore and University of Sargodha. The data comprises admission notification of Fall and Spring advertisement campaign for the year 2019, 2020, 2021, 2022, and 2023. Each university's notifications were thoroughly examined to determine the GSP of this info-promotional genre. ⁸This study also finds the frequency of the occurrence of optional and obligatory elements. A column graph is drawn to represent the frequency of occurrence and percentage of each element. This study is made to find the answers to the following questions:

1. What is the generic structure potential (GSP) of admission notifications of selected universities?
2. What is the frequency of occurrence of optional and obligatory elements in admission notifications of selected universities?

4. Theoretical Framework

This study focuses on the genre analysis from the perspective of Systemic Functional Linguistics (SFL). SFL finds the recurrent themes that structure a certain genre's material and

⁷ Corpus analysis means the usage of computer resources to analyze different patterns of language.

⁸ Promotional genres used for the information a product.

the connections between particular linguistic elements and these themes (Halliday, 1989). A genre is a collection of distinct communication events connected to a specific environment or situation. Every genre is recognized by its specific structure and the function that it performs in the particular speech community⁹. Hasan defines genre as the type of discourse. According to J.R. Martin (1992) genre is "staged, goal-oriented social processes realized through register" (pg.520). It is goal-oriented since every discussion is conducted to achieve a particular objective, social because we engage in talks with other members of society, staged because achieving these goals requires a few phases (James R Martin, 2001). A genre is distinguished by its schematic structures and distinct beginning, middle, and end. Genre is modeled at the stratum of culture beyond the register as the configuration of the field, tenor, and mode. J.R. Martin (1992) calls register as the context of the situation and genre as the context of culture. Halliday also relates this configuration of a register to the meta-function of language. ¹⁰ Halliday (1989) define a genre as a meaning, every genre is a text either it is a communication or other, it is a language that performs a particular function in a particular context. Hasan uses the term "generic structure potential" (GSP) to describe the particular text type which is different from others. Hasan says, to analyze the GSP of the text it is necessary to identify the contextual configuration of that text. The GSP is used to realize the specific genre of text as it is the obligatory structure of any text. Therefore, each genre contains its own GSP, and the optional elements in the same genre provide variation in the text (Halliday, 1989). The GSP assumes that contextual configuration (CC) which is the "specific set of values that realizes the field, ¹¹tenor ¹²and mode ¹³permits statements about the text structure" (Halliday & Hasan, 1985, pg.56). CC plays the central role in the structural unity of the text and specifically, CC predicts the following elements in text:

1. What elements must occur? – Obligatory elements.
2. What elements can occur? – Optional elements.
3. Where must they occur? / Where can they occur? – Sequence of elements.
4. How often can they occur? – Iteration (recursive elements).

It is crucial to specify the entire range of obligatory and optional parts, along with their order, so that we can determine the potential text structures for any given text that may fit into a certain CC. The term "generic structure potential" or "structure potential" refers to this CC structural possibility. GSP identifies the distinct qualities of a text that make it fit into a certain genre. The following are the components of the service encounter that Halliday (1989) recognized as required and optional:

$$[(G).(SI)^{]} [(SE.) \{SR^{SC^{}}\}^{S^{}}] P^{PC} (^{F})$$

Halliday (1989) states that service encounter in English contain these structural elements, these elements are read as Greetings (G), Sale Initiation (SI), Sale Enquiry (SE), Sale Request (SR), Sale Compliance (SC), Sale (S), Purchase (P),Purchase Closure (PC), Finis (F). The round brackets () in GSP of service encounter show the optionality the elements in these brackets are optional and others are obligatory elements. Braces { } defines the degree of iteration for elements within the braces are equal, caret sign (^) defines a fixed order or sequence. The dot between elements defines an element not restricted to sequence or "more than one option". The square brackets [] defines the limitation of mobility of elements assigned by a dot. To put it in nutshell GSP consists of the following main proposition:

1. Contextual configuration characteristics are utilized to make predictions about text structure, along the sequence and order of parts inside the structure. The three components of contextual configuration are field, tenor, and mode of discourse, each of which may be thought of as a variable with specified values.
2. Every genre has the possibility for a generic structure and includes three types of elements: mandatory, recursive and optional. A genre's generic structural potential is a linear combination of the three elements mentioned above in a certain sequence.

⁹ A group of individual using the same language or dialect

¹⁰ Meta-functions is introduced for understanding the formation and meaning of a text

¹¹ The subject matter of communicative event

¹² The participants involved in communicative event

¹³ The channel by means of communication is taking place

3. The obligatory elements determine the structure of a genre. The order of these elements define the genre to which a text belongs. The role of optional elements might explain differences in works belonging to the same genre.

4. Analysis

4.1. Obligatory and optional elements in Admission notifications

The elements of the Contextual Configuration: field, tenor, and mode help to determine the structure of particular text constituting a genre. The following elements are identified from the sample text-based advertisement that is analyzed for this study:

4.2. Logo (L)

This element is the emblem or the monogram of the institute; it shows the identity of a particular university with its particular motto. The extracts from the data shows this:

Extract 1



Extract 2



Extract 3

Extract 4

4.3. University Name (UN)

This comes on the right side of the logo and is in a bold letter with the bold and large font to let the reader know about the name of the institute who notice one is reading. According to the genre structure potential of text based on the theoretical framework for genre analysis proposed by Halliday (1989), in these particular extract reader and institute are considered as the tenor of this notification. Table 1 shows the extracts from the data.

Table 1: showing the pattern of university names given in admission notifications

Extract 5	UNIVERSITY OF SARGODHA
Extract 6	UNIVERSITY OF EDUCATION LAHORE
Extract 7	UNIVERSITY OF GUJRAT -A WORLD-CLASS UNIVERSITY-
Extract 8	University of Central Punjab The Center of Your University

4.4. Announcement (A)

This element comes immediately after the basic elements of the name and logo of the university. As these notifications come under the heading of the info-promotional genre so this is the main part of notification as it announces that admissions are open and the applicants can apply now. According to the genre structure potential of text based on the theoretical framework for genre analysis proposed by Halliday (1989), these particular extracts are presented online as

well as taken physically from the universities so, the mode of these advertisements are online websites and universities. Following the extracts are given below in table 1:

Table 2: showing the way announcement is made in admission notifications

Extract 9	ADMISSION NOTICE 2020 (taken from notification of University of Sargodha the announcement pattern is same in all only the year change)
Extract 10	Admission Fall 2020 Only Online Admission (taken from notification of University of Education Lahore the announcement pattern is same in all only the year change)
Extract 11	Admissions Fall-2020 Open Online Applications Only(taken from notification of University of Gujrat the announcement pattern is same in all only the year change)
Extract 12	ADMISSION OPEN FALL 2021(taken from notification of University of Central Punjab the announcement pattern is same in all only the year change)

4.5. Respected Departments and Programs Offered (RD &PO)

According to the genre structure potential of text based on the theoretical framework for genre analysis proposed by Halliday (1989), in these particular extracts the detail of the programs offered by the respective university with the detailed description of the respective department and the list of programs offered such as the Department of English of Sargodha University offers BS-program, M.A program, and MPhil program. Below table 1.3 shows the extract of both RD and AS this table includes only the small extract of these elements other views the details of each department are given in admission notification.

Table 3: showing the RD and PO elements of admission notification

Extract 13 from notification of University of Sargodha 2023	FACULTY OF ARTS AND HUMANITIES Department of ENGLISH -BS English(linguistics) -BS English(literature) -BS English(5 th semester intake) -MPhil English -PhD English Department Arabic Language and Literature -BS Arabic BS Arabic(5 th semester intake) -MPhil Arabic -PhD Arabic
Extract 14 from notification of University of Gujrat 2023	FACULTY OF ENGINEERING AND TECHNOLOGY GRADUATE & DOCTORATE DEGREE PROGRAMS (Full Time) FACULTY OF ARTS <ul style="list-style-type: none"> • MPhil Islamic Studies • MPhil Mass Communication & media • PhD Islamic Studies • PhD Mass Communication • MPhil English(linguistics) • MPhil English(literature)
Extract 15 from notification of University of Central Punjab 2018	Faculty of Humanities & Social Sciences <ul style="list-style-type: none"> • BS Psychology • BS Economics • BS Political Science • BS International Relations • MPhil International Relations
Extract 16 from notification of University of Education Lahore 2020	DIVISION OF SCIENCE AND TECHNOLOGY BS Botany (Mor/Eve) BS Chemistry (Mor/Eve) BS Information Technology (Mor/Eve) BS Mathematics (Mor/Eve) BS Physics (Mor/Eve) BS Zoology (Mor/Eve) MSc Chemistry (Mor/Eve) MSc Information Technology (Mor/Eve) MSc Physics (Mor/Eve) MSc Zoology (Mor/Eve)

MS	Botany	(Eve)
MS	Chemistry	(Eve)
MS Mathematics (Eve)		
MS Physics (Eve)		
MS Zoology (Eve)		

4.6. Admission Schedule (AS)

This element in admission notification informs readers about the manual or online application form, the last date to apply, and display of merit lists with the detail of regular programs and self-supported programs and about the test schedule of respective applicants, considered as the field of the admission notifications. Below Figure 1 shows the extract of AS of admission schedule:

Figure 1: showing the admission schedule given in the admission notification

ADMISSION SCHEDULE	
Apply Online (No manual application shall be entertained) Last date for submission of applications September 23, 2019 (5:00 p.m.)	
Display of Master List (for correction)-----25-09-2019 (candidates can visit SU personally or use online admission portal for correction of data within 2 days in case of any errors in the master list)	
REGULAR PROGRAMS	SELF SUPPORT PROGRAMS
Display of First Merit List 02.10.2019	Display of First Merit List 11.10.2019
Display of Second Merit List 05.10.2019	Display of Second Merit List 15.10.2019
Display of Third Merit List 09.10.2019	Display of Third Merit List 17.10.2019
Display of lists (all reserved seats) 09.10.2019	Commencement of Classes 18.10.2019
Commencement of Classes 10.10.2019	
Note: All MS/MPhil/MSc (Hons) and PhD (postgraduate) programs are regular.	
Test / Trial	Date (09:00 am)
Hifz-e-Quran	September 28 and 30, 2019
MSc Physical Education	September 28, 2019 (M) and September 30, 2019 (F)
All Art and Design Programs	September 28, 2019
MS/MPhil/PhD and ADCP	September 28, 2019 (to be held in the respective department)
Medical Examination of Disability	October 01, 2019
Co-Curricular and E-Gaming	October 01, 2019
Sports Trials	September 30 and October 01, 2019 (M) and October 02-03, 2019 (F)

Extract 17 from notification of University of Sargodha 2022

4.7. Instructions (I)

This element includes guidance for applicants as to how they can apply or fill their application forms. It is also known as the "HOW TO Apply" section in admission notification. These details are considered as the mode of admission notification because they provide the source by means of which participants can apply for admission. Below is given the picture of "HOW TO APPLY" from the admission notification of University of Sargodha to show the details of instructions or how to apply elements:

Figure 2

HOW TO APPLY	
<ol style="list-style-type: none"> Candidate must have a photograph (standard passport size with blue background), a valid mobile phone number, email, CNIC copy of both candidate as well as his/her father/guardian and copies of all testimonials before starting the online application. Register your ID at admissions.su.edu.pk using your mobile number. Candidates previously registered at SU online admission portal can use their already created account for submitting their admission application(s). In case of forgetting password, candidates are advised to use reset password option. Complete your online application form first. A challan form for application processing fee worth Rs. 550/- or Rs. 950/- (whichever is applicable) will be generated which must be deposited in any branch of HBL. Then candidate has to attach the scanned copy of this deposited challan in the online application for its final submission. To apply for another program, candidate has to create and submit another application with new processing fee. After closing date, program wise master lists will be displayed on university website to entertain data correction requests through candidate accounts. Later on, correction request will be accepted; however, University shall not be responsible if this affects the merit position and/ or admission of the candidate. The candidates are responsible to visit University website to view their respective merit lists as per given schedule. No separate information shall be given in this regard. 	<ol style="list-style-type: none"> At the time of admission the candidate will be required to submit their original terminal degree/DMC, application form, copies of all academic testimonials, CNIC (applicant + father/guardian) and an affidavit (specimen available on website) on plain paper in their relevant department. The relevant department will generate enrolment fee challan form. After depositing fee challan in any HBL branch the departmental copy of this challan is necessary to be submitted in relevant department within the date mentioned on challan form during office hours for approval of admission/enrolment. The University shall determine the merit on the percentage basis if candidate's transcript does not contain the percentage then it is candidate's responsibility to bring the percentage certificate (duly verified) from previous institution before last date and upload percentage at admission portal accordingly. Separate admission notices will be published for admissions in Pharm-D/Allied Health disciplines. Any change in admission schedule shall be intimated through the University website Https://admissions.su.edu.pk/advertisement <p>Note: Provision of fake/false/incorrect information at the time of admission shall be liable to cancellation of candidate's admission and expulsion from the University at any stage and all fee and other dues paid by him/her to the University upto that time shall be forfeited. The student and his/her father/guardian would also be liable to any further departmental or legal action that the University may deem fit to take.</p>
Nominations from relevant agencies / departments / provincial ministries / GHQ etc against reserved seats must reach in the Admission Office, University of Sargodha on or before November 11, 2022.	

4.8. Information Desk(ID)

This element of notification informs the applicants that if they have any queries related to admission and want some more guidance can ask about these from the respective office or the site. According to the genre structure potential of text based on the theoretical framework for genre analysis proposed by Halliday (1989), this extract relates to field as well as mode. The extract below shows the details of the information desk:

Figure 3: showing the ID elements in the admission notification

FACILITATION CENTER

A dedicated team of SU Admission Office staff will be available during office hours on phone and online to answer the admission queries. Contact details are as follow:

UAN # 048 111 867 111

Mobile#

0307 6628471
0307 6628472
0307 6628473

Email: admissions@uos.edu.pk

Facebook:
www.facebook.com/sargodhauniversity.official

Extract 18 from notification of University of Sargodha 2020

4.9. Why Choose Us (WCU)

This element of admission notification could be called the persuasion box, in which the University informs applicants about the facilities they provide the educational environment in which they teach, and about their campus and other facilities. According to the genre structure potential of text based on the theoretical framework for genre analysis proposed by Halliday (1989), this extract relates to field. Below is the extract to show Why to Choose Us elements:

Table 4: showing the elements of Why Choose us? the section in the admission notification

Extract 19 from notification of University of Central Punjab 2019	Why Choose UCP? <ul style="list-style-type: none">• 100+ Ph.D. Faculty Members• State-of-art Classrooms & Laboratories• Student Exchange program with Renowned International Universities• Career Service Office for Job Placement & Internship• 30+ Student Societies for personal and professional grooming of students• Center of Excellence, Chinese Language which offers HSK Level I, II & III Chinese Diploma Programs• Purpose-built Sports Complex with temperature-controlled Swimming Pool• On Campus Radio Station; UCP ki Dunya FM 92.6• On-Campus Female Hostel Facility• Champion of Inter-varsity games organized by HEC for the last 7 consecutive years
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4.10. Scholarships and Discounts (S)

This element informs applicants about the different scholarship and discount offers that are available to different applicants on basis of merit, financial aid, kinship, and others. According to the genre structure potential of text based on the theoretical framework for genre analysis proposed by Halliday (1989), this extract relates to field. The extract below shows this element in the admission notice:

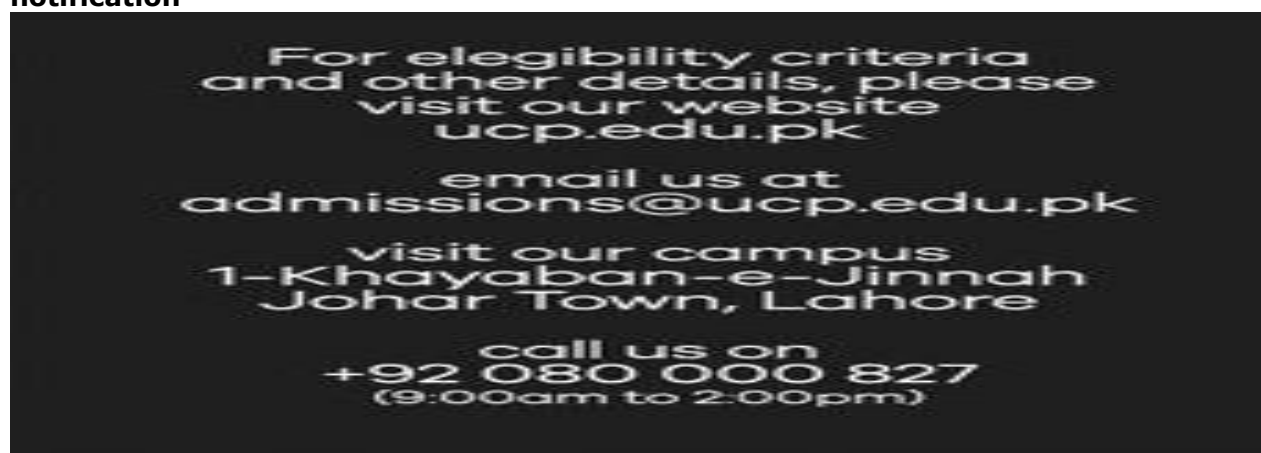
Table 5: showing the elements of scholarships and discounts in the admission notification

Extract 20 from notification of University of Central Punjab 2019	Scholarships & Discounts
	4. Merit Scholarships
	5. For Undergraduates and Graduates Programs
	6. Financial Aid (Need-Based Scholarships)
	7. Only for Undergraduates Programs
	8. Co-Curricular Activities & Sports Scholarships
	9. Only for Undergraduates Programs
	10. Special Fee Waiver for PGC Students
	11. For Graduates and Undergraduates Programs
	12. Discount for Disabled Students
	13. For Graduates and Undergraduates Programs
	14. Kinship Discount
	15. For Graduates and Undergraduates Programs
	16. Special tuition fee waiver for those students who suffer the loss of their Father/Guardian during the study

4.11. Call & Visit Info (CI)

This element contains the general contact information to applicants as phone numbers, email address, link to the official website, link to the application form in case of online application, and names of their social media pages. According to the genre structure potential of text based on the theoretical framework for genre analysis proposed by Halliday (1989), this extract relates to mode. Below is the extract showing calls and visit information:

Figure 4: showing the elements of Why Choose us? the section in the admission notification



Extract 21 from notification of University of Central Punjab 2020
Call & Visit info

Table 6 and 7 are drawn to show the presence of these elements in the selected different admission notifications of universities. The table below shows these in detail:

Table 6: showing the distribution of elements in admission notifications of University of Sargodha and Gujrat

University	University of Sargodha					University of Gujrat				
	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
Logo	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
University Name	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Announcements	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Respective Department	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Programs Offered	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Admission Schedule	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Instructions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Information Desk	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Why choose us?	x	x	x	x	x	x	x	x	x	x
Scholarship	x	x	x	x	x	x	x	x	x	x
Call info	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Table 7: showing the distribution of elements in admission notifications of University of Central Punjab and Education Lahore

University	University of Education Lahore					University of Central Punjab				
	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
Logo	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
University Name	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Announcements	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Respective Department	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Programs Offered	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Admission Schedule	✓	✓	✓	✓	✓	x	x	x	x	x
Instructions	✓	✓	✓	✓	✓	x	x	x	x	x
Information desk	x	x	x	x	x	x	x	x	x	x
Why choose us?	x	x	x	x	x	✓	✓	✓	✓	✓
Scholarship	x	x	x	x	x	✓	✓	✓	✓	✓
Call info	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

The preceding analysis is summarized as follow:

- a) **Logo (L):** This is the obligatory element in the GSP of admission notice. It occurs in all the texts analyzed in this study.
- b) **University Name (UN):** This is also the obligatory element in the GSP of admission notice because it occurs in all the text. It is obligatory because it is providing essential information. If the name of the university is not mentioned in any notification, then who respondents will come to know that to which university these adverts belong.
- c) **Announcement (A):** It is the obligatory element in GSP of educational advertisements as these inform the respondents that it's time for them to get admission to their desired university because admissions are open.
- d) **Respective Department (RD):** It is also the obligatory element in admission notice GSP. It occurs in all the texts analyzed it co-occurs with other element programs offered.
- e) **Program Offered (PO):** It is the element respective department it is also an obligatory element in the GSP of admission notifications. It occurs in all the text analyzed.
- f) **Admission Schedule (AS):** This is an optional element and occurs as 30 out of 40 with 75 % of the text analyzed in the notification of University of Sargodha, University of Gujrat, and University of Education Lahore. In the admission notices where the admission schedule does not occur, it is observed that "why to choose us?" comes immediately after programs are offered.
- g) **Instruction (I):** Instruction for "how to apply?" occurs in 75 % of text being analyzed so it is an optional element. It occurred in the text of notifications of University of Sargodha, University of Gujrat, and University of Education Lahore, while it does not occur in the notifications by University of Central Punjab these notifications directly move from the program offered to "why choose us? Section.
- h) **Information Desk (ID):** The information desk is an optional element because it occurs in 50% of the text being analyzed for this study. University of Gujrat and University of Sargodha in their admission notices add the elements of ID, while the other two University of Education Lahore and University of Central Punjab do not include these elements these demands their respondents to get the required information from their official website given in Call info section of text.
- i) **Why Choose Us? (WCU):** With a percentage of 25 why choose us? is also an optional element and occurs only in the notification of University of Central Punjab. The other three universities do not include this element in their admission notices.
- j) **Scholarship and Discounts (S):** It is also an optional element. It does not occur in all the text analyzed. Like the elements of the "Why Choose Us?" section it occurs with the percentage of 25 only in the text of notifications of University of Central Punjab.
- k) **Call info (CI):** It is an obligatory element in the GSP of admission notifications. It occurs in all the text analyzed.

Below is table 8 showing the frequency of occurrence of these elements in text analyses along with the percentage of these elements.

Table 8: showing the frequency of occurrence and percentage of elements

Elements of GSP	Frequency of occurrence	percentage
Logo	40	100 %
University name	40	100 %
Announcements	40	100 %
Respective department	40	100 %
Programs offered	40	100 %
Admission schedule	30	75 %
Instructions	30	75 %
Information desk	20	50 %
Why choose us?	10	25 %
Scholarship & Discount	10	25 %
Call info	40	100 %

4.12. The sequence of Obligatory and optional elements

The elements in GSP of admission notifications identified, consist of six obligatory and five optional elements. Obligatory elements include Logo, University Name, Announcement, Respective Department, Programs Offered, and Call info. Optional elements consist of Admission Schedule, Instructions, Information desk, Why Choose Us? and Scholarship and Discounts elements.

4.13. Obligatory elements

$$[L]^{\wedge}[UN]^{\wedge}[A]^{\wedge}[RD]^{\wedge}[PO]^{\wedge}[CI]$$

The caret sign (^) shows the sequence of the elements in GSP of admission notifications, while square brackets [] mark the restriction on the sequence of obligatory elements. These elements appear in the same order in all sixteen admission notices that are analyzed. They form the nucleus of admission notice which is why they are essential for the creation of admission notifications.

4.13. Optional elements

$$(AS)^{\wedge}(I).(ID).(WCU).(S)$$

The optionality of elements is shown by round brackets (), while dot (.) shows more than one optional element in sequence occurrence of these elements varies in the text being analyzed. These elements have severed to differentiate the texts of the same genre. These usually occur at the end of the text before the final element Call info which is an obligatory one. Although the presence of these optional elements contributes to the information conveyed in these info-promotional genres but these are not essential for the creation of this type of text.

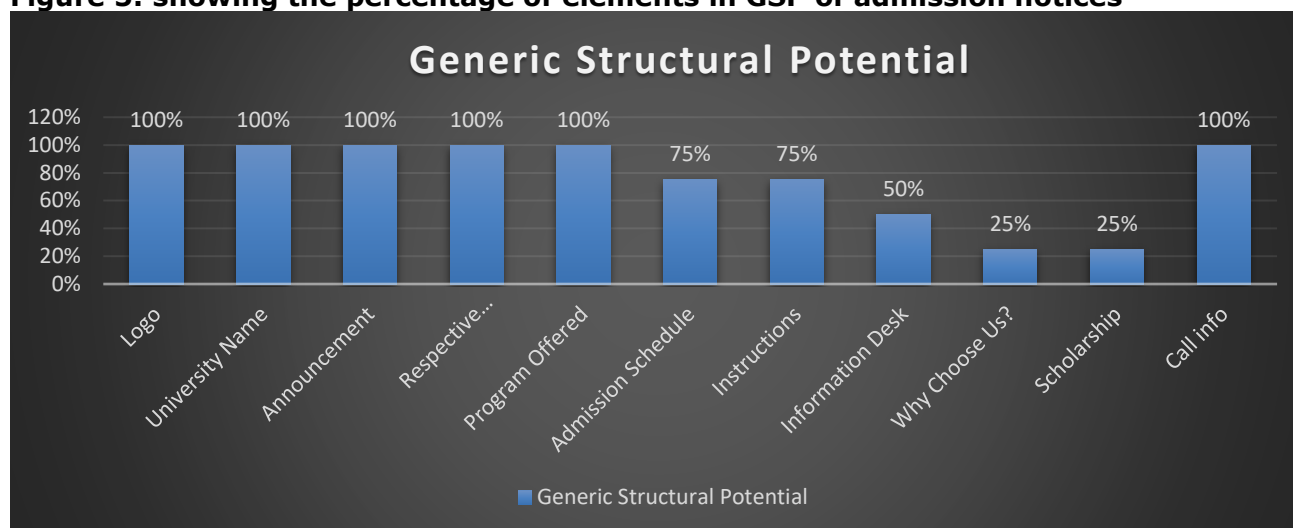
4.14. The GSP of admission notifications

The generic structural potential of any particular genre is determined by the structural elements available within the text of that genre as mentioned by Halliday (1989). The sequence and the range of optional, obligatory and iterative elements is GPS of text also called as "abstract theoretical notion". In this approach, we examine the textual choices made in each genre that are suitable for the specific text's contextual setting. The total six obligatory elements in the text of admission notification are identified by the percentage of 100 and five optional elements with varying degrees of occurrence. The GSP for admission notifications of selected universities in Pakistan could therefore be as follow:

$$[L^{\wedge}UN^{\wedge}]A^{\wedge}RD^{\wedge}PO^{\wedge}[(AS)^{\wedge}(I).(ID).(WCU).(S)]^{\wedge}CI$$

The GSP of admission notifications is a condensed statement that suggests that admission notifications typically have the logo, name of the university, and the announcement that is followed by other obligatory and optional elements. Graph presenting the percentage of elements in GSP of admission notifications.

Figure 5: showing the percentage of elements in GSP of admission notices



5. Conclusion

This paper has tried to identify the generic structure of admission notifications of four Pakistani universities: University of Sargodha, University of Gujrat, University of Central Punjab, and University of Education Lahore. After analyzing the collected data six Obligatory elements Logo, University Name, Announcement, Respective Department, Programs Offered, and Call info and five Optional elements consist of Admission Schedule, Instructions, Information desk, Why Choose Us? and Scholarship and Discounts elements. Admission notifications of Pakistani universities start with the logo and title of the university and are followed by an announcement and other optional elements. These admission notifications published either in the newspaper or posted on social media sites constitute an important part of info-promotional genres and this sub-genre of info-promotion genres is distant from another type of sub-genres of promotional advertisements.

5.1. Limitation of Study

In this study admission advertisements of only four Universities from Punjab are analyzed. These notifications are analyzed based on obligatory and optional element. This study is conducted only in the Punjab so, the findings of this study could not be generalized all over the Pakistan.

5.2. Recommendations for Future Researchers

In future studies can be conducted on different other notifications proposed by universities in other regions of Pakistan. Researchers can analyze notification from different perspectives by using different theoretical framework for the Genre Structural Potential (GSP).

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