

GENERIC STRUCTURE OF ONLINE BLURBS OF FICTION BOOKS: A CASE STUDY FROM PAKISTAN

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Abstract

This paper identified the generic structure of online blurbs for Urdu and English fiction books written by Pakistani authors. Onder's (2013) model was followed for the (move and step) analysis of blurbs. Remarkable difference was found in the generic structure of blurbs for English and Urdu fiction. Online blurbs for English fiction books had a 6- move structure: complimenting the author, book description, justifying the book by establishing the niche, book promotion, author's background and author's website/blog. Move 2 was found obligatory and moves 1, 3, 4, 5 and 6, optional. Online blurbs for Urdu fiction exhibited a 4-move structure. Move 3 and 6, present in English fiction blurbs were missing in the corpus of Urdu language. Generic variation in both corpora may be attributed to diversification in the targeted readership circles. General tendency was that moves and steps did not occur in a sequence but in a random fashion. Study will contribute significantly to the existing bulk of literature focused on genre analysis.

Key Words: Genre analysis, online fiction blurbs, Pakistani authors

Introduction

Genre analysis has currently emerged as the most focused area of research in the field of Applied Linguistics. A substantial number of studies has been conducted to identify the schematic structure of multiple types of genre such as letter of application (Connor, Davis & De Rycker, 1995), academic introduction (Bhatia, 1997), sales letter (Vergaro, 2004), press releases (Maat, 2007), book prefaces (Mohsenzadeh, 2013 & Abdullahzada & Salarvand, 2013).

The concept of genre analysis has undergone several stages to reach its present state. It started with the traditional practice of Register Analysis which merely focused on the frequency of lexical features and vocabulary items of text. The use of register analysis was restricted due to its inadequacy to identify the rhetorical and schematic pattern of text in a specific context, which further led to the evolution of genre analysis. Different theorists have presented multiple interpretation of the term genre (Miller, 1984; Swales, 1990; Bhattia, 1993; Berkenkotter & Huckin, 1995; Johns, 1997). However the researchers agree that the one

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fundamental tenet that shapes the notion of genre is the use of language in conventionalized, shared, communicative setting with specific communicative goals (Onder, 2013).

Book blurbs belong to the colony of promotional genre (Bhatia, 2005), so they present selected positive features of the books in highly positive terms (Cacchiani, 2007). Book blurbs also reflect the cultural specific patterns of writing and can serve as window on cultural values (Basturkmen, 2009).

Statement of the Problem

The multifaceted diversity of the book blurbs has invited the attention of the researchers across the world to examine the rhetorical structure of this genre in a specific social community. Consequently, an extensive bulk of literature is available at present on the analysis of online book blurbs. In Pakistan, genre analysis of book blurbs is a newly established area. Thus, not much work has been carried out so far to investigate the generic features of Pakistani fiction blurbs. Book blurbs serve a promotional purpose in marketing scenario of Pakistan. They perform multiple functions of providing information about book and author and arouse curiosity of readers and prospective buyers to purchase the books. A dominant majority of Pakistani authors opt to their native Urdu language for writing fiction. But simultaneously a sizeable volume of fiction is also produced in English language to cater to the needs of English readers in Pakistan and to access readership across the borders. Online blurbs for both Urdu and English Pakistani fiction are accessible in English language. Grounded on the hypothesis that there may be variation in the generic structure of online blurbs for Pakistani fiction books written in Urdu and English language (as they address two diverse readership levels), the present study sets out to analyze the generic features of online blurbs for Pakistani fiction books. The analysis of schematic structure of Pakistani fictionbook blurbs has been undertaken following the model proposed by Onder 2013. The study specifically seeks to answer two research questions:

- i- What is the schematic structure of online blurbs for English fiction books and Urdu fiction books written by Pakistani authors?
- ii- What similarities and dissimilarities does it have with the model presented by Onder 2013?

Literature Review

Several studies have been conducted to investigate the rhetorical pattern of bookblurbs from different perspectives. A ground-breaking study was piloted by Bhattia (2004), which analyzed threeblurbs, one from fiction book and two from academic books. The study identified six move scheme: headlines, justifying the book, appraising the book, establishing credentials, endorsements and targeting the market. The study came up with the evidence that blurbs for fiction and academic books had similar items of communicative purpose and lexico-grammatical realizations but differences were found in the nature of nominals, especially adjectives.

An influential comparative study was undertaken by Gea-Valor (2005). She examined 60 online blurbs from 4 companies: Penguin, Ballantine, Routledge and Barnes. She recommended three move scheme: description (summary of book content), evaluation (reviews) and information about author (publication, awards). Gea-Valor (2007) undertook another study which examined 36 blurbs to have a comparative analysis of the traditional blurbs which appear on the back cover and the online blurbs from Penguin books. The study explored the communicative purpose of different moves and suggested that blurbs not only performed informative and persuasive function but also provided positive evaluation by highlighting the qualities of books. Further it was concluded that blurbs share common communicative purpose to such a great magnitude that they are entitled to constitute a single genre.

A few diachronic studies recorded the variation appeared in the rhetorical and lexico-grammatical features of blurbs over a specific period of time. Gea-Valor and Ros (2009) conducted a diachronic study of blurb genre to scrutinize the changes in terms of schematic structure and lexical features of the blurbs. The study examined 100 blurbs of books published by Penguin classic series, namely Penguin Popular Classics, Penguin Modern Classics, Penguin Twentieth-Century Classics and Penguin Red classic since 1940. Five move scheme was identified: catchphrase, description, appraisal, author's credentials and technical information. The study suggested that keeping in view the needs and challenges of marketing in the fast moving world, the language of blurb was subject to change. The use of catchphrases increased in the 1970's in all collections but the oldest classics. Evaluative language was consistently used in all series. The study further confirmed that earlier

blurbs used to have conventional clause and linguistic patterns, while recent blurbs incorporated elliptical structures and cliff-hangers to arouse curiosity of readers.

A handful of research studies were held to examine the generic structure of academic books. Back-cover blurbs of 40 academic books from four disciplines (biology, engineering, education and linguistics) were examined by Gesuato (2007) to investigate the use of evaluative language. The study reported little variation in language use across book blurbs of four disciplines. A common characteristic feature of evaluation was recorded in 96% of the whole data. Orna-Montesino (2012) studied 234 blurbs of Architectural and Engineering text books by Elsevier publishers and found four big moves: authorship, readership, presenting the textbook and promoting the text book. Basturkmen (2009) examined blurbs in best-selling English for foreign language (EFL) teachers' books. The study worked on the corpus of 7 EFL books. Following Swales (1980) and Bhattia (1993), a two-step analysis was conducted. Content analysis of blurbs revealed a four-move schema: identifying the market niche, identifying language teaching theory, presenting credentials and informing readers of other items in the course book package. The study concluded that the words used in blurbs suggest and reflect how language should be taught in a specific discipline in a specific country.

Only a few researches have been conducted to examine book blurbs from cross-cultural perspective. Kathpalia's (1997) study investigated the cross-cultural differences between book blurbs of international publishers and local Singapur based publishers in terms of schematic structure, textual pattern and lexico-grammatical realizations. She found the move and step structure almost similar in both local and international fiction and nonfiction blurbs, i.e. a six move schema: headlines, justifying the book, appraising the book, establishing the credentials, endorsements and targeting market. Textual pattern in local and international blurbs was found to be narrative and expository. Differences were found in the use of evaluative language and lexico-grammatical features. Local blurbs appeared to center upon the value of book, while international blurbs exhibited their specific focus on evaluative language.

Another cross-cultural study was conducted by Onder (2013). He examined 95 blurbs of Amazon UK and Okuoku Turkey to identify generic features and promotional elements in them. Both corpora shared 4 common moves (complementing the author, book description, book promotion and author's background). Difference was found in the nature of move 3. Amazon UK blurb corpus established Move 3 as "Justifying the book by establishing a niche, while Okuoku TR blurbs reported the existence of "involving the reader in the text" as Move 3. One additional move identified in Amazon UK blurbs was Move 6 "author's website/blog". Change in rhetorical structures of both corpora was attributed to different socio-cultural factors. Cacchiani (2007) conducted a comparative study of 200 blurbs from Lazy Reads and 160 Reviews from the Economist. The study identified a 5-move generic structure in book reviews and a 4-move structural scheme in book blurbs. Along with the schematic structure, the other specific features such as promotional features and evaluative language were also identified. The study concluded that the common purpose of both blurbs and reviews was exclusively promotional.

Despite the fact that blurbs are inevitable for the promotion of books, little research has been carried out so far to explore the generic features of book blurbs in Pakistan. The present study aimed to fill this gap and investigated the schematic structure of online blurbs of fiction books in Pakistan.

Research Methodology

The study set out to explore the general schematic structure of the online book blurbs for Pakistani fiction books written in Urdu and English language. A corpus of 50 online book-blubs was collected in total to analyze move structure of these blurbs. In specific 25 blurbs were taken from English fiction books and 25 from Urdu fiction books. Order's (2013) model proposed for the blurbs of bestseller books of Amazon UK was considered appropriate to be followed in this study for it seemed to comply with the intricate generic structure of blurbs for Pakistani fiction written in English and Urdu.

Data Collection

The samplebook blurbs were collected from different websites which offered details of books and authors for the purpose of marketing and selling. These book distributors provided free accessibility to the

description of books written in English and Urdu. Purposeful sampling was conducted to select 50 blurbs for fiction books written by Pakistani authors in two languages: English and Urdu. The corpus constituted 25 blurbs for English fiction books and 25 blurbs for Urdu fiction books. The sample data were converted into text documents. An initial analysis was done on the basis of word-count. The following table provides a glimpse of this analysis:

Table 1: Description of the corpus of online fiction book-blurbs:

Book language	No. of blurbs	Shortest blurb	Longest blurb	Total no. of words	Average word count
Eng. fiction	25	74	649	9,075	363
Urdu Fiction	25	68	272	3,459	178

Data Analysis

Schematic analysis of corpus was started with manual tagging by the researchers. In order to ascertain maximum accuracy of tagging process, the software Ant mover was trained to tag data sentence wise in terms of move and steps. The tagged data was again reviewed by researchers carefully. Following the criterion settled by previous studies, the occurrences of obligatory (100% occurrence), conventional (more than 80% occurrence) and optional (least occurrence) moves and their realization in terms of steps were recorded.

Genre analysis of blurbs for English fiction by Pakistani authors exposed six-move schematic structure: Move 1, Complimenting the author; Move 2, Book Description; Move 3, Justifying the book by establishing a niche; Move 4, Book Promotion; Move 5, Author's background; Move 6, Author's website/blog. The sample analysis is given in table 2.

Table 2. Generic structure of book-blurbs for English Fiction by Pakistani authors

Moves and steps	Examples
Move 1: Complimenting the author: focuses on the author's qualifications (e.g., narrative	Move 1: This debut novel establishes Mohsin Hamid as a writer of substance and imagination.

skills, success stories, etc.) by praising the author in general or the author on the particular book	
<p>Move 2: Book description: describes the content of the book (e.g., plot and characters) by means of one or more of the following four steps</p> <p>Step 1: Brief information about the book briefly describes the plot and book content (usually two to three sentences)</p> <p>Step 2: Summary of the book provides detailed information about the content (usually one paragraph or more)</p> <p>Step 3: Description of the character(s) provides information about the main characters (e.g., age, job, family details)</p> <p>Step 4: Quotation from the book reproduces author's own sentence/s from the book</p>	<p>Move 2</p> <p>Step 1: When Daru Shezad is fired from his banking job in Lahore, he begins a decline that plummets the length of this sharply drawn, subversive tale. Before long, he can't pay his bills, and he loses his toehold among Pakistan's cell-phone-toting elite. Daru descends into drugs and dissolution, and, for good measure, he falls in love with the wife of his childhood friend and rival, Ozi—the beautiful, restless Mumtaz.(line 1-4)</p> <p>Step 2: not found in this blurb</p> <p>Step 3: Desperate to reverse his fortunes, Daru embarks on a career in crime, taking as his partner Murad Badshah, the notorious rickshaw driver, populist, and pirate.(line 5-8)</p> <p>Step 4: not found in this blurb</p>
<p>Move 3: Justifying the book by establishing a niche refers to the niche regarding the plot that is rarely addressed in other fictional texts</p>	<p>Fast-paced and unexpected, Moth Smoke portrays a contemporary Pakistan as far more vivid and disturbing than the exoticized images of South Asia familiar to most of the West. (line 5-7)</p>
Move 4: Book promotion	Move 4

<p>praises the book and blurbs; it can also feature one or more of the following steps</p> <p>Step 1: Complimenting the book uses positive and favorable words to describe the book</p> <p>Step 2: Review(s) refers to (inevitably favorable) reviews of the book/author by magazines, newspapers, etc. Reviews may include the name of the reviewer or publication only or details about both the reviewer and the relevant publication</p> <p>Step 3: Recommendation to read refers to statements that directly target readers</p>	<p>Step 1: This debut novel establishes Mohsin Hamid as a writer of substance and imagination. (embedded in move 1)</p> <p>Step 2 and 3 are not found in this blurb</p>
<p>Move 5: Author's background provides both informative and promotional information about the author. Blurbs can feature one or both of the following steps</p> <p>Step 1: Establishing credentials (education, publication(s), TV programs, success stories, work experience, awards)</p> <p>Step 2: Personal life (place/year of birth, family details, place of residence, place of death/information on the author's death)</p>	<p>Move 5</p> <p>Step 1: Mohsin Hamid is a Pakistani author best known for his novels <i>Moth Smoke</i> (2000), <i>The Reluctant Fundamentalist</i> (2007), and <i>How to Get Filthy Rich in Rising Asia</i> (2013). His fiction has been translated into over 30 languages, shortlisted for the Man Booker Prize, featured on bestseller lists, and adapted for the cinema. His short stories have appeared in the <i>New Yorker</i>, <i>Granta</i>, and the <i>Paris Review</i>, and his essays in the <i>Guardian</i>, the <i>New York Times</i>, and the <i>New York Review of Books</i>. (line 8-12)</p> <p>Step 2: Born in 1971, he has lived about half his life, on and off, in Lahore. He also spent part of his early childhood in California, attended Princeton and Harvard, and worked for a decade as a management consultant in</p>

<p>information about the content (usually one paragraph or more)</p> <p>Step 3: Description of the character(s) provides information about the main characters (e.g., age, job, family details)</p> <p>Step 4: Quotation from the book reproduces author's own sentence/s from the book</p>	<p>Step 3: Umer, a character that is very realistic but never sketched before, a mixture of good and evil, far from the usual perfect hero; normally depicted in our novels.</p> <p>Step 4: not found in this blurb</p>
<p>Move 3: Justifying the book by establishing a niche refers to the niche regarding the plot that is rarely addressed in other fictional texts</p>	<p>Move 3: not found in this blurb</p>
<p>Move 4: Book promotion praises the book and blurbs; it can also feature one or more of the following steps</p> <p>Step 1: Complimenting the book uses positive and favorable words to describe the book</p> <p>Step 2: Review(s) refers to (inevitably favorable) reviews of the book/author by magazines, newspapers, etc. Reviews may include the name of the reviewer or publication only or details about both the reviewer and the relevant publication</p>	<p>Move 4</p> <p>Step 1: The novel touches the heart by its brilliant portrayal of human emotions and psychology.</p> <p>Step 2 is not found in this blurb</p> <p>Step 3: We hope, Umaira's fans will find this book interesting and good addition to kitaabghar.com.</p>

<p>Step 3: Recommendation to read refers to statements that directly target readers</p>	
<p>Move 5: Author's background provides both informative and promotional information about the author. Blurbs can feature one or both of the following steps</p> <p>Step 1: Establishing credentials (education, publication(s), TV programs, success stories, work experience, awards)</p> <p>Step 2: Personal life (place/year of birth, family details, place of residence, place of death/information on the author's death)</p>	<p>Move 5</p> <p>Step 1: Amarbail by Umera Ahmed is a Social Reforming Novel and Best Seller Urdu Novel like Peer-e-Kamil, Aab-e-Hayat, Thora sa Asman & Man o Salwa.</p> <p>Step 2: not found in this blurb</p>
<p>Move 6: Author's website/blog directs readers to an online source for further information about the author/book.</p>	<p>Move 6</p> <p>Not found in this blurb</p>

Description given in the above table demonstrates that book blurbs for Pakistani fiction written in Urdu, generally show a four-move generic structure. Move 3 (justifying the book by establishing a niche) and move 6 (author's website/blog) are constantly missing. Moreover, the rate of occurrence of other moves and steps is slightly low, as compared to that of English fiction blurbs by Pakistani authors. The frequency of moves and steps will be discussed later in this section.

The rhetorical structure of the blurbs is found flexible and the order of the occurrence of the moves varies from blurb to blurb. The rhetorical

move structure of Englishfiction blurbs by Pakistani authors is presented through the following figure:

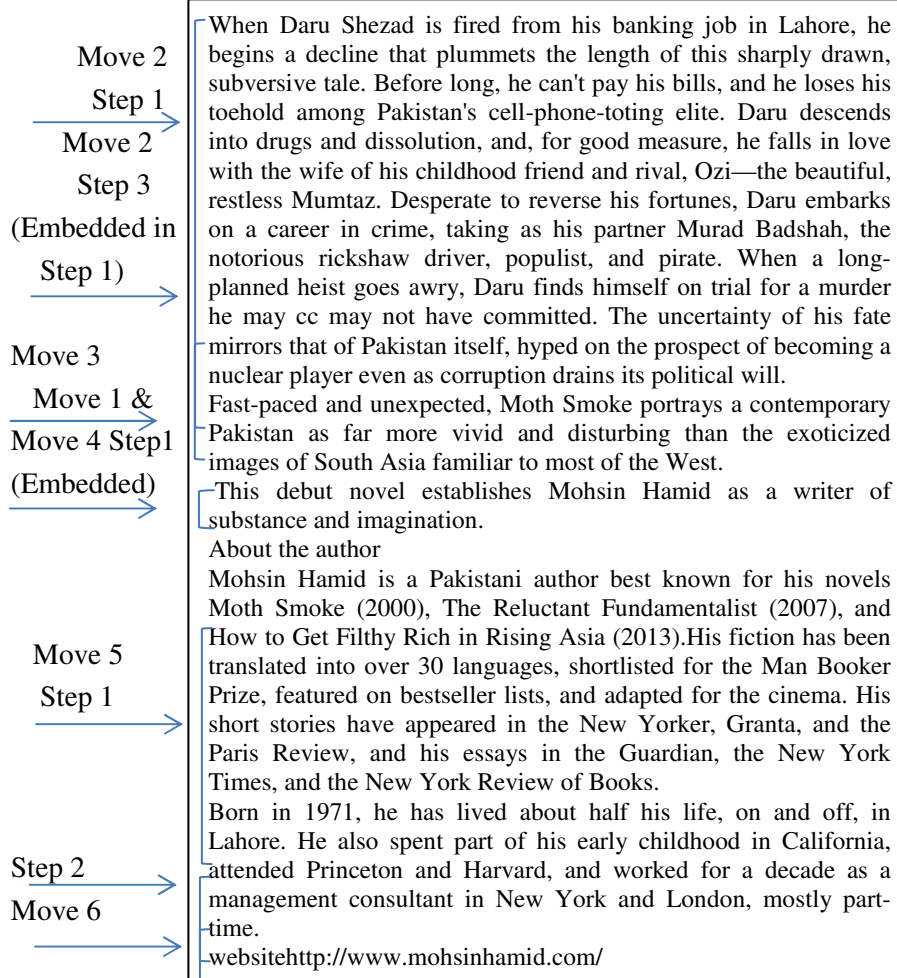
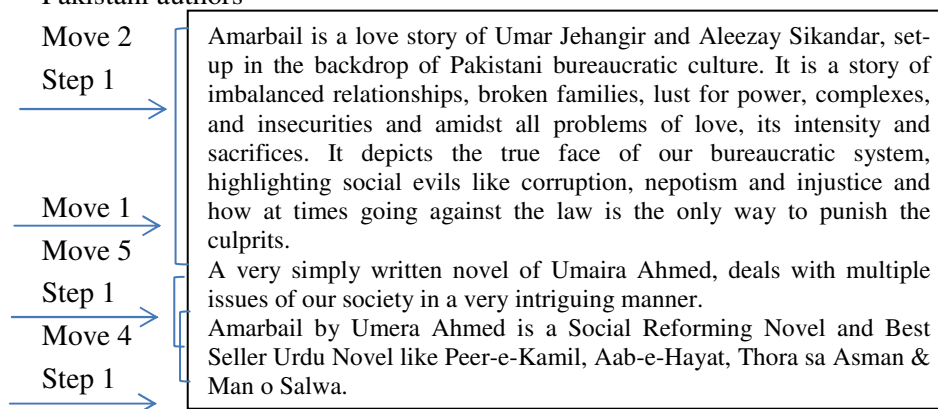


Figure 1-The rhetorical structure of blurbs for English fiction by Pakistani authors



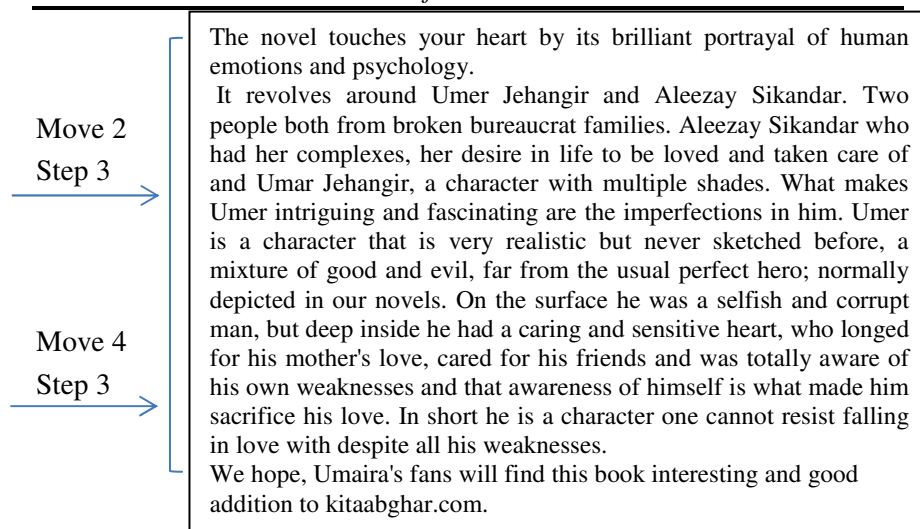


Figure 2- The rhetorical structure of blurbs for Urdu fiction by Pakistani author

Table 4-Frequency of Move and Step in blurbs for English fiction books by Pakistani authors

Moves	Steps	Total no. of blurbs	No.of occurrences	Percentage	frequency
Move 1: Complimenting the author		25	6	24%	0.24
Move 2: Book description		25	25	100%	1.0
	Step 1: Brief information about the book	25	25	100%	1.0
	Step 2: Summary of the book	25	Zero	Zero	zero
	Step 3: Description of the character(s)	25	17	68%	0.68
	Step 4: Quotation from the book	25	Zero	Zero	Zero
Move 3:		25	10	40%	0.4

Justifying the book by establishing a Niche					
Move 4: Book promotion		25	14	56%	0.56
	Step 1: Complimenting the book	25	13	52%	0.52
	Step 2: Review(s)	25	01	4%	0.04
	Step 3: Recommendation to read	25	Zero	Zero	Zero
Move 5: Author's background		25	17	68%	0.68
	Step 1: Establishing credentials	25	15	60%	0.6
	Step 2: Personal life	25	7	28%	0.28
Move 6: Author's website/blog		25	7	28%	0.28

Table 5- Frequency of Moves and Steps in blurbs for Urdu Fiction by Pakistani authors

Moves	Steps	Total no. of blurbs	Total No. of occurrence	percentages	Frequency
Move 1: Complimenting the author		25	9	36%	0.36
Move 2: Book description		25	22	88%	0.88
	Step 1: Brief information about the book	25	21	84%	0.84
	Step 2: Summary of the book	25	Zero	Zero	zero

	Step 3: Description of the character(s)	25	7	28%	0.28
	Step 4: Quotation from the book	25	Zero	Zero	zero
Move 3: Justifying the book by establishing a Niche		25	Zero	Zero	zero
Move 4: Book promotion		25	12	48%	0.48
	Step 1: Complimenting the book	25	10	40%	0.40
	Step 2: Review(s)	25	Zero	Zero	zero
	Step 3: Recommendation to read	25	12	48%	
Move 5: Author's background		25	11	44%	0.44
	Step 1: Establishing credentials	25	11	44%	0.44
	Step 2: Personal life	25	6	24%	0.24
Move 6: Author's website/blog		25	Zero	Zero	zero

Table 4 and Table 5 constitute the values of percentages and frequency of occurrences of different moves and steps incorporated in blurbs for English fiction and Urdu fiction by Pakistani authors.

Findings

The study analyzed the generic structure of online blurbs for English and Urdu fiction books written by Pakistani authors. Move 1 complimenting

the author, makes its appearance as an optional move in corpora of both languages. Table 4 exhibits that Move 2 book description, is found as an obligatory move having 100% existence in all 25 fiction blurbs in English. This move is directly related with contents of book, introduction of main characters and their idiosyncrasies. All this information is shared in an appealing mode not only to engage reader but also to boost the sale rate of book. Variation can be noticed in the frequency of occurrence of Move 2 in Urdu fiction blurbs presented in Table 5, which shows Move 2 as a conventional move having 88% of presence. Move 2 is further realized in four steps, of which step 1 brief information about the book, and step 3 description of characters, appear with high frequency (1.0 and 0.68 respectively) in English fiction blurbs but in a comparatively low rate (0.84 and 0.28 respectively) in Urdu fiction blurbs. Complete absence of step 2 summary of the book, and step 4 quotations from book, in both corpora identify the similar customary practices in a shared context. The probable explanation may be that the stake holders of English fiction books and Urdu fiction books assume the inclusion of step 1 brief information of the book, sufficient to serve the purpose of convincing the reader so steps 2 and 4, summary of the book and quotations from book, are not supposed to be essential to include.

Move 3 justifying the book by establishing a niche, appears in 40% of English fiction blurb corpus and is totally missing in Urdu fiction data, identifying a marked difference in schematic structure of blurbs for fiction bookswritten in two different languages. The reason may be attributed to the diversification of readership circle of English and Urdu fiction. English fiction by Pakistani authors has a wider readership circle transcending the national or cultural boundaries. The all-inclusive Move 3 presents the rareness and exclusivity of plot and characters in order to capture the attention of an extensive range of prospective readers across the world. The use of this additional move in English fiction blurbs is also a necessity to retain the survival and popularity of Pakistani fiction in English in the international market largely pervaded by English authors. The probable explanation of complete absence of move 3 in Urdu fiction blurbs may be ascribed to the fact that Urdu fiction addresses the kind of readership which is restricted to Urdu speakers of the subcontinent.

Move 4- book promotion establishes its existence as an optional move in both corpora (0.56 frequency in English fiction blurbs and 0.48 frequency in Urdu fiction blurbs) implying a relatively less focused promotional stance with 52% and 40% representation of step 1, complimenting the book. Step 3 recommendations to read, is found missing in English fiction blurbs but appears with 48% ratio in Urdu fiction blurbs suggesting that Urdu readers are directly targeted to get their involvement assured and interest aroused.

Move 5- Author's background is one of the important moves which provides both informative and promotional information about author (Onder, 2013). This move gets materialized through two steps i.e. step 1- establishing credentials and step 2- details about personal life of author. Move 5 makes its appearance in English fiction blurbs and Urdu fiction blurbs showing 68% and 44% ratio respectively, signifying a comparatively rising tendency of English fiction blurbs to give promotional edge to author by notifying his education, publications and accomplishments.

Move 6- Author's website/ blog establishes its presence in only 28% of English fiction blurbs. Urdu fiction blurbs are completely devoid of this move, may be on the assumption that its readership circle might not be inclined on having an online source to contact author.

The results of present study conform to the previous research findings on book blurbs. Order's (2013) model of six move schematic structure, suggested for international blurbs closely matches the structure of blurbs for English fiction written by Pakistani authors. Move 2, book description and move 4, author's background in present research are found largely similar to Move1, book description and move 3, about the author, identified by Valor's (2005) study. The findings confirm the status of book blurbs as a promotional genre which provides informational and promotional information to the book readers to enhance their acquaintance about the book and author and to boost the sales rate of the book.

Conclusions

This paper has identified the schematic structure of online blurbs for English fiction and Urdu fiction books by Pakistani authors. The findings support the hypothesis that there is variation in the generic structure of both corpora as they address the needs of diverse readership circles.

Blurbs for English fiction by Pakistani authors are found to have a six move schematic structure: Move 2, book description, is used as an obligatory move and the rest 1, 3, 4, 5, 6 as optional moves. Urdu fiction blurbs bear a four move schematic structure which includes Move2 as a conventional move and the others as optional moves. It is a noticeable fact that though, fiction books in English and Urdu are written by Pakistani authors, but even then the blurbs of both corpora exhibit marked differences at generic level. For instance, complete absence of Move 3, justifying the book by establishing a niche, and Move 6, author's website/ blog, from Urdu fiction blurb corpus. This may partly be attributed to specific marketing strategies of Urdu books publishers which do not entertain any claim regarding exclusivity of plot or story and tend to rely on Move 2- Book description (88% occurrence) to attract buyers. In addition, the non-existence of Move 6 may rest on the assumption that the expected reading circle targeted by Urdu fiction books has limited computer literacy and is not ambitious to use an online source to know more about author. In comparison, English fiction corpus manifests the existence of move 3 and move 6 (40%, 28% respectively) to attract the attention of a widespread readership circle in and outside the borders. Findings emphasize a strong connection between the rhetorical structure of genre and the needs of targeted audience. Diversification in the schematic structure of blurbs for English and Urdu fiction in shared Pakistani context may be attributed to diversification in audience, both the corpora aim to target.

Conclusions further establish the centrality of online book blurbs as a hybrid genre featuring myriad of moves and steps contributing to informational and promotional function in a discourse community. Analysis of both corpora leads to the conclusion that move and steps do not tend to occur in a linear sequence. Their occurrence is largely spiral and cyclical. They occur in an embedded and intertwined fashion. The results substantiate Onder's (2013) finding that move and steps necessarily occur simultaneously and moves could be discontinuous and embedded with another. Generalizability of Onder's (2013) generic model of Amazon UK best seller blurbs on to Pakistani corpora substantiates the concept of similarity among genres aiming at shared communicative functions (Bhatia, 2005).

The study is limited in the sense that it examines a small corpus of 50 blurbs for English fiction and Urdu fiction books by Pakistani authors. The obtained results may not be generalizable outside the context. Inclusion of more corpus from different categories of fiction and non-fiction blurbs would produce generalizable results. The study explores only the overall generic structure of online fiction book blurbs. Future research studies may be conducted to investigate the sets of co-occurring linguistics features among different categories of on-line book blurb genre on different textual dimensions suggested by Biber (1988).

Despite these limitations, the study may be helpful for students of genre analysis. They would gain adequate knowledge of the generic features of blurbs for Pakistani fiction books written in Urdu and English. At general level, the study would increase the familiarity with the hybrid and vibrant nature of blurb genre which may exhibit variation to match the varying requirements of readership.

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