A Comparative Multidimensional Study of Online University Prospectus of Pakistan and UK: A Corpus-based Analysis

Aqsa Shahid[1], Dr. Urooj Fatima Alvi[2], Jahanzeb Jahan[3]

Abstract

The online university prospectus has become a key promotional tool in the field of education, designed to capture the attention of potential students and promote the institution's courses. The emergence of online prospectuses has added an extra dimension to the marketization of universities and their strategies to promote themselves. With the increasing use of technology, online university prospectuses have become a widely-used tool in educational contexts worldwide. The purpose of the present study is to conduct a multidimensional comparative analysis of online university prospectuses from Pakistan and the United Kingdom. The study aims to identify a set of linguistic features through multidimensional analysis, which involves three out of five dimensions proposed by Biber, including involved versus informational discourse, narrative versus non-narrative concerns, and explicit versus situation-dependent discourse. By analyzing these dimensions, the research aims to highlight the similarities and differences between online university prospectuses from Pakistan and the UK. The research will play a vital role in helping to identify the language used on online university websites to represent educational institutions, which is beneficial for both native and non-native speakers. The findings of this research paper will help educational institutions in designing their prospectuses to attract more students. The findings of the research will contribute to the development of cross-cultural perspectives in the field of education. In conclusion, the analysis of online university prospectuses in Pakistan and the UK through multidimensional analysis provides valuable insights into the promotional language and strategies used by universities. It is significant as it contributes to the development of cross-cultural perspectives in the field of education and provides insight into the similarities and differences in the language of online university prospectuses from two culturally different countries.

***Keywords*:** Online university prospectuses, Linguistic variation, Multidimensional analysis, Cross-cultural perspectives

1. Background & Review

In the world of higher education, prospectuses serve as essential documents that provide information to prospective students about programs, admission criteria, faculty members, and the quality of education offered by an institution (Teo, 2007). These documents are typically comprised of five sections, including "about us," a message from the vice chancellor, library information, faculty members, and offered courses. The language used in prospectuses reflects the culture and societal values of the institution's country, making the language of prospectuses from different countries quite distinct. The advent of technology has led to the emergence of online university prospectuses as a prominent tool for promoting and marketing educational institutions. These prospectuses aim to entice potential students by using promotional language and making the institution stand out (Porter, 2001). In recent years, universities have shifted the language of their prospectuses to a promotional register, reflecting the trend towards marketization in higher education (Osman, 2008). Previous research has shown that online university prospectuses are effective marketing tools, and they use a range of linguistic features to attract and engage potential students. Personal pronouns, such as "I," "we," and "you," are frequently used to create familiarity and establish a connection between the reader and the institution (Biber, 1988). Present tense is also commonly used to represent the present state and future happenings (Nasir & Shakir, 2015). This study aims to conduct a comparative analysis of the linguistic variation in online university prospectuses from Pakistan and the UK through multidimensional analysis. The research will explore different dimensions of online university prospectuses through a multidimensional analysis, including involved versus informational discourse, narrative versus non-narrative concerns, and explicit versus situation-dependent discourse (Biber, 1988). The study will use the Multidimensional Analysis Tagger (MAT Tagger) program to identify linguistic variation in the corpus (Amjad & Shakir, 2014). This research is significant as it compares online university prospectuses from two culturally different countries, and the findings can be used to identify distinctions between native language users and non-native users. It is also useful for students to understand the language used on online websites to represent educational institutions (Amri, 2010). The research will play a pivotal role in designing the prospectus to attract more students (Roggendorf, 2008). In conclusion, the use of online university prospectuses as a marketing tool has become increasingly important in higher education. Through this study, we hope to shed light on linguistic variations and patterns used in online university prospectuses from different countries, providing insight into cross-cultural perspectives in the field of education. Previous research on multidimensional analysis has paved the way for this study, and it is our hope that this research will contribute to the ongoing conversation about effective marketing strategies in higher education.

2. Research Methodology

The study uses a mixed-method approach, incorporating both quantitative and qualitative methods. The quantitative approach is used to identify linguistic features responsible for variation through the Multidimensional Analysis Tagger (MAT Tagger). The qualitative method is used for in-depth data interpretation. The corpus for the study includes 20 online university prospectuses, 10 from Pakistani universities and 10 from UK universities. The study aims to compare linguistic features used in prospectuses from both countries and identify cross-cultural perspectives in the field of education.

---
[1] Lecturer, Govt. Graduate College for Women, Kamokee, Pakistan, aqsashahid337@gmail.com
[2] University of Education, Lahore, Pakistan, urooj.alvi@ue.edu.pk
[3] University of Education, Lahore, Pakistan, jahanzeb@ue.edu.pk

3. Corpus Description

The corpus of online university prospectus of university is comprised on two different texts. One is of OUP of PAK and the second is of OUP of UK. Total 20 prospectuses have been selected for this study. Ten prospectuses have been taken from Pakistani universities website and 10 from UK university websites. The list of websites though which the online university prospectuses of both countries have been collected is given below:

Table 1

Sr. no	Country	Website
1	Pakistan	https://www.timeshighereducation.com/world-university-
2	UK	https://www.timeshighereducation.com/world-university-rankings

For data collection official websites of both universities have been selected. All five sections of prospectuses including about us, library section, department, facilities and vice chancellor messages have been chosen for analyses. The analysis of corpus through multidimensional analysis shows how grammatical and lexical features are combined together and produce new and different types of discourse. (Biber and Conrad 2001).

For this research, online prospectus of two different countries Pakistan and UK have been selected. Data was collected on the basis of ranking in times higher education magazine.

For the analyses of corpus, corpus analyzing tool; multidimensional analyses is used. Multidimensional analysis Tagger (MAT) version 1.0 is used to tag the data and to analyze the all five dimensions given by Biber (1988). It is the program that replicates Biber's (1988) dimensions for the multidimensional functional analysis of English texts.

This tool is used to find out the set of linguistic features in the specific text (Nini 2013p. 01). In this tool, data is analyzed through certain statistical method. It intends to detect text type and particular dimension of the linguistic variation is done through MAT tagger. Moreover, the analysis though multi-dimensional analysis tagger is useful in finding the extent to which the linguistic features vary across texts. The procedure to analyze the text is listed below:

1. Collection of data and corpus compilation
2. Convert data into text files
3. Text files run separately in MAT tagger
4. After finding the dimension scores of both countries' prospectuses, comparative analysis will be done.

4. Results

4.1. Analysis of Results of Mean Dimensional Scores of Online University Prospectus of Pakistan

To determine the nature of corpus, the mean scores of all six dimensions have been obtained by using MAT tagger. This research focuses only on three dimensions i-e involved vs. informational (D1), narrative vs. non narrative (D2) and explicit vs. situation-dependent reference (D3). The mean scores of all dimensions is given below in table:

Table 2

Dimensions	Mean score of OUP of PAK
Dimension 1	-23.8
Dimension 2	-4.23
Dimension 3	16.35
Dimension 4	-2.05
Dimension 5	1.14
Dimension 6	1.95

4.2. Dimension 1 (involved vs. Information)

Sample Corpus 1

The Department of Economics is the pioneer department of university when it started functioning in 1975, it has produced thousands of graduates so far who are serving in various national and international institutions across the countries. It intends to produce well trained graduates, researchers who can contribute significantly in the economy of Pakistan. Its mission is to develop economic wisdom, innovative thinking with promotion of ethical values attitudes for delivering the highest standards of education in Economics. Its purpose is also to develop the professional capacity building and to promote the knowledge. Keepingin view, the need of the time this department also provides essential and fundamental knowledge and skill of economics with training to the graduates. It aims to decipher the economic issues through academic and professional skills.
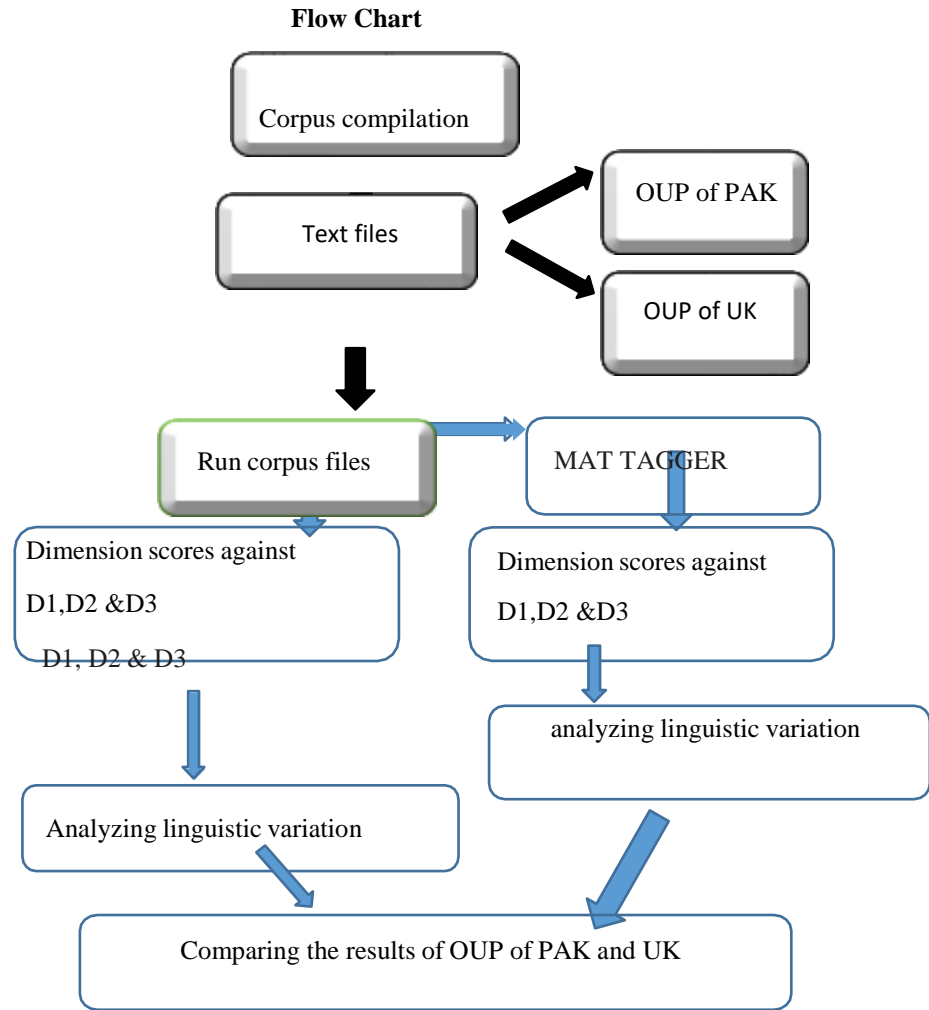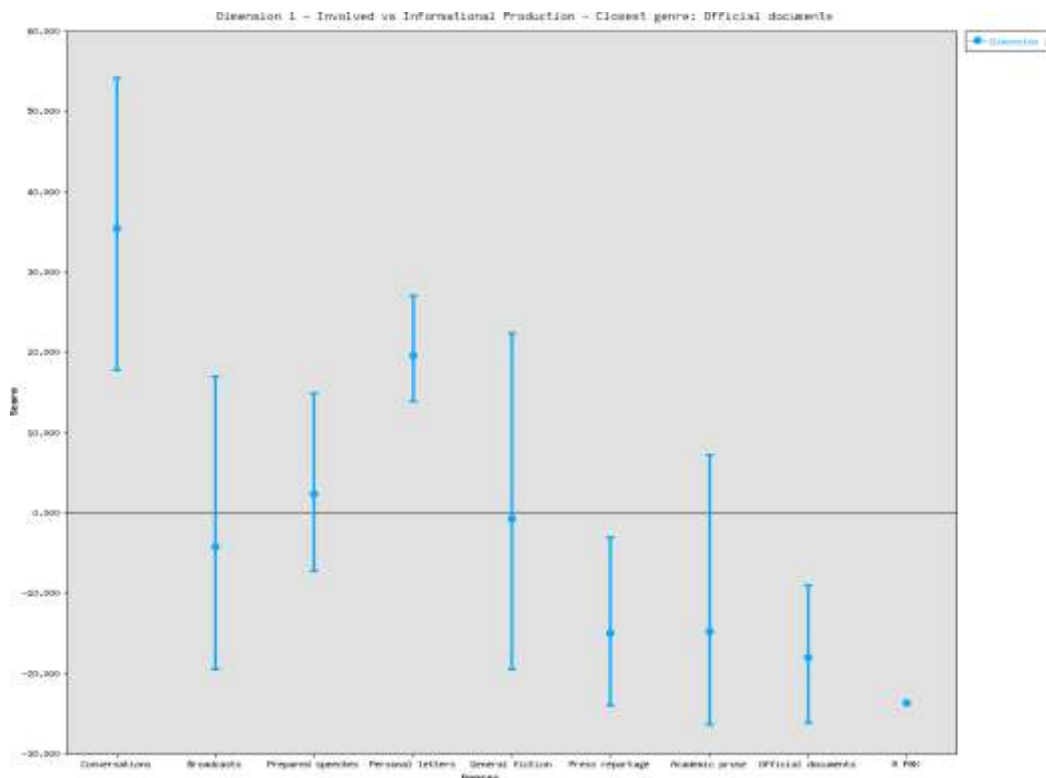

Flow Chart

```
        ┌─────────────────────┐
        │ Corpus compilation  │
        └─────────────────────┘

        ┌─────────────────────┐         ┌──────────────┐
        │     Text files      │────────▶│  OUP of PAK  │
        └─────────────────────┘         └──────────────┘
                  │                      ┌──────────────┐
                  │                 ────▶│  OUP of UK   │
                  ▼                      └──────────────┘
        ┌─────────────────────┐         ┌──────────────┐
        │   Run corpus files  │────────▶│  MAT TAGGER  │
        └─────────────────────┘         └──────────────┘
                  │                            │
                  ▼                            ▼
     ┌──────────────────────┐     ┌──────────────────────┐
     │ Dimension scores     │     │ Dimension scores     │
     │ against D1,D2 &D3     │     │ against D1,D2 &D3     │
     │   D1, D2 & D3         │     │                      │
     └──────────────────────┘     └──────────────────────┘
                  │                            │
                  ▼                            ▼
     ┌──────────────────────┐     ┌──────────────────────┐
     │ Analyzing linguistic │     │ analyzing linguistic │
     │      variation       │     │      variation       │
     └──────────────────────┘     └──────────────────────┘
                  │                            │
                  ▼                            ▼
     ┌───────────────────────────────────────────────────┐
     │  Comparing the results of OUP of PAK and UK         │
     └───────────────────────────────────────────────────┘
```

Figure-1

Figure shows the mean score on dimension 1 and its closet genre i.e. officialdocument.

Table 3

Dimension	Mean score of OUP of PAK
Dimension 1	-23.8

Negative score on the dimension 1 indicates that the corpus of OUP of PAK is informational in nature. The value of the corpus is -23.8 shows that the corpus is informative. According to Biber (1988), low scores on the dimension 1 reveals that corpus falls under the category of scientific exposition or general narrative or learned exposition. The negative value demonstrates that corpus is highly informative. It showsthat it has high values of negative features like nouns, adjectives and long words. The score on dimension 1 has the negative value -23.8 which means it has more negative features as compared to the positive features. The negative features show that text is informational in nature. Thus, this corpus has the high number of negative features likenouns, adjectives and long words. Thus, corpus is informational.

Prepositional phrases carry the bundle of information in the text. According to Chafe 1982 and Danielewicz 1987, prepositions are the mode of uniting information into anidea unit and enhances the information within an idea unit.

Biber (1988) states that prepositions occur recurrently with nominalization and passivein informational kind of text such as academic prose and official document. Text is informational if it contains long words.

According to Biber (1988), every dimension is comprised on positive and negative features. When the frequency of positive features is higher than the negative features, it means that positive features occur more frequently in text as compared to the negative features. When the frequency of negative features occur more in text as compared to thepositive feature, it means that negative features occur more in text as compared to positive features.

The score on dimension 1 indicates the nature of the corpus. Negative value in this dimension shows that text is informative as in the case of academic prose while positive features indicate that text falls under the category of conversation. It can be face to faceconversation, telephonic conversation or public conversation.

After running the corpus of OUP of PAK it is concluded that the corpus contains negative features. According to Biber (1988), the presence of negative features confirmthat the corpus is informative. The closet genre of OUP of PAK is official document.

4.3. Negative Features of Online University Prospectuses of Pakistan

Table 2 gives the detail list of negative features and their scores on dimension 1. Itshows the frequency of features in OUP of PAK.

Table 4: Values of Negative Features of OUP of PAK

Negative Features of OUP of PAK	Mean Score
Word length	5.64
Attributive adjectives	8.42
Place adverbials	0.15
Agentless passives	1.19
Present participle WHIZ deletion	0.14
Token ratio	218

The table indicates that language of online university prospectuses of Pakistan contains many negative features like word length, attributive adjectives, place adverbials, agentless passives and present participle WHIZ deletion. According to Biber (1988), Word length is the "mean length of words in a text, in orthographic letters". The word length of online university prospectus of Pakistan is 5.64. According to Zipf (1949), longer words convey specific information as compared to the shorter words. Attributive adjective comes before the noun and it modifies a noun or a pronoun.It is different from predicative adjectives. The mean score of attributive adjectives is

8.42 which indicates that text is highly informational. Place adverbials are placed afterthe main verb and they represent location of something. Words like here, nearby, and around are included in place adverbials. The mean score of place adverbials is 0.15. Agentless passives are passives without any agent. It does not include by phrase. The mean score of place adverbials is 1.19 which is the feature of informational text. In present participle WHIZ deletion, WH words are removed.

4.4. Dimension 2 (Narrative vs. Non-Narrative)

Sample Corpus 2

Library plays a vital role in the academic life of a university. The fundamental role of the library is educational. It should not be operated as a mere storehouse of books, rather it should be a dynamic instrument of education. The library collections support not only every course in the curriculum but also include selected stock of general reference books, periodicals, publications, newspapers etc. The library has a rich collection of materials, including books, journals, videos, CD-ROMs, DVDs, etc. The collection is ideally suited to encourage and support both academic and research activities of the university. The library *has* established its repute by providing excellentservices and facilities to fulfill needs of its clients. The library is manned by qualified and experienced professionals, all dedicated to provide high quality innovative services**.** Our mission is to provide support to academic and scholarly endeavor of our users, in their core instructional and research requirements through utilizing the best possible resources, systems and services.

According to Biber (1988) Dimension 2 is comprised on two types of discourse i.e. narrative and non-narrative. Negative

score on this dimension indicates that text is non-narrative in nature. Biber (1988) explains that some registers reach to the both extremesalong dimension 2. For example, fictional register falls in the category of narrative while official documents and academic prose fall in the category of non-narrative. Textis narrative if it has the feature of past tense, third person pronoun and public verbs.

Non-narrative feature is due to the presence of large number of attributive adjectivesand present tense in a text. Present tense provides the procedural information while attributive adjectives provide the description of the text. The mean score on dimension 2 of OUP of PAK is given below:

Table 5

Dimension	Mean score of OUP of PAK
Dimension 2	-4.23

The value (-4.23) indicates that text has more negative features as compared to the positive features. It means that it has low quantity of positive features. The low quantityof positive features such as past tense and public verbs indicate that text is non-narrativeand argumentative in nature. This negative value is due to the presence of large number of present tense and attributive adjectives. The attributive adjectives provide the description of the text while present tense gives the procedural information. Hence, the language of online university prospectuses of Pakistan is non-narrative in nature. Figure shows the mean score of online university prospectus of Pakistan and itscloset genre on Dimension 2 giver by Biber (1988).

Figure 2
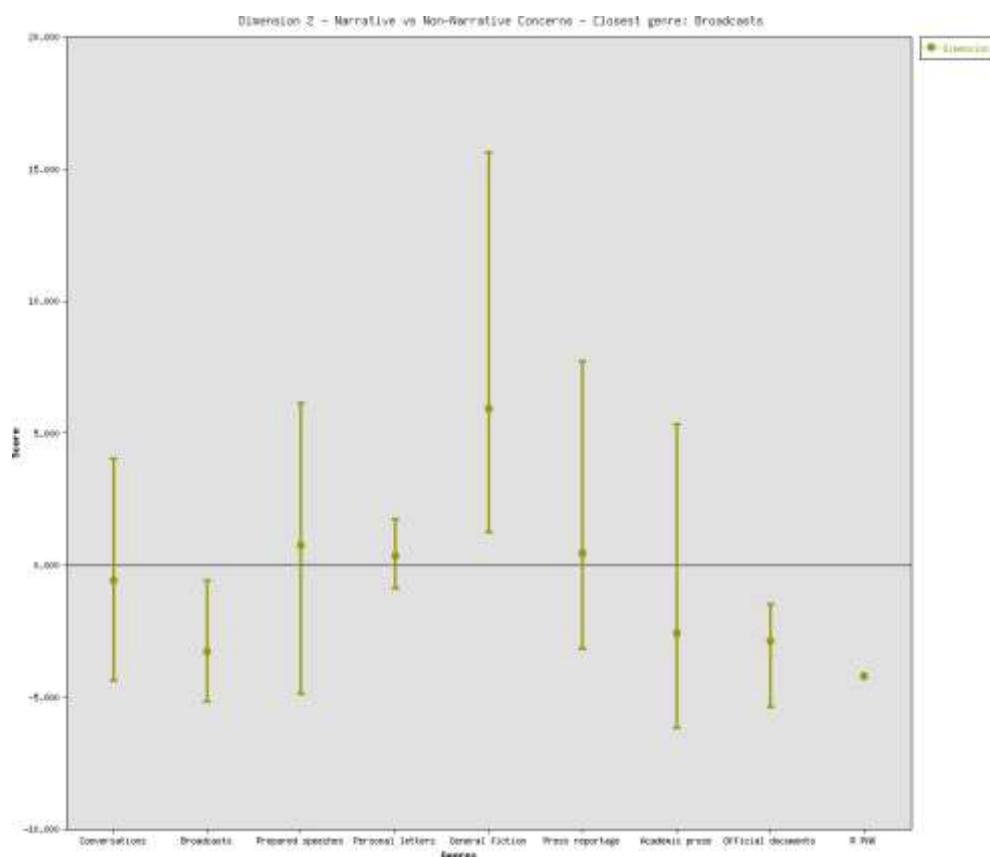
After running the corpus of online university prospectus of Pakistan, it is concluded that its language is non-narrative in nature. Non-narrative nature is due to the presenceof large number of present tense and attributive adjective. The above figure shows thatthe closet genre of OUP of PAK on dimension 2 is broadcast.

4.5. Negative Features of Online University Prospectuses of Pakistan

Table represents the negative features of online university prospectuses of Pakistanon dimension 2. These negative features include; present tense, attributive adjectives and word length. These features indicate that text is non-narrative in nature.

Table 6: Values of Negative Features of OUP of PAK

Negative Features	Value of OUP of PAK
Present tense	4.74
Attributive adjectives	8.42
Word length	5.64

The mean score of present tense on dimension 2 is 4.74, which shows that text is non- narrative in nature. The present tense gives the procedural information and explains thepresent events. Attributive adjectives are different form predicative adjectives.

According to Biber (1988), if a noun or adjective follows another adjective then such adjective is known as attributive adjective. On the other hand, Biber adds that the adjectives which do not fall in the category of predicative adjectives are also tagged as attributive adjectives. Attributive adjectives modify a noun or pronoun and they are not connecting by linking verb. These adjectives come before a noun and define the quality of a subject. The mean score of attributive adjectives on dimension 2 is 8.42. It shows that text is highly non-narrative in nature. The word length of online university prospectuses of Pakistan is 5.64. This high amount of word length indicates that corpus convey specific information. Hence, it is non-narrative in nature. Word length is actuallythe mean length of words in a text.

4.6. Dimension 3 (Explicit vs. Situation Dependent)

Sample Corpus 3

Department of International Relations is offering programs of B.S., M.A. and M.Phil. This year department of International Relations is going to offer PhD program which will further enhance the scope of the department. It has diverse faculty of ten members; five among them are PhDs and rest are M.Phil. BahauddinZakariya University Multan has always contributed to the development organization and progress of education and human resource development in Pakistan. Department of Environmental Sciences is playing an important role to inspire a lifelong commitment to the earth for environmental responsibilities through research and education that is essential to understand and improve the environment.

According to Biber (1988), dimension 3 has two types of discourse based on the linguistics features present in the text. High score on this dimension indicates that text isexplicit and context independent in nature such as academic prose. Low score on this dimension directs that text is situational dependent. This dimension is comprised on positive and negative features.

Positive features include WH relative clause on subject position, WH relative clause onobject position, pied piping constructions, phrasal coordination and normalization.

Negative features include time adverbials, place adverbial and other adverbs.

Table 7

Dimension	Mean score of OUP of PAK
Dimension 3	16.35

Figure 3

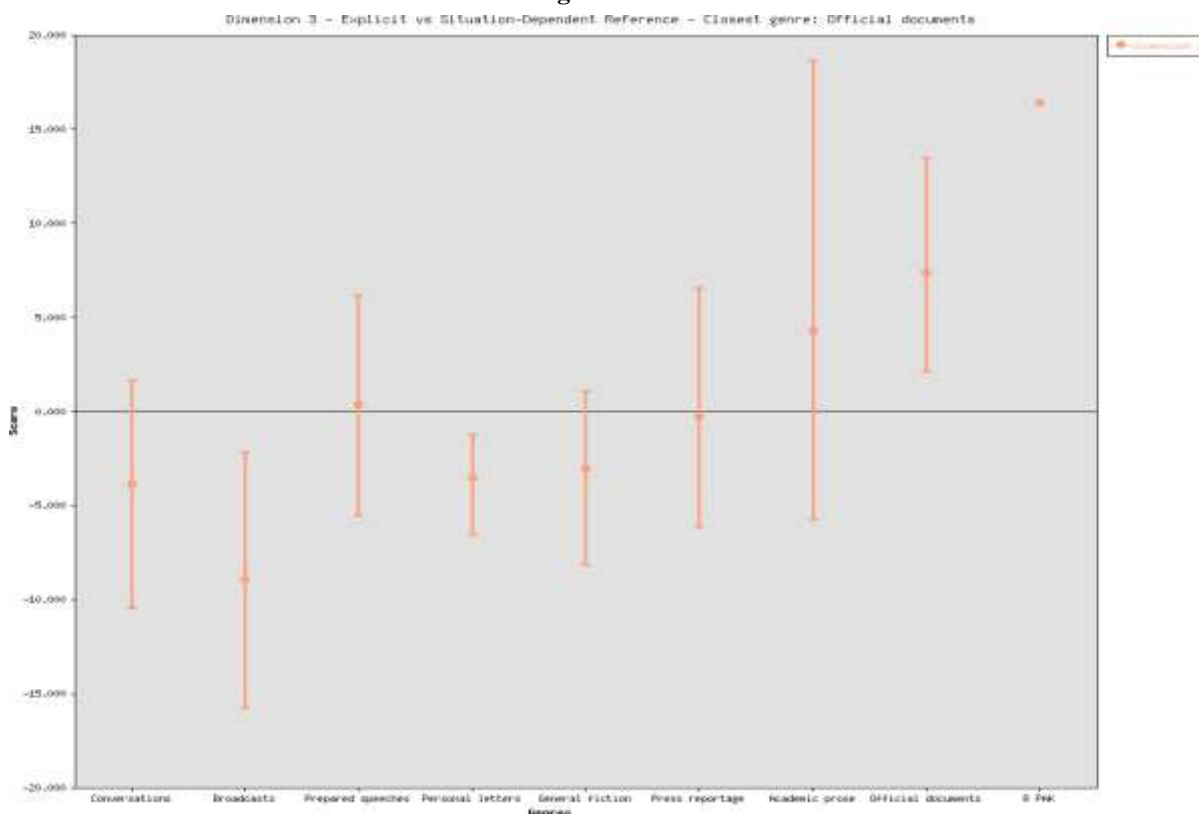Dimension 3 - Explicit vs Situation-Dependent Reference - Closest genre: Official documents

Figure indicates the genre of the text. Due to high positive value the genre of OUPof PAK is official document.

The mean score of online university prospectus of Pakistan is 16.35. It is a high positivevalue that indicates the explicit

nature of the text. High positive value shows that it contains more positive features as compared to negative features. Value of 16.35 indicates that OUP of PAK is highly explicit and elaborative in nature. Itis more explicit in nature as compared to the situation dependent text. Thus, the language of online university prospectus is more explicit in nature. Dimension 3 is comprised on two forms of relative clauses that include; WH relative clause on subject position and WH relative clause on object position. These relative clauses are used as a tool in recognizing the explicit features of a text. Features like place adverbials and time adverbials show large negative value on dimension 3. Placeadverbials are used for locative and indicate the place while time adverbials refer to time.

After running the corpus on Dimension 3 given by Biber (1988), it is clear that the language of online university prospectuses of Pakistan is explicit in nature. The explicitnature of language is due to the presence of large number of positive features like WH clause on subject position, WH clause on object position and nominalization. The abovefigure indicates the closet genre of OUP of PAK on dimension 3 which is official document.

4.7. Positive Features of Online University Prospectus of Pakistan on Dimension 3

Table indicates that corpus of online university prospectus of Pakistan is comprised on positive features like WH-relative clause on subject position, WH relativeclause on object position, nominalization, pied piping constructions and phrasal coordination. These positive features indicate that language of online universityprospectus of Pakistan is explicit in nature. WH relative clause on subject position gives more information about subject. Relative pronouns like who and which are used in the place of subject. These relative pronouns on subject position are called WH relative pronouns on subject position. The mean scoreof WH relative clause on subject position is (0.25) which indicates that text is explicit innature. The mean value of WH relative clause on object position is (0.18). It shows that WH relative clause on object position is present in slightly large quantity as compared to WH relative clause on subject position. Nominalization is the usage of verb and adjective as a nouns. It is basically the transformation of verbs and adjectives into nounssuch as from argue to argument, from discuss to discussion and from collective to collection. The high amount of nominalization (6.46) indicates that text is highly explicit and argumentative in nature. The mean score of pied piping construction is 0.72while the mean value of phrasal coordination is 12.79. It means that text contains more phrasal coordination.

Table 8: Values of Positive Features of OUP of PAK

Positive Features	Value of OUP of PAK
WH- relative clause on subject position	0.25
WH- relative clause on object position	0.18
Nominalizations	6.46
Pied piping Constructions	0.72
Phrasal coordination	12.79

4.8. Analysis of Results of Mean Dimensional Scores of OnlineUniversity Prospectuses of UK

The mean scores of online university prospectuses of UK on all the dimensions is obtained by using MAT tagger. The current research is focused only on three dimension; information vs. involved (D1), narrative vs. non-narrative (D2) and explicitwith situation dependent (D3).But to understand the nature of the corpus the values of online university prospectuses of UK on all dimensions are obtained by using multidimensional analysis approach.

Table 9: Mean score of corpus of OUP of UK

Dimensions	Mean score of OUP of UK
Dimension 1	-16.81
Dimension 2	-4.06
Dimension 3	13.44
Dimension 4	-0.14
Dimension 5	0.4
Dimension 6	-1.84

4.9. Dimension 1 (Involved vs. Information)

Sample Corpus

Imperial College London is one of the largest and the most successful medical college in UK with a strong reputation for managing and high quality of clinical education across multiple healthcare sites. You will enjoy outstanding benefits through our partnership with key academic industrial and professional bodies andhave access to vital networks giving you the freedom to pursue your academic and career aspirations. Our research embedded educational programs. Our institutes and divisions have excellent discipline specific facilities ranked sixth across the world. Our influential research centers having strong links with educational institutions in the UK and worldwide make it unique. Students are working outstandingly with diverse professional backgrounds.

Dimension 1 has two types of poles i.e., positive pole and negative pole. Positive valueon dimension 1 indicates that corpus

contains positive features and negative score on dimension 1 indicates that it has negative features. Positive features on dimension 1 include; indefinite pronouns, WH- question, private verbs, be as a main verb, that deletion contradictions, hedges and possibility modals. The value is negative if it contains the high amount of negative features like word length, attributive adjectives, place adverbial, agentless passives, present participle WHIZ deletion and token ratio. The negative value shows that text is informational innature while the positive value specifies that text is involved.

Table 10

Dimension	Mean score of OUP of UK
Dimension 1	-16.81

The high amount of negative score on dimension 1 (-16.81) indicates that it has more negative features as compared to the positive features. Hence, the online university prospectus of UK is information in nature. Biber (1988) states that low scores on this dimension indicates that corpus falls on the category of scientific exposition or learned exposition or official document. This high negative value (-16.8) shows that it has high amount of negative features like word length, attributive adjectives, place adverbial, agentless passives, present participle WHIZ deletion, token ratio. The negative value does not mean that it has only negative feature rather it shows that text has low quantityof positive features. These negative features indicate that text is informational in naturesuch as academic prose and official document. Thus, the high amount of negative valueindicates that it is more informative in nature just like the official document.

Figure 4

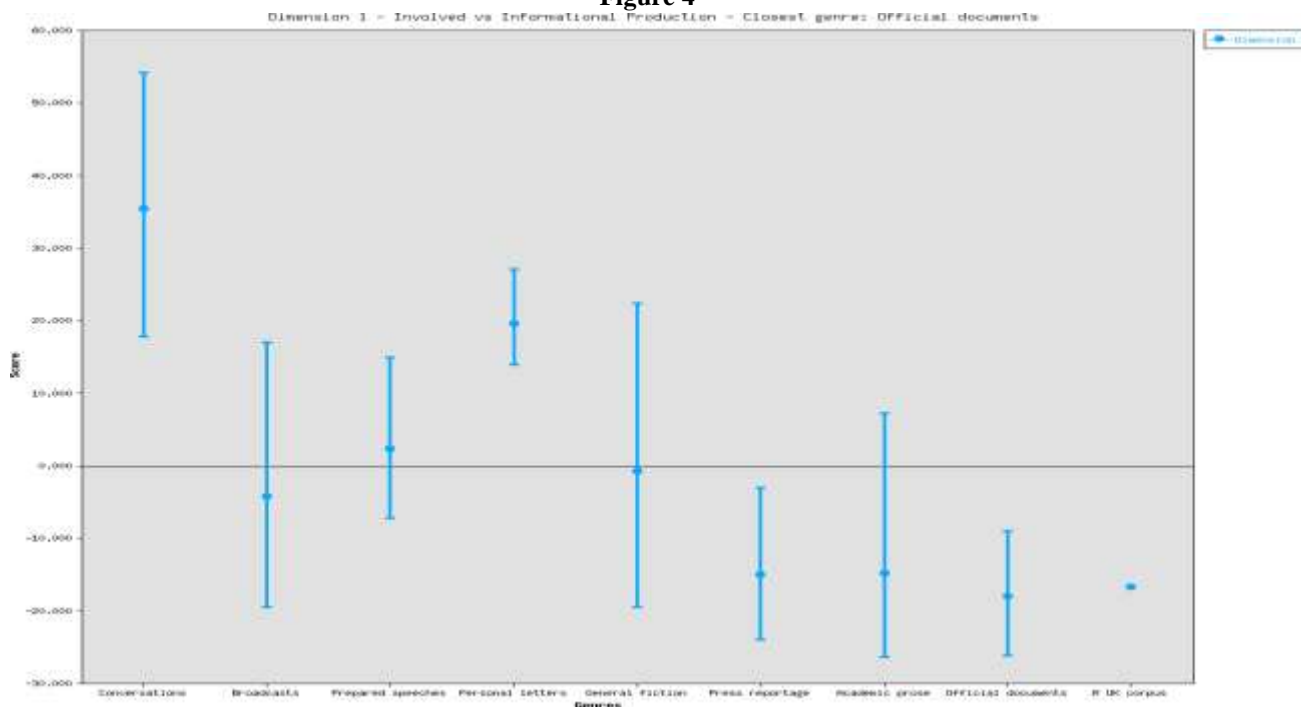Dimension 1 - Involved vs Informational Production - Closest genre: Official documents

Figure indicates the genre of the text.

Hence, this above figure indicates that online university prospectuses of UK is informative and argumentative in nature and its closet genre is official document. Likethe official document, online university prospectuses of UK provide the bundle of information about the university. Thus, its closet genre on dimension 1 is official document.

4.10. Negative Features of Online University Prospectuses of UK on Dimension 1

Table presents the negative features of online university prospectuses of UK.These negative features like word length, attributive adjectives, place adverbials, agentless passives and present participle WHIZ deletion indicate that text is highly informative in nature.

Table 11: Negative Features of Dimension 1

Negative Features	Values of OUP of UK
Word length	5.40
Attributive adjectives	8.83
Place adverbials	0.45
Agentless passives	0.80
Present participle WHIZ deletion	0.31
Token ratio	199

According to Biber (1988), word length is the "mean length of words in a text, in orthographic letters". The mean value of

word length of online university prospectuses of UK is 5.40. Attributive adjectives explain the quality of a noun or a pronoun in a text.The value of attributive adjectives of online university prospectus of UK is 8.83. The high amount of these features are the sign of informative text. Place adverbials indicate the location of things in a particular text. The value of place adverbials of online university prospectus of UK is 0.45. Agentless passives are the passives without any agent and they do not include by phrase. The mean value of agentless passives of onlineuniversity prospectus of UK is 0.80. In present participle WHIZ deletion, WH words aremissing. The value of present participle WHIZ deletion of OUP of UK is 0.31

### 4.11. Dimension 2 (Narrative vs. Non-narrative)

Sample Corpus
The Oxford University has an outstanding international reputation for its excellence inresearch. The one, unassailable condition of being accepted for a graduate course at Oxford is evidence of your previous academic excellence, and of your future potential.The University has more academic staff working in world-class research departments than any other university in the UK. The mix of cultural diversity and intellectual rigor is an essential part of Oxford. Our academic resources are unrivalled. It providesand directs many initiatives developed to support and enhance your academic and personal development.

Dimension 2 represents that corpus either falls on the category of narrative or non- narrative. Biber (1988) states that corpus is narrative if the mean score on this dimension is high whereas low score shows that corpus is non-narrative in nature. Lowscore on this dimension shows that corpus contains many attributive adjectives. It also reveals that corpus is comprised on present tense in a large quantity.

Table 12

Dimension	Mean score of OUP of UK
Dimension 2	-4.06

Figure 5

Dimension 2 – Narrative vs Non-Narrative Concerns – Closest genre: Broadcasts
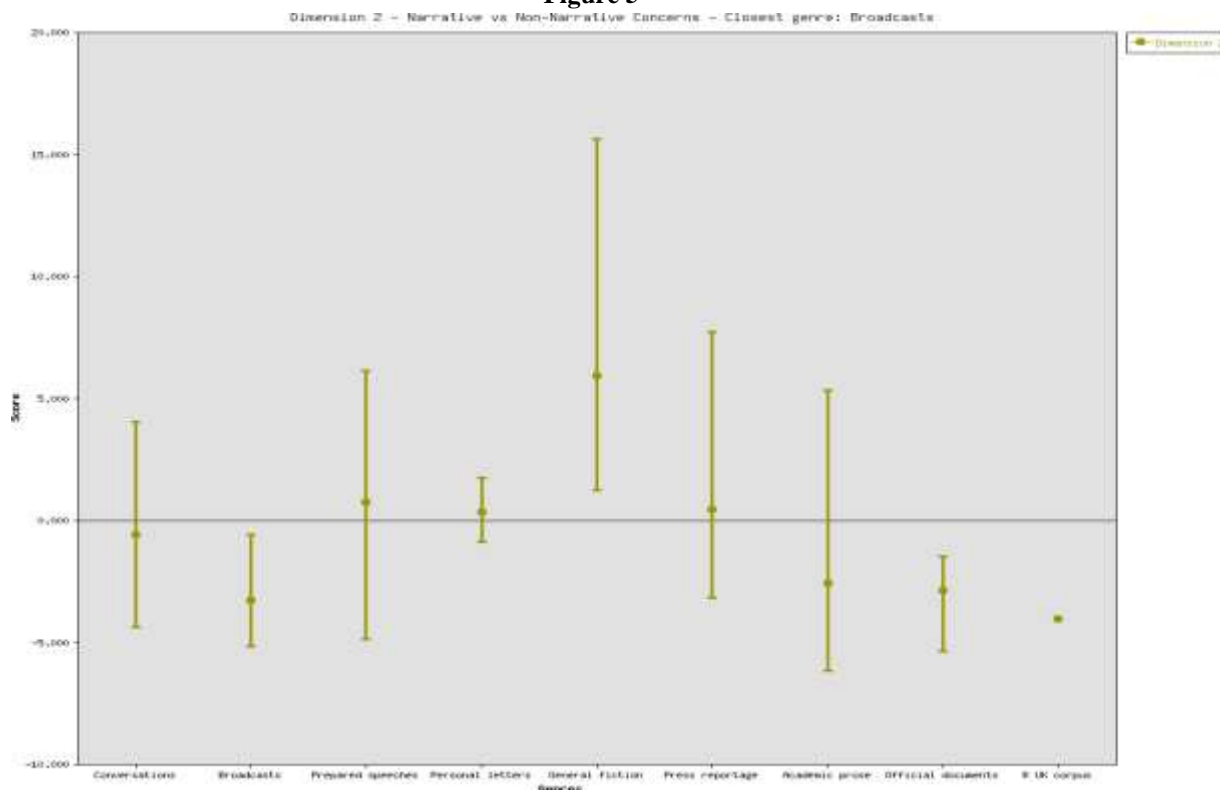
The corpus is non-narrative if it shows the negative value. Negative value indicates thatcorpus contains the negative features like attributive adjectives and present tense. Thesefeatures show that corpus is non-narrative in nature. It means that positive features suchas past tense, third person pronoun and public verbs are present in low quantity as compared to the negative features. Result shows corpus has more attributive adjectives and present tense. Attributive adjectives provide the descriptive information about the particular text while the present tense gives the procedural information. Moreover, present tense reveals the thoughts and opinion. It provides the particular information about the events. Attributive adjectives show the quality of nouns in a specific text.

Thus, the negative value (-4.06) confirms that corpus of online university prospectusesof UK is non-narrative.

Figure shows the mean dimension score of online university prospectus of UK andits closet genre on dimension 2.

Thus, figure indicates that language of online university prospectus of UK is non-narrative due to presence of large quantity of negative features. Negative features on dimension 2 incudes attributive adjective and present tense.

4.12. Negative Features on Dimension 2

Table presents the negative features of online university prospectuses of UK on dimension 2. The negative features of online university prospectuses of UK are Present tense, attributive adjectives and word length. The high amount of these features indicatethat corpus is non-narrative in nature.

Table 13: Values of Negative Features of OUP of UK

Negative Features	Value of OUP of UK
Present tense	5.61
Attributive adjectives	8.83
Word length	5.40

The mean score of present tense in online university prospectuses of UK is 5.61. Presenttense provides the descriptive information about the particular text. Attributive adjectives are different from predictive adjectives and modify the noun or pronouns in atext. According to Biber (1988), if a noun or adjective follows another adjective then such adjective is known as attributive adjective. The value of attributive adjectives of online university prospectuses of UK is 8.83. The presence of these negative features in a large quantity indicate that text is non-narrative in nature. The word length of online university prospectuses of UK is 5.40. Biber (1988) defines word length as "mean length of words in a text". Longer words convey specific information about the text.

Thus, due to the presence of these features the register of online university prospectusesof UK is non-narrative in nature.

4.13. Dimension 3 (Explicit vs. Situation Dependent)

Sample Corpus

We help to change the world research groups and strength our academic facilities.Our faculty is formally structured into ten departments and a number of intersecting institutes and centers. We shape our research across a network of collaborations between groups and departments faculties in order to address complex twenty first century challenges. Our cross-disciplinary activities span the macro-scales of marine engineering and the atomic manipulations of nanotechnology. We excel in communications smart urban environments to integrate our diverse research strands. The Electrochemical Innovation Lab has had far-reaching influence on the development of government policies. This activity is conducted through several School committees. Each department has staff/student committee.

According to Biber (1988), the result on dimension 3 indicates that corpus is either explicit or situation dependent in nature. High score on this dimension indicates that textis independent and explicit in nature. The explicit nature of the text is due to the presence of WH relative clause on subject position, WH relative clause on object position, nominalization, pied piping constructions and phrasal coordination. Positive features make the corpus explicit in nature while the negative features indicate that corpus is situation dependent. Corpus is situation dependent if it contains the high amount of features such as time adverbial, place adverbial and other adverbs.

Table 14

Dimension	Mean score of OUP of UK
Dimension 3	13.44

Dimensions are basically helpful in explaining the co-occurrence of linguistic featuresin a corpus. Dimension 3 is beneficial in differentiating between explicit nature of thecorpus and situational dependent. The high amount of positive value indicates that corpus contains more positive features as compared to the negative features. The positive value shows that corpus has positive features in high amount. Negative value shows that corpus has negative features in a large quantity. Positive features indicate that corpus is explicit in nature while negative features indicate that corpus is situation dependent. Features like WH relative clause on subject position, WH relative clause onobject position, Nominalization, time adverbial and place adverbials are responsible in differentiating between the explicit and situation dependent text. High amount of positive features such as WH relative clauses and nominalization show that corpus is explicit in nature. The high amount of negative features like time adverbial and place adverbial indicate that corpus is situation dependent.

Thus, the high amount of positive value (13.44) of online university prospectuses of UKon dimension 3 confirms its explicit nature. This is because the presence of high amountof explicit features such as nominalization and phrasal coordination. Figure indicates that language of online university prospectuses of UK on dimension 3 is explicit in nature due to the presence of large amount of positive features such as phrasal coordination, nominalization and pied piping construction.

Hence, figure reveals that the language of online university prospectuses of UK isexplicit in nature. The closet genre of OUP of UK on dimension 3 is official document.Just like official document it provides the plethora of information about the institution. Positive Features of Online University Prospectuses of UK.

Table presents the positive features of online university prospectuses of UK on dimension 3. These positive features include; WH- relative clause on subject position,WH- relative clause on object position, nominalizations, pied piping constructions andphrasal coordination. The presence of these features indicate that corpus is explicit in nature.
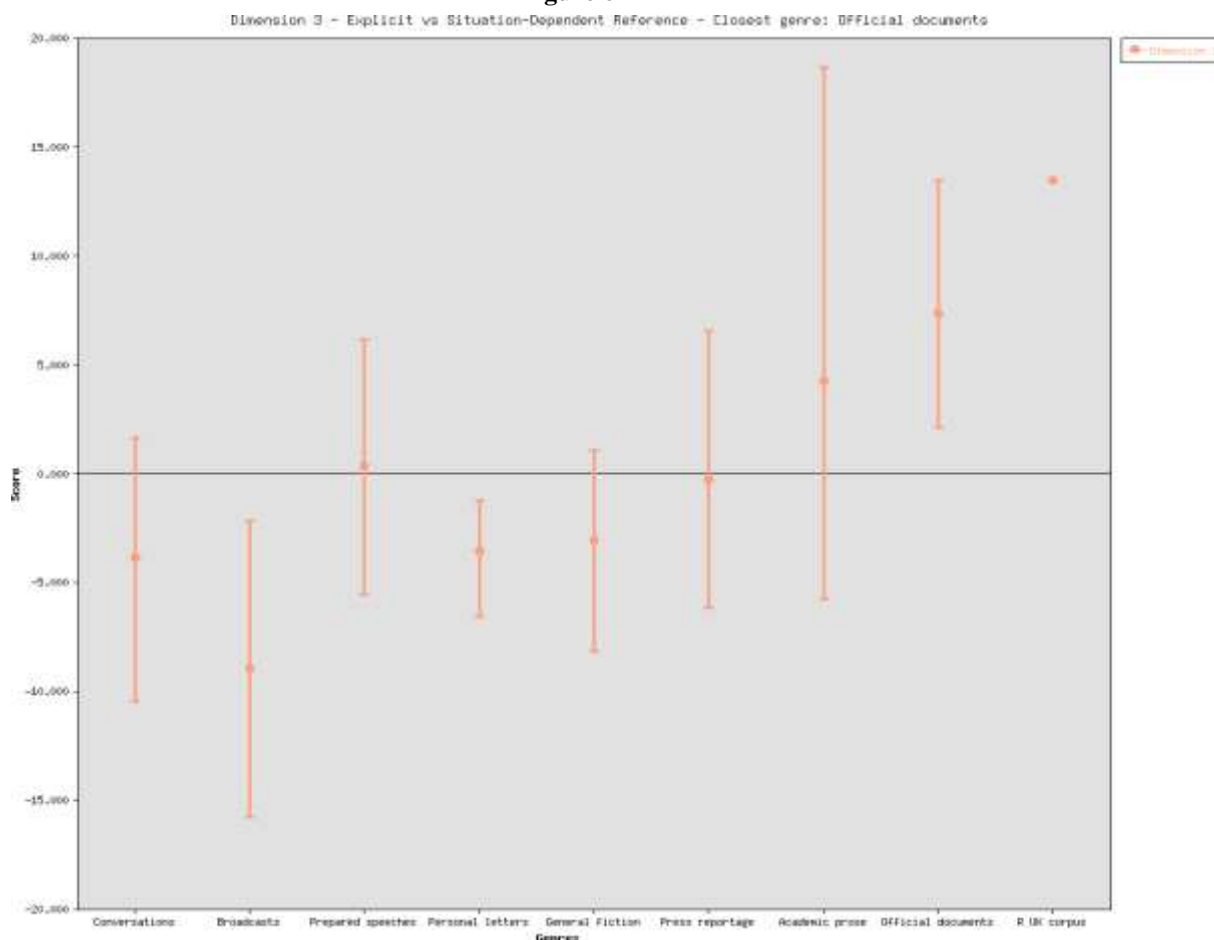
Figure 6

Dimension 3 – Explicit vs Situation-Dependent Reference – Closest genre: Official documents

Table 15: Values of Positive Features of OUP of UK

Positive Features	Value of OUP of UK
WH- relative clause on subject position	0.19
WH- relative clause on object position	0.03
Nominalizations	5.38
Pied piping constructions	0.07
Phrasal coordination	2.61

Positive features on dimension 3 contain two types of relative clauses such as WH relative clause on subject position and WH relative clause on object position. These twoclauses help in identifying the explicit nature of the text. Relative pronouns like who and which are used as WH relative clause on subject position. The mean score of WH relative clause on subject position is 0.19 while the mean score of WH relative clause onobject position is 0.03. Nominalization is the transformation of verbs and adjectives intonouns. The high amount of nominalization (5.38) indicates that corpus is independent and explicit in nature. The value of pied piping constructions is 0.07 while the mean score of phrasal coordination is 2.61.

In concluding remarks, the current research shows that language of online university prospectus across various culture is informational, non- narrative and explicit in nature. Negative features on dimension 1 proposed by Biber indicates that text is informational in nature. The mean score of OUP of PAK on dimension 1 is (-23.8) while the mean score of OUP of UK is (-16.8). it means that negative features are present in a large amount in corpus of OUP of PAK as compared to OUP of UK. The comparative analysis of online university prospectus of Pakistan and UK on dimension 1 shows that language of online university prospectus of Pakistan is more informational in nature as compared to the language of online university prospectus of UK. This is due to the presence of high amount of negative features in OUP of PAK which includes; word length, attributive adjectives, place adverbials, agentless passives and present participle W hiz deletion. Thus, due to the presence of high amount of negative features in OUP of PAK indicates that corpus of OUP of PAK is more informational elaborative in nature.

The mean scores of online university prospectus on dimension 2 reveals that corpus of online university prospectus is non-narrative in nature. The mean score of OUP of PAK is (-4.23) while the mean score of OUP of UK is (-4.06). This is due to the presence of high number of features like present tense and attributive adjectives. Thus, the high amount of negative

value of OUP of PAK shows that corpus of OUP of PAK is more non narrative in nature as compared to the corpus of OUP of UK.

The mean scores on dimension 3 given by Biber indicates that corpus of online university prospectus is explicit in nature. This is due to the presence of positive features in the corpus of online university prospectus. The mean score of OUP of PAK is (16.35) while the mean score of OUP of UK is (13.44). It reveals that corpus of OUP of PAK has high number of positive features as compared to the corpus of OUP of UK. The positive features include; WH relative clause on subject position, WH relative clause on object position, pied piping constructions, phrasal coordination and normalization. Thus, due to the presence of high number of positive features in dimension 3 the corpus of OUP of PAK is more explicit in nature as compared to the corpus of OUP of UK.

References

Ahmad, R., & Mahmood, T. (2015). A multidimensional analysis of Pakistani news reportage. *Journal of Applied Linguistics and Language Research*, 2(7), 201-220.

Alvi, M. R., Mehmood, T., & Rasool, R. (2016). A multidimensional analysis of the linguistic variation in editorials of Pakistani English Newspapers. *Journal of Applied Linguistics and Language Research*, 3(5), 109-127.

Amri, S. B. (2010). Register analysis of university websites: an ESP tool for enhancing students' awareness. *Procedia-Social and Behavioral Sciences*, 9, 1099-1109.

Amjad, R., & Shakir, A. (2014). A multidimensional analysis of the language of online university prospectuses of Pakistan, India, and UK. *Journal of Research in Social Sciences*, 2(1), 68-86.

Bagheri, M., & Beheshti, A. (2010). The study of efforts of Swedish universities to attract students and develop strategies for increasing admissions. *Journal of Marketing for Higher Education*, 20(1), 1-24.

Begum, S. (2016). A multidimensional analysis of the academic writing of university scholars in Pakistani context. *Linguistic Forum,* 2(2), 48-63.

Biber, D. (1988). Variation across speech and writing. Cambridge University Press.

Caiazzo, C. (2013). The 'About us' section of university websites: limited globalizing trends. *Journal of Language and Education*, 2(2), 58-73.

Connell, I., & Galasinski, D. (1998). Language, discourse and education: a critical review of recent work. *British Journal of Sociology of Education*, 19(3), 435-452.

Fairclough, N. (1993). Discourse and text: linguistic and intertextual analysis within discourse analysis. *Discourse & Society*, 4(2), 193-217.

Graham, S. (2013). A comparative analysis of the language of the online university prospectus in the UK. *Journal of Further and Higher Education*, 37(1), 89-110.

Hui, W. (2009). Register analysis of online university prospectuses in Hong Kong. In 2009 International Conference on E-business and Information System Security (pp. 451-453). IEEE.

Hussain, S. S., Mahmood, T., & Azher, M. (2016). A multidimensional analysis of Pakistani English. *Journal of Research in Social Sciences*, 4(1), 1-17.

Jarvis, P. (2001). Globalisation, the knowledge economy and comparative education. *Comparative Education*, 37(2), 139-154.

Mayes, E., & Pini, B. (2009). Marketing schools: discursive production of promotional postures in Australian school prospectuses. *Discourse: Studies in the Cultural Politics of Education*, 30(3), 321-333.

Milne, L. (2006). Teaching and learning in the language classroom. Oxford University Press.

Nasir, A., & Shakir, A. (2015). A register analysis of personal pronouns in the online university prospectuses of Pakistan, India, UK, USA and Australia. *Journal of Sociolinguistics and Developmental Psychology*, 3(1), 16-33.

Nawaz, N., & Shakir, A. (2014). The language of online university prospectuses of Pakistan: a multidimensional analysis.