

CORPORUM

Journal of Corpus Linguistics

journal homepage: <https://journals.au.edu.pk/ojsrcr/index.php/crc>

Rethinking the Banking Voice through Pronouns, Digitalization and Power in Pakistan: A Corpus-based Study

Abdul Qayyum Sahar ^{1*}  Shehryar Khan ² 

1. Assistant Professor, Department of English, Govt. Graduate College, Attock
qayumkhatak76@yahoo.com

2. Assistant Professor, Department of English, Govt. Hashmat Ali Associate College, Rawalpindi
shehryarkhan2@gmsil.com

ARTICLE INFO

Keywords:

Banking, Corpus,
E-discourse,
Linguistic choices,
Pronouns

ABSTRACT

Electronic discourse, as a mixed genre, has become a focus of attention in various disciplines. In line with marketing needs and client demands, corporate organizations shifted their operations from conventional to e-commerce. The banking sector also followed suit, facilitating its clients by partially switching to virtual platforms. The e-course emerged from this digitalization and transformed and redefined communication. In this context, this study analyses the language patterns in the discourse of Pakistani banks. One of the pivotal features of discourse practices is the choice of pronouns, as it plays a significant role in effective communication. This study aims to analyse the role of pronouns in the construction of banking discourse and to explore how pronoun choices are employed in banking discourse and how they impact communication. AntConc 3.4.4 (Anthony, 2014) software is used to quantify pronouns. The quantitative results were supplemented with in-depth interpretation. Drawing on the selected corpus, it is found that the third-person pronoun is most frequently used. This indicates the emphasis on objectivity in the banking discourse. The use of reflexive and first-person pronouns was less frequent, as it had a negative impact. This implies that the banking discourse is constructed to create an impression of objectivity regarding its image and services. The less frequent use of personal and reflexive pronouns indicates a more consumer-oriented approach. This study may help understand the construction and application of banking discourse patterns in the Pakistani banking sector.

1. Introduction

Information technology has transformed all aspects of contemporary life. The Internet and its related services have also impacted human communication, and, in turn, a new genre of electronic discourse has emerged. Thurlow and Brown (2003) term it as an imaginary discourse that is “created by the internet in which people interact and form social relationships” (p. 106). To keep up with the digital world and meet the expectations of existing/potential clients, the banking sector also went online, creating websites to introduce and promote its services and products.

To understand the construction of language in use, discourse analysis is applied to study the role of language in structuring ideologies. The corporate sector is of interest to discourse analysts, as it sheds light on how discourses are generated to influence

Contributions:

^{1*} Conceptualization, Analysis, Writing – Draft, Supervision

² Methodology, Data Curation, Writing – Review, Visualization

Available online 31 December 2025

© 2025, *Corporum*

consumers/clients. This has prompted many researchers to study the linguistic choices used in documents of a specified field. In the corporate sector, discourse is an essential component of effective communication and is also used for marketing purposes. Language, depending on the context, creates and disseminates meaning in multiple ways. Gee (1990) states, “any stretch of language (spoken, written, signed) which ‘hangs together’ to make sense to some community of people who use that language... Making sense is always a social and variable matter: what makes sense to one community of people may not make sense to another” (p. 103).

Pennycook (1994) defines discourse as “language in use” (p. 117). Using different discursive strategies, the corporate sector creates its positive image to influence consumers/clients. In the context of Pakistan, the e-discourse employed by the banking sector is one of the least explored areas of research. This study analyses the construction and effectiveness of the e-discourse used by the Pakistani banks. To be more precise, the study investigates the occurrence and functional deployment of pronouns within the banking discourse. Moreover, it also aims to explore how these discursive components are embedded in the communicative practices of the banking sector in Pakistan. This study is significant as it would help to understand not only the e-banking discourse but also how it impacts the clientele.

1.1 Research Questions

This research study aims to answer the following research queries:

1. What are the most frequently occurring pronouns in the e-discourse of the banking industry in Pakistan?
2. How are pronouns employed to shape the organizational identity of Pakistani banks?

2. Literature Review

Research on a particular genre examines how appropriate jargon and linguistic patterns are used to facilitate meaningful communication. It provides insights into the use of language in a particular context to meet a specific purpose. Bhatia (2004) states that generic research helps to “make appropriate decisions as to the choice of lexicon, grammatical as well as generic resources to respond to familiar and not so familiar rhetorical situations” (p. 5). Sari and Yusuf (2012) opine that the internet has completely changed the business world. To be relevant, industries must adapt to the needs of the digital world. In the same vein, the banking sector also had to make this transition to the virtual domain to compete in the global market. E-commerce refers to businesses conducted in the virtual environment. In reference to traditional business methods, Tan (2013) asserts that physical interaction with customers/clients and promoting products through promotional messages and emails are no longer viable or valid approaches.

Electronic discourse can be in the form of written or spoken text. In the virtual setting, the boundaries between the written and spoken discourse are not well-defined. Foertsch (1995) is of the view that “E-discourse is neither here nor there, neither pure writing nor pure speech but somewhere in between ... Studying it as one and not the other will force us to exclude certain factors that influence its construction” (p. 304). It can be said that e-discourse is hybrid in nature. In Bhatia’s (1999) opinion its function is to “create, innovate and develop new generic forms to achieve novel communicative goals within the framework of socially accepted generic boundaries” (p. 36). To better serve their customers, banks in Pakistan developed websites. These websites provide information and promote various banking products and services. According to Tan (2013), the *About Us* section on a webpage introduces the company and lists the services and products that it provides. This section is crucial for engaging potential clientele. Through this section, a company also presents itself better and differently than its competitors. Similarly, the *About Us* page provides history, background and benefits to its potential customers (Casañ-Pitarch, 2015). Moreover, other relevant information is also provided through this section. Fortanet–Gómez (2009) sees it more promotional rather than explanatory. This section uses first-person pronouns extensively to give the impression that the company is an individual that cares about its clients.

Language of banking discourse, like any other business, uses its own specified syntax, jargon and structure to convey its message. Moreover, it has its own standardized style. Fortanet-Gomez (2004) argues that writers conceptualize their consumers through this discourse. According to Schmidhauser (2010), pronouns substitute nouns and noun phrases. Similarly, Nordquist (2010) defines pronouns as words that substitute for the elements they refer to. Manning (2005), referring to the function of pronouns, asserts that they introduce brevity in a sentence and make communication more accessible. Keeping in view the needs and interests of the people, messages are modified. Why is it that, in a certain situation, people prefer one pronoun rather than the other? The answer to this question reveals very interesting facts about discursive functions and patterns.

Using the framework of genre analysis, Amin, Shehzad, and Choudhri (2023) examine recurring organizational structures, design patterns and moves in the banking discourse. It reflects how customer-centric navigation and user guides are structured in line with competitive global markets. Bolaños Medina et al. (2005) state that corporate pages manage the appropriate fusion of text, visuals, and interactive elements to make communication effective. These websites are structured to persuade, inform, and promote a brand, making them more effective for consumerist purposes. The genre of corporate pages has also attained the

attention of scholars as the corporate sector moved from conventional to virtual domains. Nisar and Saleem (2024) examine how social media platforms Facebook and Instagram are used by the corporate sector for branding and maintaining public relations with consumers. The banking, telecom, clothing and food sectors use these platforms. Abbasi, Ilyas & Abbas (2024) also examine the role of digital communication in organizational learning. This helped improve communication conditions, making it more vibrant and effective. The flow of digital knowledge revolutionized the stream, making it more fruitful.

Manning (2005) observes that pronouns occur more regularly in informal texts. This does not indicate that the use of pronouns is confined to academic and business discourse alone. Depending upon the communicative intent, pronouns make communication effective and easier. To comprehend the use of pronouns in a written text, they ought to be studied in relation to the theory of solidarity and power. According to Brown and Gilman (1960), treatment forms reveal the nature of social relations. Discursive structures and style reveal much about the social relations between the interlocutors. These structures and styles reflect the nature of interaction, either based on solidarity or power. Salmani and Nodoushan (2012a; 2014) are of the view that the use of some pronouns indicates formality while the use of others is considered informal. Also, this use is hierarchical with respect to gender, age, and profession. From this perspective, the use of a pronoun has a certain discursive impact on its audience. The speaker or the writer structures language according to the demands of the milieu. For instance, if a speaker or writer uses first-person pronouns, it reveals their sense of responsibility and level of involvement in each situation.

Corporate discourse prefers plural pronouns over the singular ones. Fortanet-Gómez (2009) sees this tendency as a firm's strategy to give the impression that the whole firm is united and monolithic. Beard (2000) opines that the use of plural pronouns also exhibits a sense of shared responsibility on the part of a firm. This is also true in the reverse scenario as well. In an unbecoming situation, the company can reduce its responsibility using plural pronouns. Pennycook (1994) asserts that the pronoun 'we' is always simultaneously inclusive and exclusive, a pronoun of solidarity and of rejection" (p. 175). On the other hand, Abbasian and Tahirian (2008) affirm that first-person pronouns are more in line with autobiography and subjective opinion, but not in a corporate scenario.

Klijunaite and Nauseda (2010) also see a negative impact on the reader or listener of the first-person pronouns. They are of the view that the use of the first-person pronoun creates a communication barrier between the speaker and the listener. Moreover, the listener is posited to have less power than the speaker. The plural form is more inclusive and expressive of a shared bond between the speaker and the listener. In a corporate context, when the goal is impactful communication with potential clients, the plural form is more effective. According to Williamson (2006), the use of the second person pronoun is indicative of informality between the interlocutors. The 'you' form expresses equality and recognition. Mackiewicz and Riley (2002) argue that the second-person pronoun indicates an act of invocation. O'Hair, Rubenstein and Stewart (2004) advise against the use of second-person pronouns in a corporate setting if the purpose is to provide information. Swick (2008) also agrees that the second-person pronoun is informal and familiar. Directness in the second person is usually avoided in corporate settings.

The function of pronouns varies across different discourse practices. Cornish (2005) argues that third-person pronouns help avoid repetition in academic discourse. Third-person pronouns refer to people who are not currently present in the given setting. These indicate indirectness in discourse. Third-person pronouns are used in situations when indirectness and objectivity are needed. Quirk et al. (2008) assert that third-person pronouns are gendered, i.e., they are masculine, feminine or neuter. These are used when a proper name needs to be avoided. Though in some scenarios, it is considered rude and impolite to substitute a name with a third-person pronoun. Carreon (2006) states that, depending on the context, the third-person neuter form serves different functions. Masculine third-person refers to men, while feminine third-person refers to women. The neuter third-person form is used to refer to ideas, things, and animals. The neuter form can also be used as an anticipatory subject or with impersonal verbs.

The singular form of the third is used in the case of a repeated topic. The pronoun 'it' points to direct or indirect subjects or ideas where gender identity is not required. Pennycook (1994) states that 'it' can be used to "establish objectivity, to generalize, and to conceal the existence of a specifically located subject with opinions" (p. 177). Moreover, it introduces anonymity and indirectness in discourse. Plural third-person forms are used when identity is unspecified. Plural forms also help to minimize responsibility. Varley and Green (2011) also note the utility of the third-person plural form in avoiding sexist language in academic settings. Corporate discourse also employs them to keep itself gender neutral and non-sexist.

3. Research Methodology

This section discusses the methodology employed in this study. The study blends quantitative and qualitative analysis. For the quantitative part, the study quantified the pronouns used in Pakistani e-banking discourse using AntConc 3.4.4w (Anthony, 2014). This is complemented by qualitative interpretation. As Biber (1998) suggested, a corpus-based study should rely on both qualitative and quantitative methods. The quantitative method identifies the frequency of pronouns in the specified discourse. At the same time, the qualitative method interprets the discourse used in the About Us pages of various Pakistani banks. This study

has included 39 Pakistani banks. These include both conventional and Islamic banks. The corpus consists of 289589 items. To search for the pronouns, the Word feature of AntConc is used. The study is delimited to the *About Us* section of the webpages only. As Fortanet-Gomez (2004) stated, the use of pronouns reveals the nature of the relationship between the interlocutors. This study examines how the writers of *About Us* sections on Pakistani banks' webpages conceptualize their audience through their use of pronouns.

3.1 Corpus of the Study

This study has built its corpus from the *About Us* sections of the webpages of different Pakistani banks. AntConc 3.4.4w (Anthony, 2014) software was used to enumerate the occurrence of pronouns. Using the software, the frequency of all pronoun types in *About Us* sections was quantified. The study examined the use of first-person pronouns in banking discourse for communication. Website language has its own sociolinguistic perspective regarding its vocabulary and style. The study focused on the use of pronouns in the construction of messages in the banking discourse.

3.2 Procedure

About Us section text was copied from the banks' websites and converted to Word files. To make them machine-readable, the Word files were converted to plain text. Further, the plain-text files were imported into AntConc for pronoun analysis. AntConc is the methodological tool for this study. The software was instrumental in finding and quantifying target pronouns in the selected corpus. Pronouns were classified by person (first, second, and third). The first step was classifying these pronouns by their frequency in the corpus. Further, the use of first-person pronouns was segregated to determine their nature in corporate communication.

4. Results and Implications

This part of the present study examines the results based on the corpus built for the current study. The *About Us* sections of banks in Pakistan use 3.07% of 1st-person pronouns relative to other pronouns in the same corpus. Referring to this interplay of pronouns in discourse, Fortanet-Gomez (2004) postulates that the use of pronouns shows how text producers visualize clients. In this regard, Klijunaite and Nauseda (2010) state that the recurrence of first-person pronouns in texts indicates a negative impact, as it suggests the authoritativeness of the writer toward consumers. And this creates a communication gap between producers and consumers of discourse. To maintain a good relationship with consumers, banks in Pakistan have rarely used first-person pronouns, preferring other pronouns instead. This results in effective corporate communication. And this appropriation of banking discourse aligns with the banking industry's objectives to attract more consumers and retain existing customers through effective communication, thereby using minimal first-person pronouns. Table 1 presents the use of first-person singular and plural pronouns in banking discourse.

Table 1

Appearance of First-Person Pronouns

Kind of Pronoun	Subjective Case	Objective Case	Possessive Case	Self-Form	Total
Ist Singular(I)	97	8	59	2	166
Ist Plural (We)	396	96	505	4	1001

Note. The frequencies indicate the number of appearances of first-person pronouns in the selected corpus

The banking discourse of Pakistan shows 18.52% of plural forms of first-person pronouns, compared to other pronouns used in this study. In this regard, Beard (2000) postulates that the recurrence of first-person plural pronouns indicates a sense of sharing and taking responsibility among the members of a company. However, sometimes the same strategy is used when there is any uncertainty about the information. Overall, this represents the unity and teamwork of an organization's members. The frequent use of first-person plural pronouns in Pakistani banking discourse reflects the unity of the team members. According to Pennycook (1994), the use of the first-person plural pronoun *we* is "always simultaneously inclusive and exclusive, a pronoun of solidarity and of rejection" (p. 175). In the banking industry, the use of the first-person plural is dual, as it reflects a unified image of banks and, at the same time, reduces the company's responsibility for policies and information.

In the use of first-person singular and plural pronouns, the Pakistani banking industry has judiciously incorporated them into its discourse. Since first-person singular pronouns indicate a negative impact, they rank lowest at 3.07% across the entire corpus. In contrast, first-person plural pronouns account for 18.52%, reflecting unity and teamwork among these banks. The minimal use

of first-person singular pronouns helps avoid a negative impression, whereas the increased use of *we* creates a positive image of the banking sector. The banking discourse aims to attract more consumers to its services and products, portraying the industry as a unified entity that takes care of users' interests. This gives the clients confidence in availing themselves of the facilities provided by this industry.

Table 2 presents the appearance of second-person pronouns in the e-discourse of banking language in Pakistan. The frequency of second-person pronouns is 299, accounting for 5.40% of all pronouns in the corpus of banking discourse selected for the present study. Regarding the role of second-person pronouns in communication, Williamson (2006) holds that their recurrence reflects greater directness between the audience and the speaker. In the same vein, Swick (2008) postulates that the frequent use of second-person pronouns in the communicative process indicates a decrease in formality in the relationship. Since corporate communication maintains a high level of formality for effective communication, the banking discourse adheres to the same spirit, using fewer second-person pronouns.

Table 2*Appearances of Second Person Pronouns*

Kind of Pronoun	Subjective Case	Objective Case	Possessive Case	Self-Form	Total
2 nd Person (You)	116	48	131	4	299

To maintain formality in corporate relationships, the banking industry in Pakistan minimizes the use of second-person pronouns, as this reflects a distance between the industry and consumers. To ensure effective corporate communication, the Pakistani banking sector avoids using second-person pronouns, as this creates a sense of distance between the industry and its consumers. However, O'Hair, Rubenstein, and Stewart (2004) support avoiding directness in corporate communication, specifically when the focus of discourse is informing the audience rather than convincing them. To sum up, the banking industry has made very judicious use of second-person pronouns for effective corporate communication.

Table 3*Appearances of Third Person Pronouns*

Kind of Pronoun	Subjective Case	Objective Case	Possessive Case	Self-Form	Total
3 rd Singular (He)	1056	49	453	16	1576
3 rd Singular (She)	93	3	128	6	230
3 rd Neutral (It)	523	139	792	28	1482
3 rd Plural (They)	96	157	389	8	650
	1768	348	1762	58	3938

The occurrences of third-person pronouns in Pakistani banking discourse are reflected in Table 3. The *About Us* section contains 3938 occurrences, accounting for 72.87% of all pronouns used in the corpus of the present study. Regarding the use of third-person pronouns, Cornish (2005) holds that these pronouns help minimize noun repetition in communication. Instead of directly referring to the audience or the speaker, they use indirect language, thus maintaining a distance that helps sustain a good relationship. As far as third-person masculine pronouns are concerned, they occur 1056 times in the subjective case, self-form for 16 times, possessive case for 453 times, and the objective case appears 49 times. Regarding the role of third-person pronouns, Quirk et al. (2008) state that they replace proper names, thus retaining objectivity in discourse. This, on the part of the banking industry, indicates careful choice of linguistic choices.

In the third-person neuter form, there are 1482 occurrences; the subjective case appears 523 times; the objective case appears 139 times; the self-form appears 8 times; and possessive cases appear 792 times in the corpus of banking discourse in Pakistan. In communicative purposes, the neuter form (it) serves multiple purposes. Referring to it, Pennycook (1994) holds that it primarily aims to "establish objectivity, to generalize, and to conceal the existence of a specifically located subject with opinions" (p. 177). Along the same vein, Carreon (2006) states that the neuter form (it) points to ideas, animals, and objects. Similarly, it is used to represent repeated ideas. Further, to maintain anonymity in discourse, this neuter form is used. The corporate discourse of Pakistan also benefits from this form by avoiding repetition and ensuring anonymity where needed, thereby making communication more effective. This appropriate choice of language helps attract new clients and retain existing ones. Since the *About Us* section is very significant in the current era, the banking industry addresses this very effectively and appropriately.

Conclusively, we reach the final category of the use of the third person plural form (They) in the banking discourse of Pakistan. Splitting it into sub-categories, the objective form occupies 157 frequencies, the subjective form appears 96 times, the self-form occurs 8 times and possessive attains the frequencies of 389. Thus, totaling 650 occurrences in the selected corpus. Overall, these

pronouns account for 12.02% of the other pronouns. Regarding the use of third-person plural pronouns, Varley and Green (2011) argue that this strategy distances the writer from the group they are referring to. To reduce the sense of responsibility, the banks distance themselves from their counterparts.

Compared with other pronouns, third-person pronouns occur most frequently in the banking discourse of the present study. The third-person pronouns occupy 72.87% of the space among other pronoun categories. This strategy on the part of the banking industry reflects maintaining objectivity, distancing themselves from their counterparts and decreased responsibility. This enhances the effectiveness of the banking discourse. Table 4 describes the forms/cases of pronouns.

Table 4

Forms/Cases of Pronouns

	Subjective cases	Objective cases	Possessive cases	Self-form
Total	1768	348	1762	58
Percentage	43.98%	9.25%	45.46%	1.25%

A summary of all pronouns used in the corpus of the present study is reflected in Table 5. The banking industry has used 3.07% of first-person pronouns in its language. Klijunaite and Nauseda (2010) opine that the use of first-person pronouns indicates the speaker's authority over the user. Since banks prefer a congenial relationship with their customers, first-person pronouns are rarely used in the corporate communication of Pakistani banks. The careful use of first-person pronouns reflects banks' consideration of the negative impact that frequent use can have. Since first-person plural pronouns indicate unity and solidarity, we find the considerable use of these pronouns in the banking discourse selected for this study. This reflects the corporate unity and solidarity of the banking industry, thereby ensuring clients that their banks believe in teamwork. And these accords instil trust and confidence in consumers. This is shown by the 18.52% frequency of these pronouns in the *About Us* sections of these banks. It refers to the banks' policies on unity and solidarity. This accord trusts the customers that their investments are in safe hands. These linguistic choices construct a positive image of banks, giving consumers confidence in the banking industry.

Table 5

Summary of all Pronouns

Kind of Pronoun	Subjective Case	Objective Case	Possessive Case	Self-Form	Total	Percentage
Ist Singular(I)	97	8	59	2	166	3.07
Ist Plural (We)	396	96	505	4	1001	18.52
2 nd (You)	116	48	131	4	299	5.40
3 rd Pronouns	1768	348	1762	58	3936	72.87

The careful linguistic choices in banks' e-discourse reflect the banking industry's responsible, professional approach to constructing its image. The appropriate choice of pronouns reflects the care the banking industry takes with its language. Banks build their positive image by showing responsibility, solidarity, and unity. The careful choice of language demonstrates the industry's integrity. Conclusively, the banking industry constructs corporate communication with great. The banking industry has scarcely used second-person pronouns, accounting for 5.40% of the corpus for the current study. Since these pronouns convey informality and directness between the audience and the speaker, banking language minimizes their use to maintain an effective relationship with its consumers.

On the other hand, the use of third-person pronouns shows objectivity; the banks use 72.87% of third-person pronouns in their corporate communication. Hence, the banking industry uses language carefully and appropriately in its product and service descriptions. This results in more clientele. The banking industry also constructs a unified image by employing third person plural form (they) in banking language. By using the plural form, banks convey both their team's unity and their distinctiveness from their counterparts.

The banking industry constructs e-discourse very carefully as it needs to handle clients in an organized way. The choice of language reflects the industry's care, as shown by the use of pronouns. The banking discourse is structured with great care and responsibility to protect its interests at all costs. The language is chosen appropriately to retain the sector's integrity and make it more effective in the corporate world, care and responsibility.

5. Conclusion

The advent of electronic discourse has offered new opportunities and challenges in the current era. Like other industries, the banking industry also shifted its communication from conventional to virtual channels. The increased use of the internet resulted in the emergence of a new genre of e-discourse. This study focused on the linguistic patterns of the banking industry and how these

are constructed for consumerist purposes. For this purpose, the use of pronouns in banking language was examined. The results revealed that the banking industry heavily relied on objectivity, with the increased use of third-person pronouns accounting for 72.87% of all pronoun categories in the study's corpus. By objectively portraying themselves, they retain neutrality by greater use of third-person pronouns. Since the presence of first-person pronouns reflects negativity, the Pakistani banking industry has tended to use them, i.e., 3.07% compared to other pronoun categories in this corpus.

On the other hand, the plural form of the first pronoun has been widely used, accounting for 18.52%. This use disseminates the unified image of the banking industry. Moreover, the second-person pronouns show directness with the audience. As the banking industry avoids direct communication, the second person has been scarcely used, i.e., 5.40%. A sense of possession also holds great significance in Pakistan's banking discourse. The activity of the banking industry is reflected in the increased use of subjective pronouns. This indicates the industry's active role in the corporate world. The language of the banking industry is appropriate and effective for corporate institutions.

5.1 Future Research

This study is limited to the *About Us* section of these banks. In this regard, future research can be conducted on the other sections of these banks' webpages to provide more critical insights into banking language in the Pakistani context.

References

- Abbasi, A. S., Ilyas, M., & Abbas, M. (2024). Digital transformation and organizational learning: Evidence from Pakistani organizations. *Journal of Education and Social Sciences Pakistan*, X(X), xx–xx. <https://www.jespk.net>
- Abbasian, F., & Tahririan, M. H. (2008). The discursal and formal analysis of e-mails: A cross-disciplinary genre analysis. *Iranian Journal of Applied Linguistics*, 11(2), 1–22.
- Amin, T., Shehzad, W., & Choudhri, S. (2023). Dissecting banking websites: Genre analysis of design, structure, and organization for customer-centric objectives. *Linguistic Forum – A Journal of Linguistics*, 5(3), 114–135. <https://doi.org/10.5281/zenodo.14757293>
- Anthony, L. (2014). *AntConc* (Version 3.4.4w) [Computer software]. Waseda University. <http://www.laurenceanthony.net/software>
- Beard, A. (2000). *The language of politics*. Routledge.
- Bhatia, V. K. (1999). Integrating products, processes, purposes and participants in professional writing. In C. N. Candlin & K. Hyland (Eds.), *Writing: Texts, processes and practices* (pp. xx–xx). Longman.
- Bhatia, V. K. (2004). *Worlds of written discourse: A genre-based view*. Continuum International.
- Bolaños Medina, A., Rodríguez Medina, M. J., Bolaños Medina, L. E., & Losada García, L. J. (2005). Analysing digital genres: Function and functionality in corporate websites of computer hardware. *Ibérica: Revista de la Asociación Europea de Lenguas para Fines Específicos*, 9, 123–147.
- Brown, R., & Gilman, A. (1960). The pronouns of power and solidarity. In T. A. Sebeok (Ed.), *Style in language* (pp. 253–276). MIT Press.
- Carreon, M. C. (2006). Unguarded patterns of thinking: Physical and topical structure analysis of students' journals. *The Asia Pacific Education Researcher*, 15(1), 155–182.
- Casañ-Pitarch, R. (2015). The genre 'about us': A case study of banks' corporate webpages. *International Journal of Language Studies*, 9(2), 69–96.
- Cornish, F. (2005). Degrees of indirectness: Two types of implicit referents and their retrieval via unaccented pronouns. In A. Branco, T. McEnery, & R. Miktow (Eds.), *Anaphora processing: Linguistic, cognitive and computational modeling* (pp. 199–220). John Benjamins.
- Foertsch, J. (1995). The impact of electronic networks on scholarly communication: Avenues to research. *Discourse Processes*, 19(3), 301–328. <https://doi.org/10.1080/01638539509544930>
- Fortanet-Gómez, I. (2004). The use of we in university lectures: Reference and function. *English for Specific Purposes*, 23(1), 45–66.
- Fortanet-Gómez, I. (2009). New perspectives of ESP teaching and learning in the European higher education area. In E. Caridad De Otto & A. F. López De Vergara Méndez (Eds.), *Las lenguas para fines específicos ante el reto de la convergencia europea* (pp. 17–25). Universidad de la Laguna.
- Gee, J. P. (1990). *Social linguistics and literacies: Ideology in discourses*. The Falmer Press.
- Klijunaite, I., & Nauseda, A. (2010). Grammatical variables in the speeches of Barack Obama and Michelle Obama. In *Proceedings of the 4th International Conference* (pp. 72–76). Kaunas University of Technology Panevezys Institute.
- Mackiewicz, J., & Riley, K. (2002). Balancing clarity and politeness in editing sessions with non-native speakers. In *Proceedings of the IEEE Transactions on Professional Communication Conference* (pp. 410–422). IEEE.
- Manning, G. A. (2005). *Financial investigation and forensic accounting*. CRC Press.
- Nisar, S., & Saleem, M. (2024). Impact of digital platforms on corporate communication in Pakistan. *Pakistan Social Sciences Review*, X(X), xx–xx. <https://ojs.pssr.org.pk>
- Nordquist, R. (2010). Personal pronoun. *About.com*. <http://grammar.about.com>
- O'Hair, D., Rubenstein, H., & Stewart, R. (2004). *Speaker's guidebook: Text and reference*. Bedford/St. Martin's.
- Pennycook, A. (1994). *The cultural politics of English as an international language*. Longman.
- Quirk, R., Greenbaum, S., Leech, G., & Svartvik, J. (2008). *A comprehensive grammar of the English language*. Longman.
- Salmani Nodoushan, M. A. (2012a). Rethinking face and politeness. *International Journal of Language Studies*, 6(4), 119–140.
- Salmani Nodoushan, M. A. (2014). Speech acts or language micro- and macrogames? *International Journal of Language Studies*, 8(4), 1–28.
- Sari, D. F., & Yusuf, Y. Q. (2012). Different representations and semiotics analysis of web news texts. *International Journal of Language Studies*, 6(3), 17–36.
- Schmidhauser, A. (2010). The birth of grammar in Greece. In E. J. Bakker (Ed.), *The companion to the ancient Greek language* (pp. 499–511). Wiley-Blackwell.
- Swick, E. (2008). *Webster's New World 575+ German verbs*. Houghton Mifflin Harcourt.

- Tan, G. (2013). The ecommerce authority. <http://www.onlinebusiness.volusion.com>
- Thurlow, C., & Brown, A. (2003). Generation Txt? The sociolinguistics of young people's text-messaging. *Discourse analysis online*, 1(1), 30.
- Varley, L., & Green, A. (2011). Academic writing at MM level. In A. Green (Ed.), *Becoming a reflective English teacher* (pp. 204–219). Open University Press.
- Williamson, H. G. M. (2006). *A critical and exegetical commentary on Isaiah 1–27* (Vol. 1). T&T Clark.