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Corpus-Driven approaches to the representation of Pakistani Culture in Newspapers' blogs

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Abstract   Blogs have become a notable part of online communication culture. They have grown into a massive communication tool of various themes prevailing in society and ultimately represent culture. Blogging allows people to be a part of a substantial communication system. Blogs facilitate researchers in bringing out cultural diversity and practices of masses of a region. The present study explored the representation of Pakistani culture through blogs. Pakistani bloggers used different lexical items to portray the culture of Pakistan. The data for this study has been collected from the blogs published in 2016 and 2017 in two different English online newspapers of Pakistan, _The Express Tribune,_ and _The Dawn_ through purposive sampling. The data comprised of 48,513 words. Hofstede's (1991) Onion Model provided the foundation of this study. This study explored the different layers and themes of Pakistani culture in blogs and provided a platform for readers to know about the culture of Pakistan. This study is both quantitative and qualitative. Quantitative method dealt with numerical data i.e. wordlist (number of words related to themes) and collocates (number of collocates) while the qualitative method dealt with collocation in context. The corpus was cleaned through an online text fixer and analyzed through two corpus tools named _Antconc_ and _Lanxbox. Antconc_ helped us in compiling the wordlist and exploring its collocates and _Lanxbox_ was used to explore the relationship of node words with different lexical items. The findings of the study reveal various themes related to Pakistani culture like women's sufferings and killings, child abuse, students' politics within Pakistani universities, the superiority of English over Urdu, jirgas injustice, vicious spending's on Eid ul Azha, lifafa culture on eid ul fitar, Pakistani feminocentric dramas, inequality in marriage certificates, dowry and so on. It is hoped that this study would help national as well as international community of scholars in understanding various layers of the culture of Pakistan.

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0. Introduction

Every individual in this world carries patterns of feelings and thinking and there is no exception to this rule. One may learn these patterns throughout his/her life. However, patterns are usually acquired in early childhood; in which most of the things are acquired. These patterns at the societal level represent the culture of a society. A culture of a society is present not only in abstract form but also in a concrete form such as in books, newspapers, and blogs etc. The word "culture" has several meanings. It means 'refinement of the world' or "civilization" in most western languages. Culture is not an individual but a collective phenomenon. This social phenomenon consists of unwritten rules. People learn these rules in their childhood. Culture is not innate, and does not derive from one's genes, but is always learned from the social environment (Hofstede, Minkov 2010).

Today, people are living in two different worlds; one is the real world and the other is the world of media. Real-world is the one in which individuals directly experience events. While in the world, individuals have no direct experiences but are dependent on decisions made by news reporters and editors. Media has a great effect on every individual, even on those who pay very little attention to it (Gene Zucker 1978).

Therefore, the study aims to examine the blogs of Pakistan especially the cultural blogs to explore the depiction of Pakistani culture in blogs by using corpus tools. Blogs are journals that are available on the web. Briggs and Schaffer (2007) identified common characteristics of blogs. Those characteristics are; blogs are frequently updated online journals written in a conversational style, their entries are in reversed chronological sequence, and they have usually comment options that allow readers to post their thoughts. The present study has analyzed different content words of culture-related blogs and collocates to unveil the different layers of Pakistani culture or the representation of Pakistani culture in blogs.

In today's world, blog writing is common as the world has become a global village. People are now in great need of knowing about each other. Blogs have opened a new line of communication throughout the world as blogs are read nationally as well as internationally. If someone wants to know about the culture of a country or society, he/she might read their cultural blogs. In cultural blogs, a society is culturally represented, and it leaves an image or impression on readers' minds about the culture of that society. In the light of the above argument, the present study made a corpus of Pakistani newspapers' blogs to analyze the portrayal of culture and different prevailing practices in Pakistan. It tried to examine the ways through which bloggers portrayed the culture of Pakistan and find out those content words as well as collocates that they used for it.

This study is about the depiction of Pakistani culture in blogs. There are many blogs, but the present study has been delimited to the blogs from two English online Pakistani newspapers: *The Dawn*, and *The Express Tribune*. The study has further been delimited to the cultural blogs of 2016 and 2017 of these two online newspapers.

1. Literature Review

Many scholars define culture in different ways. According to Hofstede, «culture is a collective programming of the mind that distinguishes the members of one group or society from those of another one». «Culture is a set of patterns that pass from one person to another, usually from elders to their younger ones. It is not essential that it transfers only from the elder ones, it can be transferred from a friend to another friend as well» (Hofstede 1984).

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Culture and personality are closely related to each other. Growth of personality is not possible without culture (Badey 2011). Nevertheless, culture should be distinguished from an individual's personality as well as from human nature. Human personality is universal and inherited. Our ability to feel happiness, love, joy, anger, and sadness, etc. all stems from human nature. The ways to show feelings, joy, and fear are also related to culture and are modified by it. Personality on the other hand is specific to an individual. It is someone's unique mental program. Unlike culture, personality is not shared with other people and is unique (Hofstede *et al.* 2010).

One should also be clear about the distinction between identity and culture. Identity is conscious but culture is not; identity deals with individuals as well as groups but culture is always about the group. Identity and culture also differ in their explicitness. Identity is explicit, while culture is implicit. One can explain their identity but talking about culture is difficult because one needs to understand it first (Hofstede 2009). Culture can be defined as; those motives, beliefs, values, and identities that are shared by people within a society, and those interpretations and meanings that result from common experiences of individuals and are transmitted from one generation to another (House, Hanges, Javidan, Dorfman, Gupta 2004).

Media, society, and culture are interrelated. Media represents both society and culture. The technological infrastructure shown by media is the representation of the economy and power of a society. Similarly, the images and ideas propagated on media represent the culture of a country (McQuail 2010). Media has its role in portraying culture. Media send messages and those messages reinforce cultural values. People can observe those cultural values in the roles adopted by celebrities. Those roles adopted by them send different messages to the people. Media can promote courageous truth-telling as well as can hide social issues. Media has also the ability to provide the real example of an abstract of cultural values. Media messages are received by an individual and are created and distributed by individuals, businesses, organizations, or governments. These media messages are interpreted differently by every individual according to individual life experiences, and educations. Many other factors are involved in interpreting media messages i.e. Author, Format, Audience, Content, Purpose (Lule 2012).

A blog is a genre as it includes certain characteristics like dated entries (which are displayed in reverse sequence), the name of the blogger, and sidebars (Jaborooty, Baker 2017). There is a general aim of the blogger and that aim is to share his/her viewpoints or ideas with others through the web. Blog in this modern world is a great contribution to the art of the self. To bloggers, the content of the post is very important because it represents their freedom of selection as well as a presentation (Miller, Shepherd 2004). Bloggers use both informal spoken language as well as a formal written language. They also use the language of the internet, a language that displays those features which are unique to the internet (Jaborooty, Baker 2017).

The present study used corpus analysis and analyzed different frequently used content words and their collocates to know about the portrayal of culture in Pakistani newspapers. A corpus is the collection of language, and that piece of language is selected and assembled with a particular purpose in mind. The selected piece of language acts as a sample or representative of the language. Corpus is defined in several ways. It should be machine-readable, include authentic texts which are sampled, and is representative of a specific language or variety of languages. Corpus is not a random collection of any text; the text is assembled with a purpose. The text can be written or spoken and is machine-readable. Using a computer to handle data is of great advantage because computerized corpora are easily processed and manipulated. Besides, computers can process data more accurately and consistently. Also, computer results are more reliable, as they can avoid human bias (McEnery, Xiao, Toon 2006).

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Collocation is the syntagmatic attraction between two or more morphemes, words, phrases, or we can say between two utterances. Each word in a language prefers some other words over them and those words co-occur with that word more frequently as compared to other words in that language. Simply, in every language, some words co-occur more frequently as compared to other words. This is the notion on which the concept of collocation is based. (Lehecka 2015). The collocation window is the number of words from the node word. The preferred collocation window size varies between different studies. This number can be one, two, three, four, five, and so on. For example, Stubbs (1995) is of the view that most of the studies on collocation use two or three words to each side of the node word i.e., L2–R2 or L3–R3.

Mackiewicz (2016) mentions three benefits of corpus analysis for a researcher. Firstly, it uses software, so it is more accurate, not subject to human errors. Secondly, corpus analysis is more objective. Thirdly, it can yield generalizable results if a corpus is the representative sample of the population. Here, researchers have used the Corpus-driven approach to find out the depiction of Pakistani culture in newspaper blogs. The corpus-driven research is more inductive, and it makes minimal prior assumptions about those linguistic features that should be used for corpus analysis. The corpus-driven analysis identifies those linguistic categories that have not been previously recognized. This approach tries to reveal new linguistic constructs through its inductive analysis of the corpus. The corpus-driven approach undertakes only the existence of word forms. In the Corpus-driven approach, every word form is treated separately; even the variant of the same lemma is treated distinctly. According to this approach, each word has its grammar and its meanings. The plural form 'eyes' often refer to the physical body part which is modified by a possessive determiner or an attributed adjective. On the other hand, the singular "eye" is usually used in fixed expressions and very rarely refers to a body part (Heine, Narrog 2015).

Matheson (2005) defines blogs as web diaries. According to him, these diaries depend on software that is cheap or free. People can easily create websites for them. The blogger just posts the new entry, and the software pushes down the previous entries and brings this new entry to the top of the website. Blogs are easily available across the internet and one can comment on these blog entries, the comments are attached to those entries.

2. Methodology

The present research uses the Onion Model of Hofstede as a theoretical framework. We exploited this model in this study to unravel all the layers of culture, as this research is about the exploration of the representation of Pakistani culture in Pakistani blogs. Hofstede (1991), stated in Fang, (2010) compared the culture of a nation to 'onion' and compared layers of 'onion' to symbols, heroes, rituals, and values. The outer layers of "onion" (symbols, heroes, and rituals) were not firm while the core (values) stayed firm. Hofstede visually presented his 'onion model' in such a way that the core (values) was large and did not change while the other elements might change. The values were the software of culture and all the remaining elements were its hardware. Hofstede saw the values of a culture as unchanged over time and due to this reason, he placed these values at the centre of the "onion".

This model consists of three layers around the core. The values are at the core while the symbols, heroes, and rituals are around the core values.

The model includes symbols and every culture has its unique symbols. Symbols include words, gestures, pictures or objects, etc. that carry a particular meaning which is only known by those who belong to the same culture. This study has been delimited to the

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written material of cultural blogs; therefore, it does not deal with gestures and pictures. The second outer layer of the model consists of heroes. Heroes are those people who have certain characteristics due to which people consider them their role models. These heroes are not necessarily alive or real; they may be dead or imaginary. Every culture has its heroes. They differ from country to country or from culture to culture. Rituals are the collective activities of the people within a culture. These activities include greetings, ceremonies, meetings, and ways of communication or interactions. All symbols, heroes, and rituals within a culture come under the term "practices". These practices can be seen by both outsiders and insiders but can be interpreted only by the insiders (Hofstede *et al.* 2010).

The present research is related to social phenomenon and is descriptive. Qualitative research is concerned with developing explanations of social phenomena. It is best at answering the "how" and "why" types of questions and the present study is to examine how Pakistani culture is depicted in Pakistani blogs. Quantitative methods, on the other hand, deal with statistical or mathematical data. As the present research is descriptive as well as Corpus-based, therefore the researchers used both quantitative and qualitative research methods for analysis. Therefore, the present study is mixed-method research. Dealing with collocation in context, researchers used a qualitative research method and applied quantitative research methods while dealing with frequently occurring collocates and content words.

The sample of the study is blogs taken from two English online newspapers: *The Express Tribune,* and *The Dawn.* These newspapers have been selected through convenience sampling. It is a type of non-random sampling where those units of the target population that are convenient are selected for the study (Etikan, Musa, Alkassim 2016). In the two newspapers, only blogs that were related to the culture of Pakistan have been selected. The selection of blogs has been done through the Purposive Sampling Technique. Purposive sampling also refers to the judgmental and subjective technique or selective sampling is a technique of sampling that depends on the judgment of the researcher for selecting the sample to be studied (Sharma 2017).

The data for this study was extracted from the blogs focusing on the culture of Pakistan in newspapers. The data of blogs was collected from 2016 to 2017, published in the mainstream newspapers of Pakistan; the *Dawn* and *The Express Tribune.* This data is part of a larger research project named Pakistan Gender Text (PakGenText) (Shehzad and Zahra, in progress). Each blog was scanned to ensure that it dealt with "Pakistani Culture" as subject.

After compiling the corpora, unnecessary data like page numbers, pictures, author's name, author's picture, author's biodata, and comments were deleted manually. Once all the text was free from unnecessary data, the MS Word files were then passed through Text-fixer software to clean the data from unnecessary spaces like line spaces and paragraph spaces. After cleaning the data, researchers separated the blogs of female writers/bloggers and the blogs of male writers/bloggers. Hence, four corpora were created i.e. "Dawn Female", "Dawn Male", "Express Female", and "Express Male".

We generated four wordlists through the software *AntConc.* In those wordlists, there were several functional words that researchers removed manually from those wordlists. All the remaining words were content words. In those content words, the top eighteen words (most frequent) were selected from every wordlist for analysis. The reason behind selecting the frequently occurring words of the blogs is to know about the main content of those blogs. All frequently used words were analyzed one by one. We explored collocates of frequently occurring words through *Ant Conc* and examined its use as well as collocates, in four corpora.

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3. Data Analysis

The data was analyzed with the help of corpus tools. The analysis has been divided into four parts i.e., analysis of "Dawn Female" corpus, analysis of "Dawn Male" corpus, analysis of "Express Female" corpus, and analysis of "Express Male" corpus. During data analysis, the first step was to made wordlists of frequently used content words. The following are those wordlists.

The frequently content words used by the female bloggers of the Dawn newspaper are given below in Table 1.

S. No.	Frequency	Word
1	79	Women
2	37	Pakistan
3	32	Father
4	31	Work
5	29	Do
6	28	Doctors
7	26	Just
8	24	Woman
9	21	Amir
10	21	Told
11	19	Also
12	19	Even
13	19	Life
14	19	Man
15	19	Working
16	18	Time
17	18	Year
18	17	Men

Table 1. List of frequent words of "Dawn Female" corpus

Following are the eighteen frequent words in the "Dawn Male" corpus as shown in Table 2.

S. No	Frequency	Word
1	37	Student
2	35	Music
3	30	Pakistan
4	30	People
5	30	Students
6	29	Nazia
7	26	Time
8	26	Zohaib
9	24	State
10	24	Up
11	21	Child
12	21	Voice

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13	18	Even
14	18	Only
15	17	Do
16	17	Shrine
17	17	University
18	16	Day

Table 2. List of frequent words of "Dawn Male" corpus

The table below shows the frequent words used in the "Express Female" corpus. The frequency of every word is given in the table.

S. No	Frequency	Word
1	87	Not
2	55	Pakistan
3	55	People
4	48	Honor
5	44	Women
6	36	Transgender
7	29	Girl
8	29	Only
9	28	Time
10	26	Language
11	26	Year
12	25	Do
13	24	Family
14	24	Killings
15	23	Country
16	23	Even
17	23	Just
18	22	Children

Table 3. List of frequent words of "Express Female" corpus

The following table 4 is the wordlist of the top eighteen frequently used content words of "Express Male" corpus.

S.No.	Frequency	Word
1	59	Not
2	58	Pakistan
3	45	Women
4	25	Even
5	25	Men
6	23	Imran
7	23	Marriage
8	23	Only
9	23	Time
10	22	Also

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11	22	Better
12	22	People
13	21	Sports
14	19	World
15	16	Family
16	15	Just
17	15	Life
18	15	Made

Table 4. Frequent wordlist of "Express Male" corpus

After analyzing all the frequent content words used by the bloggers of the *Dawn* and the *Express Tribune* newspapers, researchers explicitly detected a list of words that portrayed Pakistani culture within blogs. The list consists of some names who have been portrayed as the heroes of Pakistan. The following is the list of those content words:

- Women
- Father
- Doctors
- Amir
- Students
- University
- Pakistan
- Music
- Nazia
- Zohaib
- Voice
- Child
- Honor
- Killings
- Transgender
- Language
- Imran
- Marriage
- Sports

The bloggers have used the word 'women' to depict their sufferings, violation of their rights, jirgas' injustice with them, honor killings, and the problems of women doctors in Pakistan. They have used the word "father" frequently to portray the involvement of fathers as well as fathers-in-law in women's killings within Pakistani society. The word 'doctor' has been used with the word "women" to describe the problems faced by women doctors in Pakistan and the bloggers show that women doctors do not leave their jobs by their own choice but are forced by their in-laws. The following Figure 1 shows the relationship between the word "violence" with the word "women" presented by bloggers.
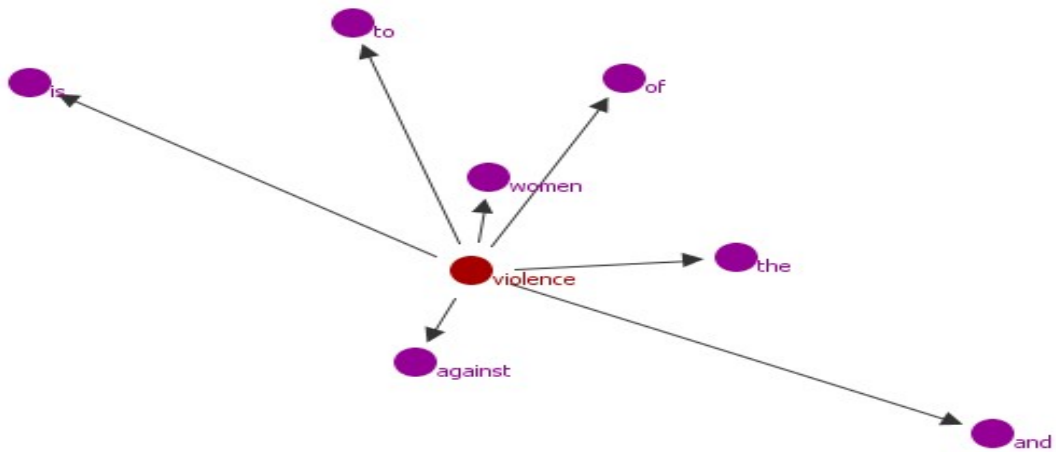
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Figure 1. Frequent words used with the node word "violence"

The graph mentioned above shows that the word "violence" has a strong relationship with the word 'women'. It shows the prevalence of violence against women in Pakistan. The name "Amir" has been used by a blogger for Pakistani bowler Muhammad Amir who has been greatly praised by her. She admires his bowling action and terms him the raging phoenix of Pakistan. The words "students" and "university" have been used to represent the politics of students within Pakistani universities. The blogger terms Pakistani universities as a place of dejection, where there is no freedom for learning and critical thinking. Bloggers have used the word "Pakistan" frequently to discuss Pakistani society as well as the practices prevailing within it. Figure 2 given below shows collocates of the word "student".
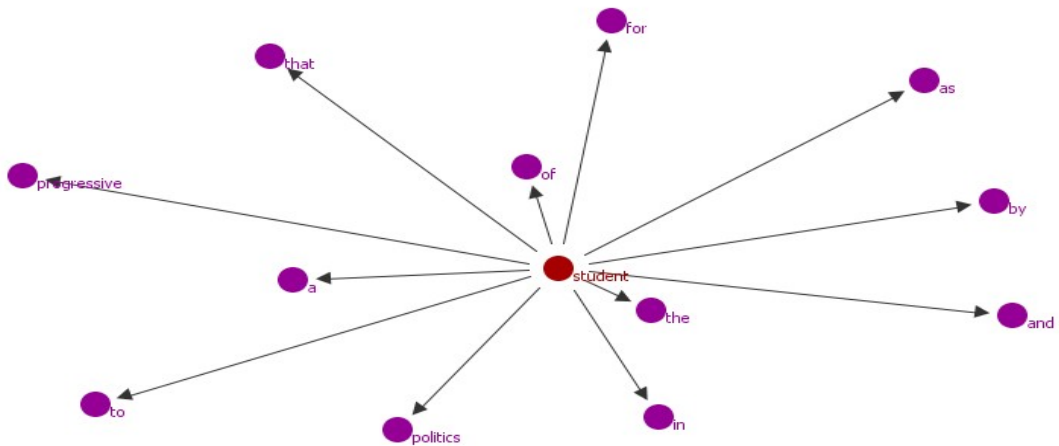

Figure 2. Collocates of the node word 'student.'

The bloggers have used the words "music" and "voice" to talk about Pakistani pop music and pop singers Nazia, Zohaib, and Junaid Jamshed. The bloggers praise the work done by them. They are not only well-regarded for their work but are also admired for their voices that is why the word "voice" has been frequently used by them. One blogger writes about the voice of Junaid Jamshed and terms it the uncomplicated one. The other blogger discusses Nazia and Zohaib in his blog and terms their voices 'the voice of youth'.

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The words "honor" and "killings" are adjacent collocates in the selected corpora. The bloggers of the two online newspapers have used these words frequently to depict the evil practice i.e., Honor-killings within Pakistan. They portray it as a bad practice within Pakistani society. They lament that the brothers and fathers are involved in it. They also consider a jirga system responsible for it. They portray honor killing as a problem of the sub-continent and term it un-Islamic practice. One blogger labels it worst of all other crimes. The bloggers have felt the need for eradicating this practice from Pakistan; therefore, they suggest the government of Pakistan to pass an anti-honor killing bill and punish those who commit this crime. The graph below shows the relationship between honour and killings.
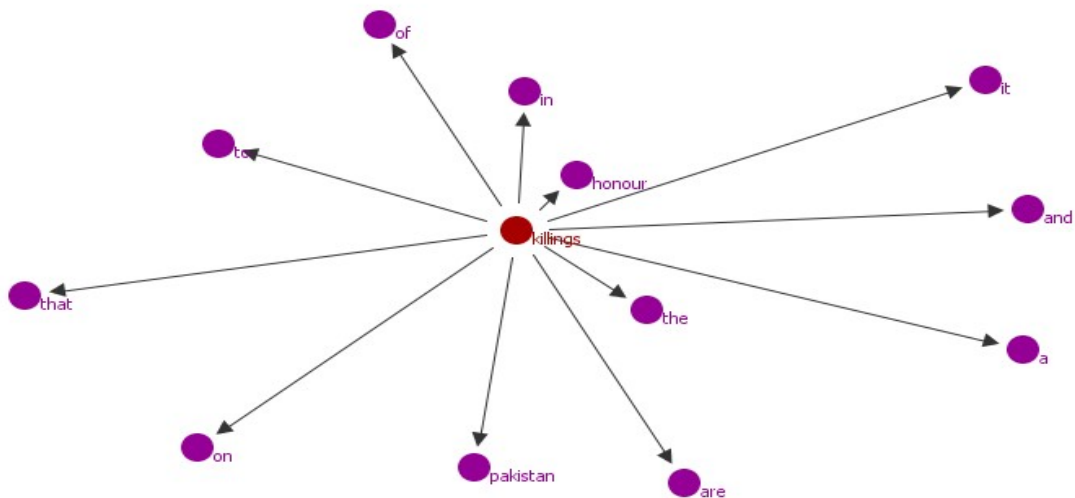
Figure 3. Relation between honor and killings within Pakistan.

The word "child" has been also frequently used by bloggers to lament child abuse and child labour within Pakistan. The graph below shows the collocates of the word "child".
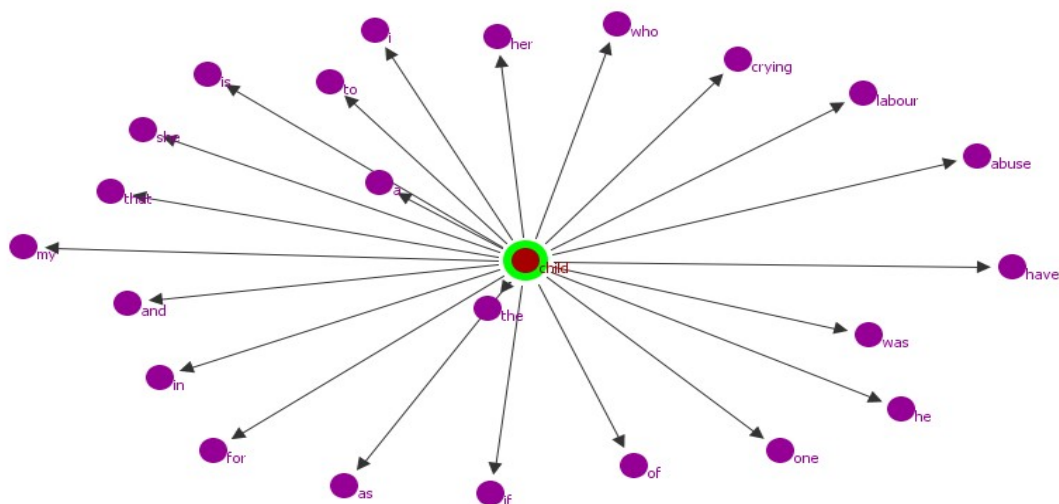
Figure 4. Collocates of the word "child"

The word "transgender" has been used frequently by bloggers. They depict the disrespect towards the transgender community within Pakistan as well as portraying

them as milestones of Pakistan. They present the superiority of English over Urdu in Pakistan. They feel the need of promoting local sports and lament over Pakistan's incompetence in the Olympics. They use the word 'marriage' to present it as the most valuable tradition and to highlight the violation of women's rights in marriage contracts within Pakistan.

Besides these words, certain other words also portray Pakistani culture within those blogs. They are the window and the adjacent collocates of the frequent content words and are mentioned below;

1. Amjad Sabri
2. Waris Shah
3. Edhi
4. Junaid Jamshed
5. Ritual
6. Eid
7. Festival
8. Lifafa Culture
9.

The names mentioned above have been portrayed as the heroes of Pakistan like Edhi as a humanitarian, Amjad Sabri as a Qawaal, Junaid Jamshed as a singer, and Waris Shah as a Punjabi Sufi poet. Eid has been represented by them as a ritual. They have explained the culture of giving money in envelopes and the wishes written over it to the youngsters on Eid ul Azha and term it lifafa culture.

All the words mentioned above are those content words that help the bloggers of both newspapers in portraying the Pakistani culture. These words alone do not represent the culture, but collocates of these content words help them in the portrayal of Pakistani culture to the world. Like the word "women" itself is not cultural but its collocates represent the sufferings of women within Pakistani societies. Similarly, the word "father" itself is not a negative word or related to crime, but its collocates helped us in knowing about the involvement of fathers in honor killings in Pakistan. The word 'doctor' has been frequently used in the selected culture-related blogs, although doctor-ship is a profession and has nothing to do with culture. Therefore, researchers checked collocates of it to know why bloggers used this term frequently. The most frequent adjacent collocate of it is "women". It is through these adjacent and window collocates and also through the context of the word "doctor" that researchers came to know that the bloggers have depicted the problems faced by women doctors within Pakistan. Amir is a Muslim name for a boy, so it has nothing to do with any culture, but after analyzing the context of this name, researchers came to know that the blogger was discussing Pakistani bowler Muhammad Amir. Similarly, "student" and "university" are simple nouns. The blogger uses "University" and "Pakistan" frequently with the word "student" to discuss the penetration of students' politics within Pakistan. Also, we know through these collocates that the bloggers have talked about the country Pakistan. They have discussed the rituals, values, and heroes, etc. of the country so frequently used the word 'Pakistan.' Like Amir, Nazia and Zohaib are also names of persons who have been represented as heroes of pop music. 'Music' and 'voice' are its frequent collocates. The bloggers appreciate their work and praise their voices, especially the voice of Junaid Jamshed. In those frequent content wordlists, there is a word 'child' and its frequent collocate is '"abor" through which researchers came to know that the bloggers portrayed the child labor within the country. The word "honor" itself is positive and has been used frequently, but at the same time the word "killing" is also frequently used, so when researchers check their collocates they find that both these words are the

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collocates of each other. The blogger hence depicts honor killings within the country through the frequent use of these words. They call it one of the biggest evils existing within Pakistan. While the word "transgender" portrays the values of the country i.e. disrespect towards them, as well as represent them as heroes of the country. Researchers came to know about the use of the word "transgender" within the blogs by examining the context and collocates of the word. The word 'language' is related to culture, but alone it does not give any idea about culture. In those selected blogs "English" and "Urdu" are among the frequent collocates of the word. The bloggers depict the superiority of English over Urdu within the country. Likewise, the words "Imran", "marriage", and "sports" have been analyzed through collocates.

Some words are closely related to culture but have not been frequently used by the bloggers, so are not there in the lists. Therefore, if researchers do not deal with collocates, they all will be missed. Also, it is not possible to analyze a word without dealing with it collocates, like mentioned above, the word 'honor' itself is a word for high respect or esteem, but the collocate 'killing' has made it an evil practice prevailing in the society. The words "Edhi", "festival", "lifafa culture" and eid, etc. are the words used by the bloggers but are not there in the selected frequently used wordlists. These words have been observed while looking at collocates of those frequently content words. In short, the collocates dig out those culture-related words that are not used so frequently, they have helped researchers a lot in finding out the representation of Pakistani culture in online newspaper blogs.

In this study, researchers have dealt with the four layers of culture i.e., values, rituals, heroes, and symbols. In those four layers, they found several themes, and those themes have been categorized under the layers of culture. Followings are some of the themes obtained from the study:

3.1 Values
Following are the themes obtained under this category:

- Women's sufferings
- Women's killings
- Bonded labor in Pakistan
- Jirga's injustice
- Honor-killings in Pakistan
- Disrespect towards transgender
- The superiority of English over the Urdu language
- Inequality towards women in marriage certificates
- Students' politics within Pakistani universities
- Child abuse

The bloggers have used the word "women" frequently to depict their sufferings, violation of their rights, jirgas' injustice with them, and honour killings. While discussing honour killings within Pakistan one female blogger of Express Tribune newspaper discusses the murder of Pakistani celebrity "Qandeel Baloch", who was killed by her brother because of her provocative acts on social media. The word "doctor" is used with the word 'women' several times to describe the problems faced by women doctors in Pakistan. The bloggers show that women doctors don't leave their jobs by their own choice but are forced by their in-laws. One of the bloggers points out the inequality towards women in marriage certificates. The blogger mentions that in Peshawar more

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than 50% of the women could not read their nikkah nama i.e., their marriage contract, 74% were not consulted before filling marriage registration forms, and 40% of the married women didn't know who had filled their marriage certificates. The bloggers discuss other issues as well like bonded labour, child abuse, student politics, and the superiority of English over the Urdu language. The female blogger of the Dawn newspaper terms bonded labor as the biggest evil in Pakistan. She narrates the story of her neighbour who has suffered a lot and lost her husband, son, and daughter due to it. Similarly, the other blogger narrates a story of child abuse in his blog. It's about a maid, less than twelve years of age, who become a victim of abuse in Rawalpindi. one of the male bloggers opines that apart from a few, the universities of Pakistan are not the places where there is freedom of learning and critical thinking. He terms the universities of the country, a space of apathy where students can be arrested for celebrating their own culture or can be attacked by performing their cultural dances, for roaming, for talking with the opposite sex, where someone can kill his fellow student for just playing music, and where a bright young man can be murdered for only imagining a less prejudice society.

3.2 Rituals
Following are the themes obtained under this category:

- Fasting in Ramzan
- Lifafa culture on Eid
- Festival of lights in Lahore
- Vicious spending on Eid ul Azha
- Marriage

The bloggers discuss different rituals celebrated in Pakistan like marriage, fasting, Eid and festivals. A male blogger calls marriage the most valued and unforgettable tradition in Pakistan. He calls it a gathering of cheerfulness and an occasion that many people thought to be the most important event in their lives. According to the blogger, the marriages in Pakistan bind the women and call it a disadvantageous contract for women. Female bloggers on the other hand explain the concept of Ramzan and say that it is not just a month of giving up food and drinks, but of moderation, preservation, community, holiness, charity, and self-control. One blogger shares her love for fasting as well as her guilt. She has been feeling guilty for not fasting due to a baby nursing and is relieved at the same time. She says that one should take that exemption as an act of Allah's mercy. Another blogger explains the well-known tradition of giving money to the young on Eid as a gesture of love and blessings from elders. The blogger says that the eidi tradition is part of Islamic culture, as gifts were encouraged by our Prophet. The blogger says that on Eid day almost everyone gets some eidi (money) from their elders. He laments that in past this culture was linked with love, affection, and encouragement of the elders for their young ones and children were more concerned with the wishes and greetings written over the lifafas (envelop) but in present time people especially parents have no concern about the wishes written on envelops and inquire only about the money their children receive because they have to give back the same amount to children of people who gave away eidi. The other blogger laments the vicious spending on Eid Ul Azha and says that on Eid, people do not obey Allah's commandment, rather buy costly animals to show their status and wealth to others. He mentions that we hear children talking about the size of their cattle/ cow /goat and about its cost with each other and making it difficult for a poor person to buy an animal because of a hike in meat price.

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The blogger discusses different festivals celebrated in Pakistan like festivals of lights and Danish Pakistani Aks festival. The blogger of Dawn Newspaper mentions the festival celebrated in Lahore which is called Mela Chiraghan (the festival of lights). The festival which the blogger attends was the 428th Urs (anniversary) of great Sufi saint Shah Hussain (popularly known as Madhu Lal Hussain), who lived in Lahore in the 16th century. The blogger says that the people of all ages from across the country enthusiastically and fearlessly participated in the festival to pay tributes to the Saint. They took part in a bonfire, lighted up candles and lamps with the expectations that their wishes would be fulfilled. One of the female bloggers talks about the Danish-Pakistani Aks festival and says that this festival intends to empower the transgender community through art, film, and dialogue. The festival also aims at promoting basic human rights for all members of society. A blogger mentions that it took place in Islamabad and Lahore in December 2014 and was the idea of the Pakistani transgender model Kami Sid.

3.3 Heroes
Following are the themes obtained under this category

- Social heroes (Malala, Edhi, Fiza Farhan, Maheen Rehman, Ifrah Wali, Sania Nishtar, MunibaMazari, Farhat Zahoor Abbasi, Humaira Bachal, Fatima Lodhi, Syeda Ghulam Fatima, and Roshaneh Zafar)
- Writers and editors (Intizar sahib, Hakim Muhammad Saeed, Masood Ahmed Barkati)
- Poets (Waris Shah, Baba Farid)
- Players (Muhammad Amir, Maria)
- Singers (Amjad Sabri, Nazia Hassan, Zohaib Hassan, Junaid Jamshed)
- Leaders (Imran khan, for one blogger, was honest but not the best leader for Pakistan while the other blogger portrayed him as the best one)
- Transgender community as milestones for Pakistan

In cultural blogs, the bloggers do not just talk about the rituals, symbols, and values of Pakistani culture but they have also portrayed several heroes of Pakistan. While discussing heroes one of the male bloggers portrayed ten women as a protagonist who made the country proud. The blogger gives the title to his blog as "10 Pakistani women who beat the odds every time", in which he mentioned those ten women. He explains the works and contributions of those women in his blog. Almost all of them received awards nationally or internationally or both. Besides these ten women, Eidi (humanitarian) and Malala (an independent educational rights activist) were also portrayed as social heroes. The bloggers also praised different writers, poets, singers, leaders, and players in their blogs. They portrayed them as a hero of Pakistan. One blogger also talks about the transgender community of Pakistan and calls them as a milestone for the country.

3.4 Symbols
Following are the themes obtained under this category:

- Drama (Pakistani feminocentric dramas)
- Food (Pakora at iftar)
- Cricket culture

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- Pakistan's incompetence in the Olympics

The bloggers discuss several symbols of the culture of Pakistan. One male blogger talks about Pakistani dramas and their viewers. According to that blogger, Pakistani stories are based on women-centric stories. He discusses that, in our society, Pakistani females can discuss every episode with each other, but men cannot. He also points out that everybody wants to talk about women's empowerment and inequality, but nobody wants to talk about problems faced by men in our society and give suggestions to the Pakistani drama industry that they should focus on the issues related to the male community to target the male audience. Another blogger talks about pakoras and calls it the Pakistani staple that must be there at iftar. He says that its popularity is not only because of its flavor but also due to its affordability. The bloggers also cricket culture within Pakistan. The blogger mentions that the entire nation enthusiastically follows cricket, and everyone wants to adorn cricket stars. According to the blogger, Pakistan is completely biased towards cricket. He suggests that Pakistan needs a revolutionary thinker like Kerry Packer from Australia's Channel 9 who influenced the Australian cricket board to change the scope of watching and playing cricket. He further questions the performance of Pakistan in sports. He laments over the nation's performance and says that we are nearly 195 million people but are unable to produce even one sportsman who could qualify for the Olympics. He mentions that Pakistan won a bronze medal in boxing in the Seoul Olympics in 1988 but failed to build a boxing culture after that achievement.

Researchers have dealt with the male and female bloggers of the Express Tribune and the Dawn newspapers separately. The female bloggers are more concerned with the issues related to females i.e. women's sufferings, women's independence, women's killings, the problems faced by women writers, jirgas injustice with women, and honor-killings in Pakistan. Those bloggers also discuss the transgender community of the country. One blogger laments disrespect towards them while the other blogger portrays them as milestones for Pakistan. Similarly, one female blogger points out reverse sexism within society. On the other hand, male bloggers generally discuss the issues of Pakistani society i.e. students' politics, child abuse, and bonded labour. Unlike other one male blogger points out the violation of women's rights while others discuss media's transmissions related to women-killings. Researchers have also noticed the difference between male and female bloggers through the way they have discussed Imran Khan. The female blogger has portrayed him as the best opposition leader while the male blogger does not consider him good for the country. Also, male bloggers talk about the singers of Pakistan like Junaid Jamshed, Amjad Sabri, Nazia, and Zohaib.

4. Conclusion

The present study is about the representation of Pakistani culture in news blogs. For this purpose, blogs related to the culture of the country were selected and analyzed through a mixed method of research. After a successful analysis of the whole data, researchers found several words used by the bloggers that depict the culture of Pakistan. Most of the words are frequently used words while others are the collocates of the frequent words. Also, different themes have been obtained from the blogs through the study of window collocates, which represent Pakistani culture. The themes reveal that the bloggers do not portray the positive values of the culture; all of them are problems within Pakistani society. The females discuss the issues related to a woman while the male bloggers point out general issues prevailing within Pakistan. The bloggers mention

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the symbols as well as the rituals celebrated within the country. Also, both male and female bloggers of the newspapers pay tribute and honour their heroes.

All the above findings have great importance in the real world, as these findings will leave an image on the minds of the readers about Pakistani culture and society. Like every culture, the culture of Pakistan has both positive and negative aspects. But the bloggers have focused more on the negative practices prevailing within the country. This portrayal of negative practices will make the readers think of Pakistani culture as the worst one. They have talked about the women's sufferings but have not discussed the respect given to them. Also, they do not talk about the family system, religious uniformity, meetings and greetings, taboos, art, and craft etc. of the country.

A blog which is a website including a writer's or group of writers' own experiences, remarks, thoughts, and ideas, etc. is a new genre and a lot of work needs to be done on it. The present study is delimited to the blogs of only two online newspapers and a period of two years. Moreover, the study is only about the cultural depiction in the newspapers' blogs. So, there are some recommendations for future researchers which are as follow:

- Compare and contrast the blogs of past and present.
- Compare and contrast the blogs of two or more different newspapers.
- Analyze the cultural representation in articles of newspapers.
- Compare and contrast the articles and blogs on the same topic.
- Besides culture, analyze some other aspects of newspaper blogs.

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