



RESEARCH PAPER**A Comparative Analysis of Metadiscourse Markers in Pakistani and Native English Travel Blogs**

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ABSTRACT

This study seeks to investigate metadiscourse markers utilized by travel bloggers in both Pakistani English and Native English contexts. Metadiscourse functions as an interaction tool employed by writers to foster a sense of self-reflection and facilitate reciprocal engagement with their readers. In the contemporary context, the burgeoning tourism industry and the widespread use of social media have led to an accelerated exchange of ideas. Employing a mixed- methods analysis, the research focused analysis of interactive and interactional metadiscourse, using Hyland's (2005) Interpersonal Model of Metadiscourse. The researchers employed a convenient sampling technique to collect 15 travel blogs in both Pakistani English and Native English. Findings show that Pakistani English bloggers extensively use both interactional and interactive metadiscourse markers compared to their Native English counterparts. The analysis highlights the prevalence of boosters, transitions, hedges, engagement markers, and self-mentions among bloggers, indicating common strategies. This study reveals cross-cultural nuances in travel blogging by examining metadiscourse markers in both contexts. The findings contribute to a deeper understanding of how language influences reader engagement and shapes travel experiences, offering insights valuable for bloggers, linguists, and the tourism industry. The research suggests more in-depth study of metadiscourse markers as an interaction tool across different genres.

KEYWORDS

Interactional Metadiscourse Markers, Metadiscourse, Travel Blogs

Introduction

Discourse, as defined by Bhatia (2004), refers to language use within a specific communicative situation. It highlights how users utilize a particular linguistic element in a given social communicative context. Language acts as a fundamental medium for global communication, encompassing both written and spoken forms. In the contemporary context, the flourishing tourism industry and the widespread use of social media have contributed to an accelerated exchange of ideas. Individuals traverse the globe, documenting their experiences through blogs, engaging with a diverse international audience. According to Banyai and Glover (2012), travel blogs play an essential role in facilitating social engagement, making it more accessible, and they become integral in word-of-mouth exchange and communication. Given the increased quality of life for many individuals, the tourism industry has become increasingly prevalent and is flourishing rapidly. In the 21st century, people exhibit a strong eagerness to travel extensively and globally, resulting in the prominence of easily accessible information related to travel. Functioning as a discussion platform, travel blogs have emerged as a means for individuals

to share their unforgettable travel experiences along with their thoughts, impressions, emotions, perceptions, and feelings that warrant recording.

Hyland (2005a) posits that metadiscourse functions as an interaction tool employed by writers to foster a sense of self-reflection and facilitate reciprocal engagement with their readers. Metadiscourse serves as a common tool for understanding how a writer or speaker adopts a linguistic approach to project themselves in the discourse they create. It reflects the writer's attitude toward their content and the intended audience of the discourse. Metadiscourse employs a diverse set of language markers to elucidate how writers establish a connection with their readers through organized content (Hyland, 2005). Being the generic method for spontaneous expressions in writing, metadiscourse assists writers in engaging with readers by conveying viewpoints that are often of their own creation (Livingstone, 2019). This triangular relationship defines how a blog associates the writer, reader, and the text. Metadiscourse markers play a crucial role in shaping the design of a discourse, contributing significantly to effective communication and social engagement. Interactive and interactional language markers become valuable tools in the writing process (Roka, 2020). The unique aspect of blogging lies in the opportunity for engagement, as it serves as a storytelling platform. While blogs are sometimes perceived as personal diaries, they are often neither private nor simplistic in communication (Li & Chignell, 2010). Bloggers engage their readers through conversational tones, questions, and injections of humor. According to a study by Baker and Moore (2011), blogs offer readers a space for emotional expression, connection with others, and seeking support, fostering a connection that elicits numerous positive responses from respondents in this study. Through travel blogs, the bloggers share their experience with their readers, provide suggestions and influence the thoughts of the readers. It is a new emerging genre in the field and is less researched. Only a limited number of studies have been done to explore the genre of travel blogs. As it has a pivotal role in connecting the world through discourse, the present study aimed to explore the metadiscourse markers which have been used by travel bloggers to create a connection with their readers by applying Hyland's (2005) model of metadiscourse analysis. The major aim of the study was to examine and investigate the distinctions and similarities in the utilization of metadiscourse markers between Pakistani and native English travel blogs.

Literature Review

Theoretical Background

According to Tarrayo (2014), Metadiscourse, a valuable concept in discourse analysis, refers to self-reflective linguistic expressions that pertain to the evolving text, the writer, and the envisioned readers of the text. It is often labeled as "discourse about discourse" (Kopple, 1985) and involves the author's linguistic manifestation in a text to "bracket the discourse organization and the expressive implications of what is being said" (Schiffrin, 1980: 231). Metadiscourse encompasses a broad range of language indicators used by writers to characterize their discourse and establish connections with their readers or readership (Livingstone, 2019). It also aids in "defining the rhetorical context by revealing some of the expectations and understandings of the audience for whom a text was written" (Hyland and Tse 2004: 175). There are two types of metadiscourse markers: interactional markers and interactive markers. Interactional resources focus on the participants of the interaction, displaying the writer's persona and a tenor consistent with the norms of the disciplinary community. On the other hand, interactive resources enable the writer to manage the flow of information to explicitly establish their preferred interpretations (Tarrayo, 2014). The Table 1 illustrates the sub-categories between

interactive resources and interactional resources based on Hyland (2005) as cited in Tarrayo (2014).

Table 1
Hyland (2005) Model of Metadiscourse Markers

Category	Explanation	Sub-Categories	How to Detect in Text
Interactive/ Textual	Express semantic relation between main clauses	Transitions	In addition/but/thus/and
	Refer to discourse acts, sequences, or text stages	Frame markers	Finally/to conclude/my purpose is to
	Refer to information in other parts of the text	Endophoric markers	Noted above/see Fig./in Section 2
	Refer to source of information from other texts	Evidentials	According to X/ (Y, 1990)/Z states
	Help readers grasp meanings	Code glosses	Namely/e.g./such as/in other words
Interactional	Emphasize force or writer's certainty	Boosters	In fact/definitely/it is clear that
	Withhold writer's full commitment	Hedges	Might/perhaps/possible/about
	Express writer's attitude	Attitude markers	Unfortunately/I agree to/Surprisingly
	Build relationship with reader	Engagement markers	Consider/note that/you can see that
	Explicit reference to author(s)	Self-mentions	I/we/my/our

Hyland (2005) traces the origin of the term 'metadiscourse' to Harris (1959), who proposed it as a means of understanding language in use. Other writers, such as Williams (1981) and Vande Kopple (1985), have further developed this concept. The utilization of metadiscourse devices proves beneficial for students in enhancing their lexical competence as these devices convey the writer's voices, positions, and arguments (Abdi, 2011). Hyland

(2005) defines metadiscourse as the overarching term for self-reflective expressions employed to negotiate interactional meanings in a text. It aids writers in expressing viewpoints and engaging with readers as members of a particular community (p. 37). Moreover, metadiscourse assists readers in reading, organizing, understanding, and interpreting the text (Hyland & Tse 2004; Hyland 2005; Lu 2011; Ozdemir & Longo 2014). Consequently, the use of metadiscourse devices enhances communication between writers and readers by providing clarity on the writer's attitude, arguments, and certainty towards propositions. These devices encompass connectives, signals for discourse structure, and elements that highlight the importance of ideas, facilitating the creation of coherent ideas while indicating the writer's attitude and position (Hyland & Tse 2004; Lin 2005).

Metadiscourse markers have been studied across different genres as Birhan (2021) aimed to investigate the use of metadiscourse markers in book review articles across three academic disciplines: English Language, Computer Sciences, and Education. The research analyzed data from a corpus of 99 research articles and used descriptive statistics, Chi square, Kruskal-Wallis test, and content analysis to compare and contrast the distribution of interactive and interactional metadiscourse markers across the different disciplines. The results of the study reveal that interactive and interactional metadiscourse markers were employed in all three disciplines, but the English Language discipline articles contained the highest number of metadiscourse devices. The book review writers predominantly used interactive markers such as transition and evidential devices while self-mention markers were extensively used in interactional markers. The findings also indicate that there was a statistically significant difference in using interactive and interactional metadiscourse devices across the different disciplines. The study sheds light on the importance of discipline-oriented metadiscourse devices and can act as a valuable resource for academic writing teachers who can incorporate these findings while teaching academic writing skills. Moreover, Wang and Zhang (2016) analyzed the Abstracts of English Academic Papers to compare the usage of metadiscourse in mathematical and linguistic academic papers and to suggest ways to improve their use in academic writing. The study followed the theory of metadiscourse and the classifications of Hyland to analyze the frequency and usage of metadiscourse in 30 mathematical and 30 linguistic abstracts of academic papers from Social Science Citation Index (SSCI) and Science Citation Index (SCI) journals. The study found that there was a higher frequency of metadiscourse in the abstracts of linguistic academic papers than in mathematical academic papers. In terms of interactive metadiscourse, both disciplines demonstrated similar trends in the frequencies of five sub-categories. However, when it came to interactional metadiscourse, hedges were the most frequently used meta-discourse markers in linguistic academic papers while self-mentions were most frequently used in mathematics. The study concluded that more interactive metadiscourse should be used in abstracts of both arts and science academic papers. The study used a small sample size and only analyzed abstracts from SSCI and SCI journals, which may limit its generalizability. Nevertheless, this study highlights the importance of effectively using metadiscourse in academic writing.

Further, Alqahtani (2020) explored the use of metadiscourse (MD) markers in English academic writing by Saudi English as a Foreign Language (EFL) students and UK native speakers of English. The study aimed to investigate and compare the frequency and function of MD usage in the academic writing of three groups of participants (Saudi students in Saudi Arabia, Saudi students in the UK, and UK native speakers of English) from the same discipline (Applied Linguistics) and to assess the effect of various factors (native-ness, discipline, and institutional context) on students' use of MD. The study involved analyzing 30 academic MA dissertations written by the three groups of participants using Hyland's (2005) MD model. The MD markers were analyzed both communicatively and syntactically using the UAM corpus tool and manual analysis. The

study used descriptive and inferential statistics to analyze the data and compare the results. The results of the study showed that there were statistically significant differences in the frequency and function of MD markers used by the three groups of participants. Saudi students in Saudi Arabia and the UK used MD markers less frequently than UK native speakers of English, and there were differences in the types of MD markers used, particularly in terms of interactive and interactional markers. The study also found that the students' use of MD was affected by various factors, including native-ness, discipline, and institutional context. The study provides insightful comparative data on the use of MD markers in the academic writing of Saudi EFL students and UK native speakers of English. Furthermore, Jameel (2023) aimed to examine the metadiscourse features in literary and scientific articles by analyzing five articles for each genre. The study classifies metadiscourse markers into textual and interpersonal markers based on Crismore et al. (1993) model. The results showed that writers of literary articles used metadiscourse markers less frequently than those of scientific articles. Furthermore, it was found that textual metadiscourse markers are highly utilized in scientific articles while literary articles employ interpersonal markers more often. The study provides valuable insights into the differences in the utilization of metadiscourse markers between literary and scientific genres that could be beneficial for writers to improve their writing and better communicate their ideas. However, it would have been interesting if the study included a larger sample size to increase the generalizability of these findings.

Sattar et al. (2018) investigated the patterns of personal metadiscourse used in written texts by Pakistani advanced learners and native speakers of English. The research compares the use of personal metadiscourse in argumentative essays written by Pakistani learners of English with those written by British and American university students. The data is taken from the International Corpus of Learner English and is analyzed to get the frequency of personal metadiscourse across the corpora. The methodology used in the research is based on a quantitative analysis of the frequency of personal metadiscourse across the three corpora, and a qualitative analysis of the functions of personal metadiscourse in Pakistani corpus. The concordance lines of personal pronouns were also studied to analyze the functions of personal metadiscourse. The results of the study reveal that Pakistani learners use more than twice as much personal metadiscourse as American university students, in turn American university students' use twice as much personal metadiscourse as British university students. The analysis shows that British students' texts are fact-oriented, Pakistani learner's texts are more expressive and explicit, and the AmE learners are more concerned with their imagined reader. The study provides valuable insights into the patterns of personal metadiscourse usage in Pakistani English and its comparison with the British and American varieties. However, further research is needed to investigate the reasons behind these differences and their implications for English language teaching and learning in Pakistan. Similarly, Zali et al. (2022) aimed to investigate how ESL students produce the features of metadiscourse in their writing. The research also aims to find out if there are any differences in the use of metadiscourse features among students from different courses and to determine the most prominent and least frequent features of metadiscourse produced by both groups. The methodology used for this research is based on Hyland's (2005) table of interactional metadiscourse. A corpus of 200 evaluative essays done by UiTM Degree students from hard and soft science courses was analyzed. The study used a combination of quantitative and qualitative research methods. The results of the study showed that soft science course students produced more metadiscourse features compared to hard science course students. The study also found that students prominently used Self-mention and rarely used Attitude Markers in their writings. The study emphasizes the importance of metadiscourse in students' writings and raises awareness of its usage in academic writing.

A study has been conducted by Aljazravi (2019) to investigate the type and frequency of metadiscourse markers used in short stories as a type of literary genre and how these markers are used to produce persuasive texts. The study used a corpus of 18 short story texts by American authors Edgar Allan Poe, Mark Twain, and Raymond Carver, totaling 88,940 words. To analyze the corpus, the comprehensive model of metadiscourse developed by Hyland (2005) was employed. The study found that metadiscourse markers are used by short story writers to produce coherent texts and make their stories persuasive. The results of the study were consistent with those of previous studies on literary texts that showed frequent use of metadiscourse markers in such texts. The study concluded that short stories are persuasive texts not only due to non-linguistic factors, such as transportation, but also due to a linguistic one, i.e., the use of metadiscourse markers. The study provides an important insight into the use of metadiscourse in literary genres and refutes the argument that short stories are persuasive texts solely because of transportation and other similar factors. The study highlights the importance of metadiscourse markers in producing effective persuasive texts. Conversely, Siddique et al. (2018) conducted a study by aiming to examine the frequency and distribution of metadiscourse markers (MFs) in Pakistani English Newspaper Editorials (PENE). Specifically, the researchers focused on the use of interpersonal metadiscourse, which is further categorized into interactive and interactional markers. The methodology of the study involved manually retrieving 1000 editorials from four renowned Pakistani newspapers: Dawn News, The Frontier, The Express Tribune, and The News. The distribution of 250 editorials from each newspaper was then analyzed quantitatively using AntConc and qualitatively through a comprehensive model and scheme of metadiscourse markers proposed by the researchers. The study found that all corpora used more interactive than interactional markers, with The Frontier having the highest frequency of interactive metadiscourse markers. On the other hand, The Frontier also had the highest frequency of interactional metadiscourse markers, specifically engagement and hedges. The study concludes that The Frontier is more reader-friendly because of its excessive use of interactive metadiscourse. The study provides valuable insights into the usage of metadiscourse markers in PENE, particularly on the interpersonal level.

In addition to this, Farahani and Sabetifard (2017) compared the frequency of metadiscourse features in English news articles written by native English speakers and Iranian writers. The article explains the methodology used in the study, which included a corpus-based analysis of 100 news articles each from British and Iranian newspapers. The study analyzed the frequency of metadiscourse features, such as transitions, hedges, and boosters. The results of the study show that Iranian writers tend to use metadiscourse features less frequently than native English writers. The study found that native English writers use more interactive and interactional markers, while Iranian writers use more textual and interpersonal markers. The study suggests that cultural and educational differences may account for the differences in the use of metadiscourse features. Similar to this, Akhter et al. (2019) aims to analyze the interactional metadiscourse (MFs) features used in 30 letters to editors published in the Dawn News through a corpus-based study. The authors use Hyland's model (2005) to identify interactional categories, including boosters, engagement markers, hedges, self-mentions, and attitudinal markers and textinspector.com, an online software, to select interactional markers of the developed corpus. The results of the study demonstrate that the letters to editors in the Dawn News were marked by the writer's responsibility, with frequent employment of engagement markers and self-mentions to develop relations with editors and draw attention to significant matters. However, the study has some limitations and suggests that further research should consider more data, interactive features, and other genres for analysis. this

study provides significant insights into understanding the metadiscourse features of letters to editors in the Pakistani English newspapers.

Shafique et al. (2019) explored the interactional metadiscourse markers present in Urdu journalistic writings. The study examines the frequency of these devices, such as hedges, stance markers and engagement markers, and how they impact the readers. The methodology employed in this study includes the compilation of a corpus of Urdu newspapers and the use of Antconc 3.2.4w to analyze the frequency of the interactional devices. The study applies Hyland's model of interaction as the theoretical ground and draws results based on it. The results indicate that hedges are the most frequent interactional markers in Urdu newspaper writings. The study suggests that the writers offer their readers some space to negotiate with the viewpoint which highly attracts them towards the author's ideas. The study also observes that the news writers of Urdu prefer to manipulate the viewpoint of their readers by their judgments when they use stance markers. Moreover, Biri (2018) conducted a study to investigate the correlation patterns between the linguistic devices of writers, readers, and their evaluations which are used to create referential connections between themselves and the texts. The researcher employed the corpus-driven method called Multi-Dimensional Analysis to statistically analyze a specialized corpus of opinion writing online in English by (semi-)professional writers (285,000 words). Four patterns of metadiscourse markers emerged from the analysis, and these patterns were interpreted as representing writers' strategies to define the relationship between themselves, the reader, and the topic. The study found that the use of metadiscourse depends on the prevailing norms of the sub-genre of the text, where blogs tend to use a writer-oriented strategy with more self-mentions, and news sites use a reader-oriented strategy or a solidarity strategy unites the reader and writer under a shared "we"-pronoun. The study is of great value both in understanding the journalistic online genres and for the development of the metadiscourse framework.

Further, Hasbullah (2021) analyzed the coping strategies of a personal blogger during the COVID-19 pandemic. The study aimed to examine how the use of personal blogs can help individuals manage their mental health during a time of crisis. The study uses a qualitative research design utilizing metadiscourse analysis. The analysis focuses on the blogger's use of language and rhetorical strategies to construct meaning and how they communicate their coping mechanisms to the readers. The findings are presented in the form of themes such as the importance of social support, mindfulness, and positive self-talk. The study's results show that personal blogs are an effective way of coping with mental health issues during a crisis such as the COVID-19 pandemic. The blogger's use of language and rhetorical strategies can be used to affirm one's own coping mechanisms, allow for a sense of community and support, and provide a platform for self-expression. Further, Hyland and Zou (2020) examined the use of frame markers, an important feature of metadiscourse in academic writing, and how it varies with different contexts, such as audience and purpose, when authors rework their research articles into academic blogs. The researchers used two corpora of 50 academic blog posts and 50 research articles with the same authors and topics to investigate the differences in the use of frame markers and its sub-categories, as well as their distribution and frequencies. The study's results show that writers are sensitive to the readers' knowledge and expertise when re-contextualizing their research articles as academic blogs and use frame markers strategically to structure their discourse, guide their thinking, and signal their arguments' coherence. The researchers also identify important variations in how frame markers are used across different genres and their rhetorical contexts.

Khalid et al (2022) explored the gender differences in opinionated blogs written by male and female bloggers in Pakistani newspapers. The researchrs used Hyland's (2005)

framework of interactional metadiscourse markers (MDMs) to analyze the frequency pattern of gendered language markers used in the writings of male and female bloggers. The researchers developed two medium-sized corpora containing 1,23,847 words, one for male bloggers and the other for female bloggers, and retrieved data from the Dawn newspaper from January 2020 to December 2020. They identified interactional metadiscourse markers and evaluated the frequency patterns of selected expressions in the corpora using the free software tool AntConc. The findings showed subtle gender differences in the use of hedges, personal pronouns, and boosters interactional metadiscourse markers in the language of male and female bloggers. Female bloggers were found to be more inclined towards using these markers than male bloggers. The research article provides valuable insights into the use of gendered language markers in opinionated blogs by male and female bloggers in Pakistani newspapers. However, the study is limited to a specific time period and newspaper, so the findings may not be generalizable to other contexts. Moreover, Huang et al. (2020) investigated the use of interactional metadiscourse in English travel blogs and how it affects the interaction between the writers and readers. The authors built a corpus of 30 English travel blogs and used qualitative and quantitative analysis to explore the occurrences and functions of interactional metadiscourse in the blogs. The study follows Hyland's (2005a) model of interactional metadiscourse and provides a literature review of previous studies on metadiscourse, interactional metadiscourse, and travel blogs. The researchers identified the predominant use of interactional metadiscourse in the corpus, including reader engagement, writer positioning, and reader response. Through their analysis, they also highlighted the impact of interactional metadiscourse on the readers' future travel experiences. The research provides significant insights into the relevance of interactional metadiscourse in English travel blogs.

The above given review of relevant literature that metadiscourse markers have been comprehensively discussed in various genres, Sufficient number of studies have been done to investigate the use of metadiscourse markers in the genre of blogs. Meanwhile, a study conducted by Huang et al. (2020) was found on the investigation of metadiscourse markers in travel blogs of native speakers by applying Hyland's (2005b) model of interactional metadiscourse. However, still there is a need to explore the field. Therefore, the present study aimed to explore the metadiscourse markers in travel blogs of Pakistani English and Native English speakers. The current study compared the use of metadiscourse markers in both Pakistani English and Native English speakers' travel blogs by applying Hyland's (2005) model of metadiscourse. The study applied both of the sections of the model on total 30 travel blogs.

Material and Methods

Research Design

The present study used a mixed method research design research. The research quantitatively analyzed the findings as it measures the frequencies and quantities of metadiscourse markers in Pakistani and Native English travel blogs. Further, the study qualitatively discussed the findings.

Sample

The study comprised 30 travel blogs (15 each) of Pakistani and Native English travel bloggers. Here, the term Native English travel bloggers refers to the travel bloggers of The Great Britain. The travel blogs were selected by using the technique of convenient sampling. Moreover, the researchers convert the data into two separate files for analysis.

Procedure of Data Analysis

The study adopted Hyland's (2005) model of metadiscourse for the analysis of metadiscourse markers in travel blogs. The data was analyzed in two sections. First, the researchers separately analyzed the corpus files of both Pakistani and Native English travel blogs through AntConc 3.5.9 corpus tool to generate wordlists and frequencies of metadiscourse markers. Secondly, the researchers manually analyzed the travel blogs and interpret the findings. By applying Hyland's (2005) model of metadiscourse, the researchers found interactive and interactional metadiscourse markers. The model has been presented in Table 1

Results and Discussion

The current study employed Hyland's (2005) model of metadiscourse markers which is further divided into two sections i.e. interactive metadiscourse markers and interactional metadiscourse markers. Further, both of these categories are divided into certain sub-categories as it can be seen in Table 1. The researchers developed lists of each sub-category and then searched them through AntConc 3.5.9 after generating separate corpus files of travel blogs of Pakistani and Native English travel bloggers.

In this section, the results and their interpretation have been given. Firstly, the researchers generated the wordlists of both corpora. The wordlists show that there were 5579 word types in the corpus of Pakistani English travel blogs while in Native English travel blogs there were 3300 word types. Furthermore, there were 33068 word tokens in Pakistani English travel blogs, but on the other hand, the number of word tokens was 20879 in Native English travel blogs. The frequencies of each category and sub-category have been given in Table 2 and Table 3. Below the each table, the results have been interpreted.

Table 2
Interactive/Textual Metadiscourse Markers

Sub-Categories	Pakistani English Travel Blogs	Native English Travel Blogs
Transitions	1248	124
In addition	1	1
But	150	3
And	880	11
Additionally	2	1
Further	10	5
However	24	2
Yet	2	3
Nevertheless	3	-
On the other hand	2	-
So	60	83
Thus	2	1
Therefore	3	3
After	63	-
Before	21	3
Similarly	2	-
Moreover	3	-
Then	20	8
Frame Markers	82	28
Finally	11	2
To conclude	-	-

My purpose is to	-	-
Next	29	5
First	24	19
At the same time	1	1
Another	17	7
Endophoric Markers	3	1
Noted	1	-
Note	2	1
See figure (1,2,3)	-	-
In section (xyz)	-	-
Evidentials	26	5
According to	3	-
Said	17	5
Says	6	-
Code Glosses	15	6
Namely	8	1
Such as	5	3
In other words	1	1
For example	1	1
Total	1374	170

The above given Table 2 presents the frequencies of Interactive metadiscourse markers in Pakistani and Native English travel blogs. Basically, interactive or textual metadiscourse markers are used to organize the ideas in a text. They usually function as markers of cohesion and coherence. According to Hyland's (2005) model of metadiscourse markers, there are further 5 sub-categories of interactive metadiscourse that are *transitions*, *frame markers*, *endophoric markers*, *evidentials* and *code glosses*. The first research question aimed to identify the types of metadiscourse markers present in Pakistani and Native English travel blogs. The findings, as presented in Table 2, indicate a substantial variation in the use of interactive/textual and interactional metadiscourse markers.

The findings reveal that there were total 1374 interactive metadiscourse markers in which only transitions were 1248 in Pakistani English Travel Blogs. While there were only 170 interactive metadiscourse markers in Native English travel blogs in which 124 were transitions. This difference is very huge. One reason behind this difference can be the difference of size of corpora. Initially, transitions are used to express semantic relations between two clauses. The researchers developed a list of certain transitional markers as it is shown in Table 2. Some of the transitional markers such as *nevertheless*, *on the other hand*, *similarly* etc. were absent in Native English travel blogs however they were present with high frequency in Pakistani English travel blogs. Pakistani English travel blogs exhibited a higher frequency of transitions, including conjunctions like "And" (880 occurrences) and "But" (150 occurrences). Native English travel blogs, on the other hand, demonstrated a comparatively lower frequency in these markers. Notably, the use of "So" was more prevalent in Native English travel blogs (83 occurrences) compared to Pakistani English blogs (60 occurrences). The varied use of transitions may be influenced by cultural preferences in narrative flow and conventions of narration. The abundance of transitions in Pakistani English blogs could contribute to a more detailed and context-rich storytelling experience, while the restraint in Native English blogs might cater to readers seeking a succinct and direct narrative.

The researchers compiled a list of some possible Frame and Endophoric markers. But most of them were not present in the corpus for example *to conclude*, *my purpose is to*, *see figure*, *in section* etc. respectively. Both Pakistani and Native English blogs demonstrated

limited use of frame and endophoric markers. The researchers investigated a vast list of frame markers in corpora but found limited results as presented in Table 2. Similarly, only 2 endophoric markers

i.e. *noted* and *note* were present in the data. The scarcity of these markers might suggest a shared tendency to maintain a streamlined narrative without excessive framing or self-referential elements. Travel blogs may prioritize a seamless reading experience, and an overuse of frame markers might disrupt the flow. The limited use of these markers may contribute to a more immersive reader experience, allowing the focus to remain on the travel narrative itself. Further, evidentials have been explored in the corpus. Evidentials, basically, refer to source of information from other texts. The researchers searched for most common evidentials such as *according to*, *said*, *says* etc. Pakistani English blogs exhibited a higher frequency of evidentials such as *According to* (3) and *Said* (17) while only *Said* was present in Native English Travel Blogs with the frequency of 5. Native English blogs showed a more reserved use of these markers. This disparity might reflect cultural preferences in supporting claims or adding authoritative voices to the narrative. The extensive use of evidentials in Pakistani English blogs could enhance the credibility of information, while the restraint in Native English blogs might align with a more personalized and experiential approach of narration.

Furthermore, code glosses, the communication strategies that function to facilitate understanding by reformulating, explaining, or elaborating on what has been said, as said by Hyland (2005). The researchers explored several common code glosses which are presented in Table 2. Both Pakistani and Native English blogs utilized code glosses, with a slightly higher frequency in Pakistani blogs. The frequency of code glosses was 15 in Pakistani travel blogs while 6 in Native English travel blogs. The specific markers used such as *namely* (8, 1) and *such as* (5, 3), showed some variation respectively in Pakistani and Native English travel blogs. The choice of code glosses may be influenced by cultural and linguistic nuances in conveying examples or clarifying terms. The differences in code gloss usage might contribute to distinct styles of elaboration and illustration, catering to the expectations and preferences of their respective audiences. The discrepancies in the usage of specific markers highlight potential cultural and linguistic differences in how bloggers from different backgrounds structure and articulate their travel narratives. Below, the results of the category of interactional metadiscourse markers have been presented and discussed.

Table 3
Interactional Metadiscourse Markers

Sub-Categories	Pakistani English Travel Blogs	Native English Travel Blogs
Boosters	93	62
Always	13	1
I believe	1	-
Certainly	4	-
Clearly	3	-
Essential	1	2
In fact	2	2
The fact that	4	-
Indeed	3	-
Know	17	18
Must	11	24
Never	18	10
Obvious	1	1

Of course	3	4
Prove	1	-
Would not	1	-
Should	10	10
Hedges	158	61
May	16	8
Might	16	11
Likely	5	1
Frequently	5	-
Possibly	4	4
Usually	5	5
Little	18	9
Almost	6	-
Apparently	4	-
Could	31	-
May be	2	-
Possible	8	4
Probably	7	9
Would	31	10
Attitude Markers	17	4
Unfortunately	11	1
In my opinion	1	1
Definitely	2	-
Personally	2	2
Fortunately	1	-
Engagement Markers	334	501
You	172	325
Your	40	71
Us	56	11
Need to	15	12
Note	2	1
Do not	1	20
Go	38	52
Have to	8	9
Imagine	2	-
Self-Mentions	1025	374
I	436	202
We	167	45
Me	99	20
My	225	74
Mine	8	1
Our	90	32
Total	1627	1002

Table 3 presents the frequencies of interactional metadiscourse markers in Pakistani and Native English travel blogs. Interactional metadiscourse markers enable the writers to engage the reader in the text. There are further 5 sub-categories of interactional markers such as *boosters*, *hedges*, *attitude markers*, *engagement markers* and *self-mentions*. The interactional metadiscourse markers, as shown in Table 3, revealed distinctions in all these categories. Similar to interactive markers, the frequency of interactional markers was high in Pakistani travel blogs in comparison to native English travel blogs as they were 1627 and 1002 respectively. Now, we will discuss the sub-categories of interactional markers. The

frequency of Boosters was 93 in Pakistani blogs while 62 in Native English travel blogs. Native English travel blogs demonstrated a higher use of boosters like *must* (24) and *should* (10), indicating a greater sense of conviction or certainty in their expressions. Pakistani English bloggers employ a variety of expressions to assert confidence, contributing to a more assertive and persuasive tone as they used many types of boosters to emphasize their certainty. Contrastively, the use of hedges was also more frequent in Pakistani Blogs in comparison to Native English Travel Blogs. The total frequency of hedges was 158 in Pakistani Blogs and 61 in Native English travel blogs. The analysis reveals that Native English bloggers express great certainty and reflect a greater confidence in the conveyed experiences while Pakistani English travel bloggers displayed a higher frequency of hedges, suggesting a tendency to present information with caution or uncertainty. Cultural attitudes towards certainty in communication may contribute to these variations in hedge usage.

Moreover, both groups incorporate attitude markers to convey opinions or stances. But, the frequency of attitude markers was higher in Pakistani travel blogs comparison to Native English travel blogs. In Pakistani travel blogs, there were total 17 attitude markers from the checklist while only 4 were present in Native English travel blogs. Some of the checked signals such as *definitely* and *fortunately* were present In Pakistani travel blogs but were absent in Native English travel blogs. However, the signal *unfortunately* was more prevalent in Pakistani travel blogs as it occurred with the frequency of 11 from total 17 although it occurred for only 1 time in native English blogs. The patterns suggest that Pakistani bloggers express attitudes more explicitly, whereas Native English bloggers may rely on a more implicit conveyance of their viewpoints. Cultural norms around expressing personal opinions may shape the usage of attitude markers. The assertiveness of attitude markers in Pakistani English travel blogs may foster a stronger connection with readers who appreciate straightforward and opinionated narratives, while the subtlety in Native English travel blogs might appeal to those who prefer a more nuanced expression of perspectives. Further, the researchers explored engagement markers which have been used by writers to build up relationship with their readers. Interestingly, the frequency of engagement markers was higher in Native English travel blogs in comparison to Pakistani travel blogs. The total frequency of engagement markers was 334 in Pakistani and 501 in Native English travel blogs. Engagement markers such as *you* (325) and *your* (71) were more prevalent in Native English blogs in comparison to Pakistani travel blogs where these markers occurred with the frequency of 172 and 40 respectively. However, Pakistani travel bloggers used the marker *us* (56) more prevalently in comparison to native bloggers who used it for only 11 times. The prevalence of engagement markers in native blogs emphasized a direct and inclusive communication style with the audience. The extensive use of engagement markers, particularly addressing the reader directly, is a commonality in both groups. However, Native English travel blogs display a higher frequency, emphasizing a desire for active reader participation and interaction. Pakistani English travel blogs, while still engaging, exhibit a more balanced approach. Cultural norms around audience engagement and involvement may influence the frequency and intensity of these markers. The higher use of engagement markers in Native English blogs may create a more personal and inclusive reading experience, while the subtler approach in Pakistani blogs might cater to readers who prefer a slightly more detached narrative.

Contrastively, the prevalence of self-mentions was more notable in Pakistani travel blogs with the frequency of 1025 in comparison to Native English travel blogs where they occurred for only 374 times. Self-mentions are basically used as an explicit reference to the author. Pakistani travel blogs tend to employ self-mentions more frequently, contributing to a personalized narrative style. The personal pronouns *I* and *We* occurred for 436 and 167 times respectively in Pakistani travel bloggers while Native English travel bloggers

used them for 202 and 45 times respectively. However, a great difference was noticed in the occurrence of signal my as it occurred for 225 time in Pakistani blogs and 74 times in Native English travel blogs. Other noticeable difference was noticed in the occurrence of the signal our which has the frequency of 90 in Pakistani blogs and 32 in Native English travel blogs. Native English blogs exhibited a lower frequency of self-mentions, suggesting a potential distinction in the blogger's focus on personal experiences and perspectives. The extensive use of self-mentions in Pakistani blogs may contribute to a more personal and subjective narrative, while the restraint in Native English blogs could align with a more focused and objective storytelling approach.

The third research question delved into the strategies employed by travel bloggers to enhance the persuasiveness of their blogs. The findings revealed nuanced differences in how Pakistani and Native English bloggers engage their audience. Pakistani English travel blogs utilized more assertive and persuasive language, as indicated by the higher frequency of boosters and attitude markers. This aligns with the cultural nuances of direct communication in Pakistani English discourse. The engagement markers, especially "You" and "Your," were more prominent in Native English blogs, suggesting a stronger emphasis on creating a direct connection with the readers. The observed patterns suggest that while both Pakistani and Native English travel blogs serve the common purpose of sharing experiences, the nuanced differences in metadiscourse markers reflect distinct cultural and linguistic preferences. Pakistani blogs emphasize detailed guidance and explicit expression, fostering a more immersive reader experience. In contrast, Native English blogs showcase a more concise and assertive style, allowing readers to derive meaning through subtlety. The findings underscore the complex interplay between linguistic choices, cultural influences, and audience expectations in shaping the metadiscourse markers used in travel blogs. The observed variations reflect the rich diversity in how bloggers from different linguistic and cultural backgrounds craft their narratives, catering to the preferences and expectations of their respective audiences. Understanding these nuances enhances our appreciation for the dynamic nature of online discourse and the role of metadiscourse in establishing a connection between bloggers and their readers. Further research could delve into the reception of these linguistic choices by diverse audiences, providing a more comprehensive understanding of the impact of metadiscourse markers in the realm of travel blogging.

Conclusion

In this comparative exploration of metadiscourse markers in Pakistani and Native English travel blogs, our investigation sought to unravel the nuanced linguistic choices that shape narrative communication within the travel blogging genre. The findings presented a tapestry of similarities and distinctions, reflecting the interplay of cultural influences, linguistic preferences, and the dynamic relationship between bloggers and their diverse readerships. The presence of transitions in Pakistani blogs suggests a narrative style marked by detailed interconnections, whereas the reserved use in Native English blogs hints at a more focused and concise storytelling approach. The scarcity of frame and endophoric markers in both groups underscores a shared commitment to maintaining a seamless and immersive reader experience. The divergence in the use of evidentials and code glosses highlights potential cultural differences in supporting claims and clarifying terms. Pakistani blogs, with their robust use of evidentials, may seek to bolster the credibility of information, while Native English blogs, exercising restraint, may prioritize a more personal and experiential storytelling style. Pakistani English blogs employ boosters more liberally, contributing to a narrative tone characterized by emphasis and certainty. Further, the heightened use of hedges in Pakistani blogs reflects a more cautious and considerate approach to expression, indicative of cultural nuances in communication

styles. The prevalence of attitude markers in Pakistani English travel blogs underscores a direct and opinionated approach, fostering a strong connection with readers seeking assertive narratives. On the other hand, the subtler employment of these markers in Native English travel blogs aligns with a more reserved expression of perspectives. The higher frequency of engagement markers in Native English blogs emphasizes a direct and personal connection with readers, while Pakistani blogs strike a balance, offering engagement without overwhelming the narrative. The considerable variation in self-mentions reflects cultural attitudes towards self-expression and humility. Pakistani blogs, marked by extensive self-references, create a more personal and subjective narrative. In contrast, Native English blogs opt for a more restrained use, contributing to a narrative style that leans towards objectivity.

This study contributes to the understanding of metadiscourse in travel blogs, shedding light on the intricate balance bloggers strike between personal expression and catering to diverse readerships. The identified variations in metadiscourse markers provide valuable insights for content creators, researchers, and readers alike, emphasizing the importance of cultural awareness in crafting and interpreting narratives in the digital realm. While this study unveils a rich tapestry of linguistic choices, it is not without limitations. Future research endeavors could expand on this foundation, exploring additional linguistic features, incorporating larger and more diverse samples, and delving into the reception of these markers by diverse audiences. Such endeavors would further enrich our understanding of the dynamic interplay between language, culture, and digital communication. In conclusion, this research demonstrates the complex characteristics of metadiscourse markers in travel blogs, revealing the intricate interplay between cultural influences and linguistic decisions. As the digital environment undergoes ongoing transformation, the domain of travel blogging similarly advances, providing an expanding arena for both researchers and bloggers to delve into and comprehend the subtleties that forge connections among readers within diverse cultural contexts.

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