A CORPUS-BASED GENRE ANALYSIS OF RHETORICAL MOVES IN PAKISTANI JOB POSTINGS: A COMPARATIVE STUDY OF TECHNICAL AND NON-TECHNICAL ROLES

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ABSTRACT

Job postings are central to communicative artifacts in recruitment, yet the rhetorical structure and linguistic strategies of job postings lack study in Pakistani context. In an effort to bridge this gap, the present study analyzes 53 job advertisements in five jobs: Digital Marketing, Project Management, Teaching, Graphic Design and Business analysis using Bhatia's (1993) move analysis model and AntConc corpus tools. The goal of the research is to compare rhetorical moves between technical and non-technical positions, to find lexical bundles that signal authority in sections entitled "Requirements" and to discuss industry-specific move emphases. Findings show "Requirements" moves (45% of content) with tool-specific language such as "proficient in Python" being technical posting priories, non-technical roles place an "emphasis on "Company Culture" (38%) and soft skills," such as "strong communication." Creative industries, particularly Graphic Design, place emphasis on "Portfolio Submission" (89% of postings), while in Education occupations "Certification" (76%) is featured. Furthermore, chi-square and regression analyses reveal vast differences in move distribution and lexical choices between sectors. The study finds that the Pakistani job ads use a hybrid rhetorical strategy, mixing global genre conventions with localized norms of language. Such insights provide applied implications for employers who would like to maximise the recruitment messages to be sent and teachers who wish to expand the professional communication teaching materials for furthering the genre theory and HR practices in the developing economies.

Keywords: Job Postings, Genre Analysis, Rhetorical Moves, Corpus, Pakistan

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1. Introduction

Job postings are crucial communicative devices between employers and prospective employees in bringing out the organizations' priorities, the norm of the industry, and cultural expectations. Genre analysis, based on Swale's (1990) move-step approach, has been adopted in many studies used to disassemble the rhetorical appearances of professional discourses such as job advertisements. According to previous researches like Ying's (2014) comparative study of Chinese and American job adverts, the cultural contexts influence linguistic selection and the movement of sequences. Speaking similarly, Łącka-Badura (2015) finds genre-specific qualities in recruitment texts; she notes a balance between promotional discourse and by the informational clarity. In Pakistan, Sattar et al. (2024) examine strategies in job application letters; however, they observe scarce studies on employer-generated texts such as job postings. This disparity is great considering the growing job market in Pakistan where there are thousands of job postings in digital forums every month (JANIGOVÁ, 2023). The growing use of online recruitment bears the need to understand how job ads are structured by the employers to attract talent especially in some of the highly demanded fields such as technology and education.

1.1. Research Aim

This research proposed is intended to methodically analyze and contrast the description of rhetorical moves and genre patterns used in Pakistani job advertisements (points to both globalizing forces, like marketization, and local communicative action).

1.2. Research Objectives

- To analyze prominent rhetorical moves used on job adverts in Pakistan to fill both non-technical and technical jobs.
- To evaluate the parallels and the disparities between the structure of moves, the use of language and methods of promotion in technical and non-technical advertisement.
- To critically analyze the genre peculiarities of Pakistani job advertisements in the global trend described in the scientific literature of other countries, it is worth highlighting the specific local trends or deviations.\

1.3. Research Questions

- Which historical rhetorical moves and structural characteristics have been found to dominate the Pakistani job postings both in technical and non-technical jobs?
- What are the differences in the genre conventions and move sequences of both technical and non-technical job advertisements in Pakistan?
- How are Pakistani job postings comparable or different to the marketization patterns and the mixing of genres in international research like that of Kheovichai (2014) and Lacka-Badura (2015)?

1.4. Rationale of the Study

The rationale for this study is based on the changing nature of Pakistan's labor market where unemployment rate ranges at 6.3% (Labour Force Survey, 2023) and employees are competing to hire the best talent. Genre analysis of job posting can make clear the way that organizations express and negotiate power relations through language. Moreover, highly technical roles require a specific lexicon (e.g., "Agile methodologies" for Project Managers)

instead of soft skills (e.g., "collaborative" for Teaching) (Nannan, 2021). In the case of job seekers, dissecting rhetorical moves will improve application success. According to Saleem et al. (2019), British graduates, whose cover letters conformed to genre convention, received 23% more interviews. Additionally, this study responds to Bhatia's (1997) appeal for interdiscursivity analysis by discussing the use of corporate, promotional and bureaucratic discourses in the Pakistani job ads. Building on AntConc's keyword lists and concordance lines, the research provides replicable findings on genre conventions, meaning the combination of qualitative depth and quantitative rigor.

1.5. Purpose and Hypotheses of the Study

The purpose of this study is to analyze rhetorical moves used in 53 Pakistani job postings to cover five roles (Digital Marketing, Project Management, Teaching, Graphic Design, Business Analysis) in order to answer three research questions.

H1: *Informed by Feng's (2019) interdiscursivity dynamic, researcher hypothesize that technical roles will feature 'Requirements' moves with certain tools (example, 'Figma' for Graphic Designers), as opposed to non-technical personalities who will have 'Company Culture' stories.*

H2: *What kinds of lexical bundles indicate the authority of "Requirements" sections? On Danish ads, we expect modal verbs such as "must have" (e.g., "must have 5+ years' experience") for technical positions and less brash versions like "preferred" for non-technical jobs (Walters & Fage-Butler, 2014).*

H3: *There particular moves that are focused upon in particular industries? Expanding on Hilberink-Schulpen et al. (2016), we hypothesize that the Creative industries (such as Graphic Design) will accentuate on the "Portfolio Submission" moves and that the Education roles will focus on "Certification" details.*

Methodologically, the study utilizes the move analysis model by Bhatia (1993), with additional use of the corpus tools offered by AntConc in order to detect frequency patterns and collocations. Combining these approaches, the research aims at developing the genre blueprint for Pakistani job ads a set of realistic directions for employers and job seekers.

2. Literature Review

The discussion on the job advertisements in the academic literature has developed over the past decades: it used to be based on the assumption that an advertisement is a distinct objective factual text, and now focuses on the hybrid genre characteristics of the advertisements that perform both promotional and informational tasks (Kheovichai, 2014; Łącka-Badura, 2014). The corpus-anchored comparative study of the advertising of university and financial jobs in the UK conducted by Kheovichai is paradigmatic in throwing light on the growing marketization of the academic recruitment texts. She finds undoubted change of university job adverts to persuasive and market-based discourse concerting to rhetorical patterns that are dominant within business as usual (Kheovichai, 2014). Interventions like the emphasis on organizational prestige, expression of unspoken rewards, and emphasis of professional growth prospects have become the focus even in the tradition-based academic environment of the past. In a similar vein of cross-cultural and genre-analytic approach, the intersection of marketing and recruitment genre is recorded by yet 1 and by 2 Ł, her observations show that recruitment obligations in academics have become more

common these days with advertising elements included as is being done in the privates like mission statements and branding initiatives.

In all these works, the corpus-driven genre analysis is singled out because of its systematic capacity to reveal an underlying discursive pattern and rhetorical strategy. A powerful scheme used by Kheovichai (2014) is the creation of large volumes of job postings and coding them in terms of both thematic and rhetorical moves, as well as collocation and diachronic analysis was done to track the changes over a historical period. Such painstaking attention enabled her to make a cogent case of the invasion of the market logics into how academics were recruited. In a similar manner, 80 percent of the frequencies on any given word in the corpus was analyzed together with identifying functional moves as identified in frequency moves, by Łącka-Badura (2015). Additional methodological propositions of Lu, Casal, and Liu (2021) allowed refining genre analysis by using both computational keyword analysis and manual annotation so that it constructively combined quantitative and qualitative methodologies in conveying textual meaning.

The literature synthesis presented by Mahjoub and Kruyen (2021) gives the study a wider perspective, clarifying that although subsequent research on the value of corpus-based genre analysis in recruitment studies is supported, the identification of the mere moves cannot serve as a substitution of the knowledge of the contextualized picture and processes of the organizational identity and labor market. To verify the claims concerning communicative effectiveness and interpretation of an applicant, they suggest triangulating the analysis of moves with interviews or surveys.

According to empirical studies, the point of reference between technical and non-technical job offers always depicts significant differences despite a largely marketized drive towards discourse of recruitments. According to the findings of Kheovichai (2014) and backed by favorable sources, technical postings favor clarity and outspokenness. They put front and center use of skills matrices, certifications and procedural breakdown of tasks and structure and language focus on clear communication of what is expected. On the contrary, non-technical ones are more focused on soft skills and team fit, and often rely on more diverse and creative use of rhetoric means (Łącka-Badura, 2015).

Importantly, the proliferation of market discourse into the two genres is not even. Kheovichai (2014) observes that although promotionalization has been unitary, technical job advertisements are more resistant to explicit branding efforts and they placed priority on the employer reputation after summing up skill attire. The chance of having institutional image and culture lead is likely to become a leading feature in non-technical ads even before mentioning the core qualifications. Mahjoub and Kruyen (2021) criticise the excessive tendency to adapt promotional techniques used in the business world to the context of recruitment efforts on the basis that placing too much focus on brand at the cost of any serious specifics may undermine the trust of those who apply.

Other shortcomings of corpus-based genre study (Pitarch 2016) are the lack of responsiveness to cultural contingencies and the insufficient representation of tacit messages and multimodal messages. Critics, therefore, demand a synthesis of the corpus results and the qualitative inquiry to prevent reductive statements.

Table 1: Genre Analysis in Job Advertisements

Title	Author(s)	Citation	Major Findings	Methodology	Gap
Genre Analysis of Online English Job Advertisements in China and America	Ying, H.	Ying (2014)	Cultural differences shape rhetorical moves: Chinese ads emphasize hierarchical credentials (e.g., 'Party membership'), while American ads focus on individualism (e.g., 'self-starter').	Manual coding of 100 job ads.	Limited scalability due to lack of corpus-based validation; neglects non-Western contexts like Pakistan.
The Genre Analysis of Job Adverts Posted on LinkedIn	JANIGOVÁ, B. T.	JANIGOVÁ (2023)	Standardized move structure (e.g., 'Company Introduction,' 'Benefits') in LinkedIn job ads; 90% use imperative verbs for responsibilities.	Move-step analysis (Swales, 1990) of 50 LinkedIn job postings.	Focuses on European contexts; overlooks emerging economies like Pakistan.
Marketing-type and Recruitment Advertising: A Comparison of Two Genres	Łącka-Badura, J.	Łącka-Badura (2015)	73% of job ads use imperative verbs (e.g., 'Lead teams') vs. 12% in marketing texts.	Qualitative analysis of 30 texts.	Small sample size; lacks computational tools for generalizability.
Reasons for Using English or the Local Language in Job Advertisements	Van Meurs et al.	Van Meurs et al. (2015)	68% of technical roles use English loanwords (e.g., 'debugging'), while non-technical roles	Mixed methods: interviews + corpus analysis.	Excludes Asian bilingual contexts (e.g., Urdu-English in Pakistan).

			prefer localized terms (e.g., 'zorgzaam').		
The Interpersonal Grammar of Job Advertisements	Helgesson & Holmberg	Helgesson & Holmberg (2020)	Technical roles use 'obligation modals' (e.g., 'shall') to signal hierarchical authority.	Systemic functional analysis.	Relies on manual annotation, risking subjective bias.
Rhetorical Analysis of Fast-Growth Businesses' Job Advertisements	Engstrom et al.	Engstrom et al. (2017)	Fast-growth startups allocate 30% of ad space to 'Cultural Fit' vs. 8% in traditional sectors.	Rhetorical analysis of 200 ads.	Does not differentiate industries (e.g., IT vs. Education).
Laying Foundation to Advertisement Genre: Analysis of Job Advertisement Discourse	Dendup, P.	Dendup (2021)	Bhutanese civil service ads emphasize 'Eligibility Criteria' (41% of content) vs. 12% in private-sector roles.	Genre analysis of 50 ads.	Lacks comparison with private-sector roles in non-Bhutanese contexts.
A Genre Analysis of Strategies Adopted by Pakistani Graduates in Job Application Letters	Sattar et al.	Sattar et al. (2024)	80% of Pakistani application letters blend 'Self-Promotion' with 'Cultural Appeals' (e.g., CSR initiatives).	Genre analysis of 100 letters.	Focuses on applicant texts, not employer-generated job postings.
Interdiscursivity, Social Media, and Marketized University Discourse	Feng, D. W.	Feng (2019)	Chinese university ads blend bureaucratic ('Submit transcripts') and promotional	Genre analysis of WeChat posts.	Does not use corpus tools for scalability.

			('Join our vibrant community') discourses.		
Genre Analysis Today	Bhatia, V. K.	Bhatia (1993)	Genre analysis as a tool to decode communicative purposes and organizational patterns.	Theoretical framework.	Needs integration with computational methods (e.g., AntConc).
Marketization in the Language of UK University Recruitment	Kheovichai, B.	Kheovichai (2014)	Academic job ads increasingly mimic corporate discourse (e.g., 'innovative,' 'dynamic').	Diachronic analysis of 1,000 ads using Wmatrix.	Overlooks synchronic, role-based variations (e.g., technical vs. non-technical).

2.1. Literature Gap

Although studies examining the genre analysis and rhetorical moves in job ads can be found globally, a clear literature gap was observed in relation to analyzing the advertisements of the Pakistani job market, more visibly the systematic comparison between the technical and non-technical jobs advertisements. The majority of studies that were at hand revolve around either general linguistic tactics or a study that looks at the job application letter itself instead of the job advert itself. Overseas Kheovichai (2014) and Lu (2014) pay more attention to their comparative frameworks, yet the Pakistani studies have never had full coverage of how the discourse patterns of rhetorical structure differed across disciplines, or addressed the repercussions of marketization and localization presented in job adverts discourse. Thus, it is seen that this research study will alleviate this gap by looking at corpus-based genre analysis of rhetorical moves, in Pakistani job postings, which directly compare technical and non-technical jobs, and will help to bring forth pattern present in the local context and the implications of the same in the social-discursiveness aspect.

3. Methodology

3.1. Research Design

This research takes a *mixed-methods corpus-based genre* approach to analyzing rhetorical moves in Pakistani job postings, involving the qualitative move analysis as well as the quantitative corpus linguistics methods. The design used is observational and cross-sectional, which is based on 53 job postings that are collected from Pakistani job boards (Rozee.pk, Indeed Pakistan) and LinkedIn from January to March 2025. The corpus is stratified into five sub-corpora that are representative of technical roles (Graphic Design,

Business Analysis) and non-technical roles (Digital Marketing, Project Management, Teaching), and this allows for comparative analysis. This strategy is consistent with a diachronic study done by Kheovichai (2014) on UK university recruitment ads that applied stratified sampling to compare between academic and corporate discourses. However, unlike Kheovichai, this study highlights synchronic variations of industries, which fills the gaps in role-specific genre analysis in non-Western countries (Sattar et al., 2024).

3.2. Participants and Sampling

It is a population, which includes job postings from sectors of high demand in Pakistan's labor market, in which unemployment rates are at 6.3% (Labour Force Survey, 2023). A technique of purposive sampling was used when selecting 10-12 postings for each role to reflect the diversity of industries (IT, education, creative design). It was according to three criteria that postings were included: (1) in English, (2) aimed at the mid-career professionals (3–5 years' experience), and (3) consisting of at least four rhetorical moves (e.g., "Responsibilities," "Requirements"). Excluded were the internships, the on-call gigs and hybrid-types to preserve homogeneity. This procedure reflects Behnam's (2010) comparative approach to Iranian and British job adds that accounts for the level of experience to isolate the conventions of genre.

Table 2: Selection Criteria Table

Selection Criteria	Description
Language	Advertisements must be in English, focusing on clear and professional wording.
Target Audience	Mid-career professionals with 3–5 years of experience.
Rhetorical Moves Minimum	Advertisements must consist of at least four distinct rhetorical moves (e.g., Responsibilities, Requirements).
Job Type	Distinction between technical (e.g., Graphic Design, Business Analysis) and non-technical roles (e.g., Teaching, Project Management, Digital Marketing).
Advertising Platform	Sourced from major Pakistani job boards and LinkedIn to ensure credibility and relevance.
Content Completeness	Must explicitly include key components such as Responsibilities, Requirements, Benefits, and Call to Action.
Experience Level	Ads targeting positions that require mid-level professional qualifications and expertise.
Exclusion Criteria	Excludes internships, on-call gigs, and hybrid-role postings to maintain corpus

homogeneity.

3.3. Instrumentation

The major tool here is AntConc 3.5.9, a corpus analysis tool that is used in the generation of various frequency list, keyword clusters, and concordance lines (Anthony, 2004). "Cluster/N-gram" tool finds lexical bundles (e.g., "must have experience"), and "Concordance Plot" depicts the distribution of such moves as "Company Introduction". For the qualitative coding, the move analysis model of Bhatia (1993) was modified and six rhetorical moves were used namely: Company Introduction, Role Summary, Duties, Qualification, Benefits, and Call to Action. It is chosen due to the applicability to the recruitment texts (Yongqing 2013) and ability to incorporate hybrid genres (Feng 2019). To ensure reliability, 20% of the corpus was double-coded in order to have an inter-rater Cohen's κ at 0.82, showing strong inter-rater agreement (Lu et al., 2021).

3.4. Data Collection Procedure

The data collection process was taken through three structured phases where data curation was done manually while computational analysis was utilized to maintain methodological rigor and best practices of genre analysis (Lu et al., 2021).

3.4.1. Compilation

Job advertising was taken from three prestigious Pakistani job sources (Rozee.pk, Indeed Pakistan, LinkedIn) and specified under five positions. Digital Marketing – 10, Project Management – 10, Teaching – 12, Graphic Design – 11, Business Analysis – 10. Every posting was downloaded and converted to plain text format so as to remove the headers, logos, contact information and non-textual content to reduce noise and standardize the corpus (Fileva, 2021). This step made the texts comparable and exempted them from biases due to the formatting differences.

3.4.2. Annotation

Based on the six predefined rhetorical moves proposed by Bhatia (1993), each posting was manually coded.

- Company Introduction (for example," TechNova Solutions is a leading enterprise in digital innovation")
- Role Summary (an example, "We seek a dynamic Graphic Designer")
- Responsibilities
- Requirements
- Benefits
- Call to Action

To achieve reliability, 20% of the corpus (11 postings) was double coded by an independent linguist, whereby Cohen's $\kappa$was indicated at 0.82, which is a sign of strong inter-rater agreement (Lu et al., 2021). Discrepancies were addressed during iterative discussions, revising coding guidelines with regards to uncertainties (e.g., hybrid moves such as "Preferred qualifications…").

3.5. Corpus Analysis

The processed texts were done using AntConc 3.5.9 in order to:

- Create word frequency list for each sub-corpus (examples- technical and non-technical roles).

- Identify keywords (log-likelihood > 6.63, p < 0.01) by using the reference corpus. For instance, "proficient in" was a high cluster in technical positions.
- Extract collocations (span = 5L, 5R) to define authority markers (e.g." must have" in Requirements sections).

3.5.1. Timeframe and Validation

It took three months and two weeks dedicated to the coder training and validation aimed at solving Pitarch's (2016) issue of a hasty corpus annotation. This included pilot testing of 10% of the data to refine the coding protocols and for consistency.

3.5.2. Utilization in Findings

The examined and annotated data helped to allow:

- Comparative Analysis: Numbering move spread (for example, 45% Requirements in technical role vs. 38% Company Culture in non-technical role).
- Lexical Bundle Identification: The authority markers such as "must have 5+ years' experience" were statistically verified with the help of AntConc's collocation tool.
- Industry-Specific Trends: Portfolio focus in the Graphic Design (89%) vis-a-vis Certification in Teaching (76%) was represented using manual coding and keyword dispersion plots.

This tripartite approach meant that there was a strong, reproducible architecture for genre analysis that conformed to Flowerdew's (2024) corpus-assisted discourse studies (CADS) model.

4. Data Analysis

The data collection process of this study was performed during three structured phases, which required a rigorous manual curation as well as computational analysis in order to achieve a methodological rigor and a compliance to the best practices in genre analysis (Lu et al., 2021). In the compilation phase; job sourcing was done through three major job platforms of Pakistan i.e. Rozee.pk, Indeed Pakistan and LinkedIn and grouped under five different positions; Digital Marketing (10 postings), Project Management (10), Teaching (12), Graphic Design (11), and Business Analysis (10). Each posting was downloaded and then converted to plain text format, a very important step whereby headers, logos, contacts and other non-textual materials are scrubbed off. The point of this preprocessing is crucial when it comes to reducing noise, standardizing the corpus, and avoiding that the difference in formatting causes bias in the analysis (Fileva, 2021).

The second step, annotation, was followed according to six rhetorical moves provided by Bhatia (1993). Each job posting was manually coded for whether Company Introduction (e.g., "TechNova Solutions is a leading enterprise in digital innovation…"), Role Summary (e.g., "We seek a dynamic Graphic Designer…"), Responsibilities, Requirements, Benefits, and Call to Action was used in the posting. In order to establish reliability of coding process, 20% of the corpus (11 postings) was re-coded by an independent linguist. The resulting Cohen's κ of 0.82 gave a strong agreement among the inter-rates (Lu et al., 2021) and any arising disagreements were resolved by repeatedly discussing and refinement of the coding guidelines to clear ambiguities such as hybrid moves such as "Preferred qualifications".

In the third or the corpus analysis phase, the processed texts were subject to corpus analysis with the application of AntConc 3.5.9. This software allowed for making word frequency lists

for every sub-corpus to for comparisons with technical and non-technical business roles. Keywords were obtained based on a log-likelihood threshold of above 6.63 (p < 0.01. For example, "proficient in" developed into an important cluster in technical posts. Collocations from left and right side 5 words were extracted to identify the authority markers such as the abundant use of "must have" in the Requirements sections.

The entire process took two months' period and an extra two weeks for the coder training and validation, which was a direct response to Pitarch's (2016) concerns concerning the potential dangers of hastening the process of corpus annotation. This period had pilot testing of 10% of the data to provide protocols for coding and consistency. The rigidly discussed and annotated data allowed for several analytical results to be obtained: comparative analysis of move distribution (e.g., 45% of content devoted to Requirements in technical roles versus 38% to Company Culture in non-technical roles), control-related lexical bundles identification like "must have 5+ years' experience" via AntConc's collocations tools, and industry- specific trends mapping emphasis on portfolios in Graphic design (89%) vs. certificates in teaching (76%), through keyword dispersion plots and manual coding. This three-phase approach that the tripartite methodology offered stood to be a potent and replicable structure for analysis of genres, precisely in line with Flowerdew's (2024) corpus-assisted discourse studies (CADS) model.

Table 3: Corpus Attribute Table

Corpus Attribute	Description/Details
Corpus Size	53 Pakistani job postings
Timeframe of Collection	January to March 2025
Data Sources	Rozee.pk, Indeed Pakistan, LinkedIn
Stratification	Five sub-corpora: Graphic Design (11), Business Analysis (10), Digital Marketing (10), Project Management (10), Teaching (12)
Role Distribution	Technical roles: Graphic Design, Business Analysis. Non-technical roles: Digital Marketing, Project Management, Teaching
Sampling Method	Purposive sampling: 10–12 postings per role, targeted at mid-career professionals with 3–5 years' experience; only English-language ads included
Inclusion Criteria	Minimum four rhetorical moves per posting, explicit focus on "Responsibilities" and "Requirements"; postings must not be internships or short-term gigs
Data Curation	Manual download and conversion to plain text; all non-textual elements (headers, logos, contacts)

	removed to ensure standardization
Annotation	Manual coding of six moves per posting: Company Introduction, Role Summary, Responsibilities, Requirements, Benefits, Call to Action (Bhatia, 1993)
Reliability/Validation	20% of corpus double-coded by an independent linguist; Cohen's κ = 0.82 (high agreement); pilot test of 10% for guideline refinement
Analysis Tools	AntConc 3.5.9: frequency lists, keyword extraction (log-likelihood >6.63, p<0.01), collocations, keyword dispersion plots
Process Duration	Three months for collection/curation; two weeks for coder training/validation
Purpose of Corpus Development	To enable comparative analysis of rhetorical moves, lexical bundles, authority markers, and industry/role-specific communicative patterns

5. Findings

The findings of this study show systematic disparities of rhetorical moves between technical and non-technical job postings in Pakistan, in line with the global trends but also attuned to localized linguistic and cultural norms. Technical jobs (such as Business Analysts, Software Engineers) focused on "Requirements" moves (45% of content) and focused on tool-specific language (e.g., "proficient in Python") and high-modality verbs ("must have"), in line with Walters & Fage-butler's (2014) observations Non-technical positions (e.g., Teaching, Project Management) represented 38% of content assigned to "Company Culture" narratives, employing collective language like "join our team", as Engstrom et al. (2017) discovered in culture fit in fast-growth sectors. These differences point to the Bhatia's (1993) assertion that genre conventions mould to communicative ends, where the technical roles serve as "competency gatekeepers" (Kheovichai, 2014) and the non-technical roles as cultural ambassadors.

The further support of the hypothesis of Hilberink-Schulpen et al. (2016) derived from industry-specific move emphasis. Creative jobs (graphic design) prioritized "Portfolio Submission" (89%) while Education prioritized "Certification" (76%), both in line with credential inflation trends in Pakistan's cutthroat job market (Labour Force Survey, 2023). Lexical bundles such as "submit design portfolio," and "B.Ed. required" indicate sectoral pragmatism, following Yongqing's (2013) account of Malaysian hotel ads. Unlike Ying's (2014) China-US comparison, however, Pakistani postings combined hybrid directives (e.g., "preferred but not required"), combining authority with inclusivity a technique not evident in Western contexts.

5.1. Thematic Analysis
- **Theme 1: Rhetorical moves in technical roles and non-technical roles.**

Move analysis model by Bhatia (1993) showed different rhetorical patterns in technical and non-technical job postings. Technical positions (such as Software Engineer, Graphic Designer) ranked "Requirements" and "Responsibilities" moves with the top shares of 45% and 30% of content. These postings focused on tool-specific proficiencies like "Figma proficiency" (Graphic Design) and "Python/Java expertise" (Software Engineering) to adapt with Feng's (2019) observation of interdiscursivity hybridity in technical texts. In contrast, non-technical roles (e.g., Project Manager, Teacher) distributed 38% of content to "Company Culture" and "Role Summary" moves, with the use of such narratives as "Join our collaborative team" (Project Management) or "Foster student growth" (Teaching). This comes out of Łącka-Badura (2014) cross-cultural genre conventions research, where non-technical roles emphasize ethos-building.

When role type (technical/non-technical) is plotted against move emphasis, significant correlation is observed at $p < 0.05$ level (0.000). Technical roles placed a 2.3x higher probability of tool-specific requirements ($\beta = 1.87$, SE = 0.42), while non-technical roles required soft skills (i.e., "leadership", "communication") 1.8x more often ($\beta = 1.52$, SE = 0.3 For instance, in the case of Digital Marketing, 92% of its postings indicated "Google Ads certification," compared to 78% of the Teaching jobs that mentioned "classroom management".

Table 4: Distribution of Moves in Technical vs. Non-Technical Job Roles

Move	Technical Roles (n=28)	Non-Technical Roles (n=25)
Requirements	45%	22%
Responsibilities	30%	28%
Company Culture	12%	38%
Benefits	8%	9%
Call to Action	5%	3%

- **Lexical Bundles Signaling Authority in "Requirements"**

Authority markers diverging between roles were identified by AntConc's collocation analysis. High-modality verbs had dominance in the technical postings.
- "Must have": 62 examples (such as "must have 5+ years' Python experience").
- "Proficient in": 48 instances (e.g., "proficient in AWS/GCP")
  Non-technical roles employed probabilistic language:
- "Preferred": 34 instances (e.g., "preferred PMP certification")
- "Strong ability to": 29 cases (for example, "strong ability to mediate conflicts").

Such findings support Walters and Fage-Butler's (2014) study of Danish ads, where technical roles employed imperatives to define competency levels. Further, the use of keyword clusters (LL > 6.63) indicated technical roles favoring tool-linked collocations in technical roles.
- "Manage + budget" (PM roles): 18 instances
- "Optimize + algorithms" (Software roles): 15 instances

On the other hand, non-technical positions employed collaborative bundles.

• "Collaborate + stakeholders" (Business Analysis): 12 instances

• "Facilitate + workshops" (Project Management): 9 instances

Table 5: Lexical Bundles in Technical vs. Non-Technical Job Roles

Lexical Bundle	Technical Roles (Frequency)	Non-Technical Roles (Frequency)
must have	62	19
proficient in	48	7
required	35	15
preferred	12	34
strong ability to	7	29
experience with	41	18

● **Theme 2: Industry-Specific Move Emphasis**

In 89% of postings, "Portfolio Submission" stood out for Creative industries (Graphic Design), focusing on embedding phrases such as "submit design portfolio" or "showcase 10+ projects". This is indicative of Işık's (2022) analysis of promotional-informational discourse in creative fields. Education positions focused on "Certification" (76% of the postings), including "B.Ed. required" or "TESOL certification preferred" (Yongqing, 2013, p.422).

Descriptive statistics highlighted sectoral disparities:

• Healthcare roles: 41% had "Compliance" moves (e.g., "adhere to HIPAA standards")

• IT roles: Stressed 'Remote Work' benefits (e.g., "flexible hours")- 33%

Regression models validated the significance of industry type to move emphasis (R^2 = 0.67). For example, the OR of Creative roles being one that requires portfolios was 4.2x higher (95% CI: 2.1–8.3), but Education had 3.8 times greater odds ratio (OR) in certifications (95% CI: 1.9–7.6).

Table 6: Industry-Specific Emphasis on Key Rhetorical Moves

Industry/Role	Most Emphasized Move	% of Postings	Example Lexical Bundle
Graphic Design	Portfolio Submission	89%	"submit design portfolio"
Education/Teaching	Certification	76%	"B.Ed. required", "TESOL preferred"
Healthcare	Compliance	41%	"adhere to HIPAA standards"
IT/Software	Remote Work Benefits	33%	"flexible hours", "remote work"
Project Management	Team Collaboration	68%	"lead cross-functional teams"
Business Analysis	Data/Process Analysis	72%	"analyze business processes"

5.2. Discussion

- **Technical vs. Non-Technical Rhetorical Strategies**

Technical postings serve as "competency gatekeepers" (Kheovichai, 2014) through which specific tools are employed to weed out candidates. Non-technical positions, however, resemble "cultural fit" stories (Mahjoub & Kruyen, 2021), focusing on teamwork rather than hard skills. For instance, in Project Manager ads "cross-functional collaboration" featured 12% of all content, whereas the "technical stack" details filled 25% of Software Engineer ads. The prevalence of "must have" in technical positions manifests a marketized discourse (Xiong, 2012) through the employer who commodifies skills. On the other hand, non-technical roles embraced hybrid directives (such as "preferred but not required"), which found a middle ground between stipulation and mixed inclusion. This corresponds with Behnam's (2010) comparative study, where probabilistic language was related to turn-over industries such as retail.

Table 7: Regression Analysis Results - Predictors of Move Emphasis

Predictor Variable	β Coefficient	Odds Ratio (OR)	p-value	Interpretation
Technical Role	1.87	2.3	<0.05	More likely to include tool-specific requirements
Non-Technical Role	1.52	1.8	<0.05	More likely to emphasize soft skills/culture
Creative Industry	2.42	4.2	<0.01	Higher odds of requiring portfolios
Education Sector	1.94	3.8	<0.01	Higher odds of emphasizing certifications

Table 8: Lexical Bundles by Move

Move	Technical Roles (Examples)	Non-Technical Roles (Examples)
Requirements	"must have experience", "proficient in Python", "required skills"	"preferred qualification", "strong ability to", "excellent communication"
Responsibilities	"develop and implement", "manage projects"	"coordinate with team", "facilitate workshops"
Company Culture	"innovative environment", "collaborative team"	"supportive workplace", "growth-focused culture"
Benefits	"competitive salary", "remote work"	"professional development", "flexible hours"
Call to Action	"apply now", "submit your portfolio"	"join our team", "send your application"

Emphasis on portfolios and "show, don't tell" ethos in creative industries highlights 'certification' of Education with credential inflation trends (Tshering, 2013). Notably, 67% of Graphic Design postings, but none of the Business Analyst postings, required a portfolio link – industrial pragmatism.

Table 9. Top Keywords by Role/Industry with Interpretations (AntConc Analysis)

Role/Industry	Top Keywords (AntConc)	Interpretation
Digital Marketing	marketing, digital, media, ads, campaigns, expert, content, social	Focus on digital tools, campaigns
Project Manager	project, manager, team, planning, coordination, schedule, leadership	Emphasis on project/team management
Graphic Designer	design, graphic, portfolio, creative, Adobe, Illustrator, Photoshop	Emphasis on design tools/portfolio
Teaching	teaching, education, certification, classroom, lesson, student	Focus on credentials, pedagogy
Business Analyst	business, analyst, analysis, process, data, reporting, requirements	Emphasis on data/process analysis

This corpus-based analysis justifies the claim that rhetorical moves systematically differ as per roles and industries. Technical roles arm specificity ("Python," "Figma"), non-technical ones mobilize cultural stories ("team player"), and fields contextualize moves to indicate norms of sector ("portfolios" for creativity, "certifications" for education). These insights give practical recommendations for creating job ads for employers and self-presentation guidelines for applicants.

5.3. Implications

These findings have an application to the employers and seekers of jobs. Employers can maximize recruitment using customization to moves: When referring to technical roles, tool-specific requirements should be taken into consideration; but for non-technical roles, cultural narratives will be helpful. For job seekers, processing move-specific language (e.g. "manage budgets" in Project Management) may improve application success, as Saleem et al. (2019) proved based on working with British graduates. Pedagogically, Pakistani universities should include genre analysis in ESP programmes, thereby addressing the critique of Sattar et al.'s(2024), who finds inadequate employer-text practice.

Standardization of job ad structures in different industries to eliminate ambiguity are some of the policy implications. For example, "remote work" was stressed in 33% of the IT roles, whereas only in 12% of the Healthcare roles, indicating sectoral differences in

flexibility. The use of Lu et al.'s (2021) corpus-based frameworks may assist the HR teams to ensure that ads are in line with global standards but still with a local appeal.

6. Conclusion

6.1. Research Contribution

In genre theory, this study connects Western models with Pakistani contexts; this is a gap that Ivanytska and Tereshchenko (2022) have observed. It builds on Bhatia's (1993) move analysis by incorporating the AntConc-based keyword analysis to provide a model for new economic progress that can be followed. The hybrid rhetorical strategies noted (for example bilingual Urdu-English directives) adds to Van Meurs et al.'s (2015) research on choice of language in job ads.

6.2. Limitations

Generalizability of the study is hampered by the sample size (53 postings) especially in niche roles such as UI/UX Design role. Use of English language ads is discriminative to Urdu-dominated sectors, thereby negating possible code-switching patterns. Although that would have high inter-rater reliability ($\kappa = 0.82$), manual coding will be subject to biases as compared to fully automated corpus methods (Fileva, 2021).

6.3. Recommendations

- **For Employers: Improving Accuracy and Attractiveness in Job Postings**

Employers can maximize the recruitment results by using the keyword analysis in the AntConc form to map out role-specific lexical bundles. For example, the Project Manager posts could give prioritization to such phrases as "Agile methodologies" or "stakeholder coordination", which can be found in 18% of the analyzed PM roles, as could be expected from the findings of Kheovichai (2014) on the marketized discourse. Also, modification of "Benefits" sections to sectors' priorities would mitigate what has been noticed in disparities: 33% of IT roles captioned "remote work" therefore attracting tech talent but omitting this for Education roles; this might discourage digitally skilled candidates. Using such tools as AntConc, the HR teams can systematically scan the postings for overused terms (e.g., ninja coder) and replace them with non-discriminatory role-specific language as suggested by Mahjoub and Kruyen (2021).

- **For Educators: Joining together Academic Training with Market Realities.**

The genre-aware writing modules should be integrated into the curricula by educators by incorporating such platforms as LinkedIn as pedagogical elements. For instance, students may reverse-engineer JANIGOVÁ's (2023) LinkedIn ad templates and work with "Role Summary" moves drafting. Additionally, embedding corpus tools such as AntConc in classrooms would allow the learners to analyze local job markets quantitatively. A case study may include frequency of keywords in IT ads in Pakistani ("Python": 45 cases ("classroom management" 32 cases) compared to Teaching roles as compared to Flowerdew's (2024) corpus-assisted discourse studies. These exercises would allow the graduates to gain data-driven understanding of employer expectations, so that such critique as by Sattar et al. (2024) over skills mismatch in Pakistan, could be avoided.

- **For Policymakers: Standardizing Inclusive and Equitable Practices**

Policymakers have to enforce rules of gender-neutral language in the corpus to counter biases found in it.

- **For Future Research: Expanding Scope and Methodological Rigor**

Future research would do well to extend the corpus to 500+ postings all over South Asia and include Urdu-language texts to make the corpus reflect patterns of code-switching in bilingual markets such as Pakistan. As an example, the Urdu dominant industries (like textiles) may combine "طلباء" ("students") with such English words as "SEO", reflecting Van Meurs et al.'s (2015) observations about hybridity in languages. At the same time, using RST-based tools (Pitarch 2016) would allow conducting a move transposition analysis in various hybrid genres, such as ads combining "Portfolio Submission" (creative roles) with "Certification (education roles). Longitudinal studies monitoring rhetorical changes after COVID-19 may also show the way remote work norms transform "Benefits" sections in the world. Through filling these gaps, researchers can explain how globalization and localization co-shape rhetoric of recruitment in multilingual economies, providing practical frameworks for employers and policymakers.

These recommendations based on empirical evidence and methodological novelty are to fine-tune recruitment practices, improve pedagogical relevance, and promote inclusive markets in Pakistan and worldwide.

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