# Pragmatic Study Of Invitation Strategies/Moves: Analysis Of Wedding Invitation Cards (Barat) In Pakistan

**Inshrah Mehmood[1]**

[1] Department of English Linguistics.  inshrahmahmood@gmail.com

## Abstract

Invitation strategies vary from culture to culture, society to society and from language to language. Invitations are the speech acts that every individual use to produce utterances, to invite someone directly and indirectly. Wedding invitation cards are the most common type of invitations that are used by almost in all societies. Every society used different strategies in making invitation cards. The purpose of this study is to analyze that what type of strategies/moves used in Pakistani wedding invitation cards (Barat) and also to analyze that how these strategies/moves are similar or different in case of Urdu and English language. Data was collected randomly by using different invitation cards printed in both languages (Urdu & English). Total cards that were selected for this study were seventy (70) in numbers, thirty-five
(35) in Urdu and thirty-five (35) in English. The qualitative research method was used to do this study. The data was analyzed by using Swales move-analysis model and textual analysis. Results of the study showed that there were different strategies and moves that were used in the making of wedding invitation cards of Barrat in Pakistan. The findings showed that there are ten different moves in the wedding invitation cards of Barat function in both Urdu and English. Three common differences are present in the wedding invitation cards in Urdu and English language.

**Keywords**: Speech acts, Invitation Strategies, Moves in invitation cards Invitation cards

## Introduction

Speech acts are the expressions that individuals use to produce in different situations. Speakers use speech acts to perform certain actions. In 1962 the concept of speech act was first introduced by J.L. Austin later on, in 1969 this concept was elaborated by John Searle. Speech acts are a subset of pragmatics when the speaker's intentions go beyond the words or phrases they use. Physical actions can be conveyed by using simple words and phrase through speech acts.  The words spoken and the action done are equally important.  The three basic speech acts are locutionary, illocutionary and perlocutionary. In the everyday life speakers used different speech acts while producing utterances.

Some of them are requests, warnings, invitations, apologies and predictions etc. These acts are fundamental to communication. In addition to philosophy, "speech act theory" has its influence in a number of other academic fields as it is not just bound to the field of linguistics. It has it's influence on the different fields including psychology, sociology, field of legal theory in the field of artificial intelligence (AI) an in literary theory as well.

The importance of speech acts has made it clear that language is capable of more than just describing reality. As a result, the difference  between  the  philosophies  of  mind have widened. An implicit normative framework in linguistic practice concerned with describing reality and it has also been found via an

appreciation of speech acts. An adequate description of this normative structure that underpins linguistic practice is the focus of a lot of contemporary study. Speech acts have different functions. These may be, declarative expressive, represented, commissive and directive.

Invitations are the speech acts that are most commonly used in everyday life. An invitation can be considered both a directive and a commissive speech act. Normally, the invitee benefits from the action of the invite. A successful invitation depends on the hearer accepting the offer and the speaker keeping the promise made. This may need some face-to-face interaction on the side of both the invitee and the inviter. An unambiguous or a clear invitation usually includes specific information. Information basically is the mention of the proposed activity and a mention of the time and place. Moreover, it frequently includes a call for action such as, "Would you like to join me for dinner tomorrow?". Such an invitation is probably sincere/genuine.

In many cases, an ambiguous invitation serves as an ostensible invitation that seems sincere but it is not. Even though the invitation appears to be quite sincere on the surface, the goal of an invitation is phatic, both the inviter and the person who is inviting are aware of the travesty. Apparent invitations sent in the cases when the invitee is unable to accept the invitation or in other case when the invitation is requested by the hearer. The inviter can decide not to insist on the invitation or avoid making precise plans for the event.

Invitations are not the only ostensible speech acts but they also consist of apparent apologies, offers, queries/questions, affirmations, compliments, and so forth. The five characteristics that distinguish ostensible illocutionary acts are pretense, mutual recognition, collaboration, ambivalence and off-record purposes differ in their respective goals.

Speech acts vary according to situation and context. It may also differ in different languages. As in Pakistan, invitation strategies used by the native and non-native speakers are different. In this regard present study will focuses on the invitation strategies used for wedding invitation (wedding invitation cards) both in English and Urdu language. Pakistan is a country where the native language is Urdu with the many other mother languages used by the people. English language is the second language as it is international language.

Wedding invitation cards are used to invite the people on wedding events. In Pakistan 99 percent people use wedding invitation cards in Urdu or English language. These invitations may seem genuine or ostensible or may be requesting or commanding. Mostly the wedding cards follow the cultural, traditional or religious pattern.

Various studies show that there are two main types of invitations in everyday life. They may be genuine or ostensible, direct and indirect, descriptive or declarative and asking/questioning or ordering or by making statements. Various other studies showed that English as a foreign language learner perceive the invitations as ostensible as compare to the native speakers. In many other cases some learners used more polite strategies while inviting someone. In another cross-cultural study it is founded that traditional strategies used by the native speakers are mostly indirect. In different studies researchers used different methods like discourse analysis (DA) and critical discourse analysis (CDA) to analyze the invitation strategies and moves of invitation used in wedding invitation cards across different cultures.

The main aim of this study is to analyze the invitation strategies/moves used on wedding invitation cards of barat in Pakistan in both Urdu and English language. The study analyzed that how the strategies/moves are similar or different in their use on wedding invitation card. This is a qualitative research study. Data of the study was collected randomly from the wedding cards. The data for analysis was collected from thirty-five (35) Urdu invitation cards and from thirty-five (35) English invitation cards. The analysis was drawn upon the basis of the Swales move- analysis model. Move analysis basically is a method of discourse analysis (DA) that is most commonly used in the study and teaching of genres in the field of language for specific purposes (LSP). Based on Swales' genre theory, this approach put focuses on the communicative goals known as moves and also the rhetorical strategies known as steps.

The findings of the study revealed that Pakistani wedding invitation cards for the event of Brat are mostly in two languages Urdu and English language. The study revealed that invitation cards in both languages has ten

(10) different invitation strategies/moves. These moves are similar in cards printed in both languages with the basic difference of politeness i.e. cards in Urdu language are more polite as compare to English invitations.

## Objectives
- To find different invitation strategies/moves used in Pakistani wedding invitation cards.
- To analyze similarities and differences in the use of strategies in Pakistani wedding invitation cards.

## Research Questions
Q1. What are the different invitation strategies/moves used in Pakistani wedding invitation cards?
Q2. How the invitation strategies in wedding invitation cards of Pakistan different or similar?

## Literature Review
The politeness methods and mitigating tactics employed by native and non-native Greek speakers (advanced learners) when declining an intimate invitation are examined in this study, along with the effects they have on the expression of politeness. It investigates whether the quantity and quality of interactions with native speakers have an impact on non- native speakers' performance. The data for research was collected by using role- playing exercises that were conducted among two groups, one group is composed of native speakers and the other is the group of non-native speakers. Also, one group have a longer residence period but they have very few opportunities for social interaction with native speakers, and the other group have a shorter residence period but they have significantly more opportunities for social interaction as compare to the group with a longer residence. According to the results, it is suggested that length of residence may not be a reliable indicator of pragmatic appropriateness and for politeness as well. But when it comes to the speech act of denying a friend's request, whereas intensity of interaction may resist. Various differences were found out between native speakers and non-native speakers with limited opportunities for intimate interaction and are attributed to the latter's status as economic migrants who always experiences the social exclusion or marginalization and who are unable to develop pragmatic ability in the use of speech acts like, the one who is under investigation simply by virtue of length of residence. The need for pedagogical intervention that aims to give students metapragmatic knowledge and worthwhile opportunities for interaction that may foster their pragmatic development is highlighted by this fact along with the results that both groups of non-native speakers displayed an underdeveloped pragmatic ability in relation to their mitigation devices, such as lexical/phrasal down graders. (Bella, May,2011).

From a pragmatic standpoint, this cross- cultural study investigates the nature of invitation issuance and acceptance in Palestinian and American society. The basic purpose of the study is to analyzed or investigate the use of various politeness strategies while using invitations by both native speakers of American English and Palestinian Arabic speakers when accepting and rejecting an invitation. Data was collected through different methods. In order to gather information about Palestinian society, the instant observation approach was employed. In order to identify the characteristics of invitation in American English, a corpus of invitations written in that language were collected from a variety of sources, including earlier studies written in that language. In order to gather information about American English, the researcher consult different TV shows, movies, and other media platforms that were streamed online or recorded on video cassettes or on CDs derives. A survey was also conducted with thirty-five questions on it that described various social contexts that people might experience in their daily interactions was also given to a number of respondents from the US and Palestine. In order to complete the tasks, the respondent had to either issue an invitation to a fictitious addressee or accept an invitation from a fictitious speaker. The data was analyzed by following different theories and methodologies. Searle's concepts on speech act theory and models of politeness and face threatening acts by Leech's and Brown and Levinson's were actually used to analyzed the data. The study has demonstrated that the invitation- making, invitation-acceptance, and invitation-rejection processes are structured, functional, and

rule-governed. It also demonstrates how social distance in respect to a speaker's sex and age plays a significant role in deciding the kinds of techniques employed to extend an invitation, accept one or decline one. Additionally, it has been asserted that only speakers of the same sociocultural background may comprehend and appreciate the unique patterning of invitation seen in Palestinian Arabic. (Sghir, 2013)

A pragmatic study was done to investigate the speech act (ostensible invitation) in Jordanian Arabic. Study was done by using corpus tool. In Irbid city about one hundred and twenty examples of genuine and ostensible invitations had extended, were observed and recalled to form the study's corpus. The analysis focuses on how ostensible invitations serve practical purposes. The findings of the study demonstrate that apparent invitations in Jordanian Arabic are combined acts of two levels with the top layer giving the impression that the invitations are genuine. In such a case, the inviter and the person who is invitee act as though the extended invitation should be regarded seriously and pretend that it is a legitimate invitation. At the most fundamental level, they agree that the extended invitation should not be taken seriously because it serves other purposes. The study demonstrates how ostensible invitations can be used as mitigation strategies in a variety of face-threatening situations, as well as persuasive and provocative strategies in Jordanian culture. (Hady, 2015)

One of the most important text genres is the wedding invitation. One case study of textual analysis was conducted by using Swales' (1990) genre analysis approach and Kress and Van Leeuwen's (1996) multimodality point of view. The study examined various expressions of wedding invitation (WIs) genres in Iran to identify and to highlight the generic and schematic structures, and also the linguistic features and communicative functions expressed by their generic components. As a result, a corpus of 200 wedding invitations was chosen at random. There were similarities and differences discovered. The outcomes revealed eight moves, one of which was optional. Furthermore, the envelops of wedding invitation card were examined, and five moves were discovered by doing this envelop analysis, three of which were optional. Furthermore, the lexico- grammatical features and schematic structure depicted a number of socio- cultural values as well as Iranian and Islamic norms concerning men and women. (Sajad Faramarzi, May,2015)

The cultural background and the setting of the speakers, linguistics codes, and social identities may have an impact on their pragmatic behavior in a cross-cultural setting, which might result in communication breakdowns. For this purpose a cross-cultural study was done to examine how Arab participants from various cultural backgrounds fail to make polite requests across cultural boundaries and makes a new attempt to test and to validate the generalizability of speech act theory and the theory of politeness. Sampling was done by using sixteen Arab participants was divided into two groups. Participants produces 96 situations of polite strategies when using in request and invitation situation. The analysis of the qualitative data revealed that nearly all participants preferred using traditional direct tactics for requests and invitations to display courtesy and hospitality. The findings for Arab students who are UK citizens revealed that they employ more indirect strategies in a variety of contexts. The first group, however, interpreted this ambiguity as a lack of hospitality in the invitations and a lack of pragmatic clarity in the requests. The results of the study demonstrate that different cultures can perceive politeness in different ways and that these perceptions are influenced by various sociocultural norms. The findings of the study also offer insightful information on culturally distinct theoretical perspectives on Arabic speech acts as well as the relationship between pragmatic aspects that are universal across the cultures. (Ghazzoul, February, 2019)

A study was done from the pragmatic point of view to report the nature of making invitation carried out by freshmen students. The purpose of the study is to investigate the pre-sequences strategies used for the purpose of inviting in freshmen. Students of the English education program from a private university Claims West Java province were the respondents. Among all the participants/respondents about 80% of the students express their pre-sequences in the form of saying hello! And asking condition while on the other hand 20% express their pre-sequences by using some other some other expressions. While in beginning all the respondents express their pre-sequence in the beginning of their invitation. Respondents were able to accept, reject/decline the invitation suggested by the theory itself. (Hidayat, 2019)

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A study was done to investigate the types of strategies used by the Yemeni EFL learners. Participants (171) of the study were undergraduate students and homogeneous in terms of their cultural background. Data was collected through Discourse Completion Test (DCT). The data analyzed on the bases of Suzuki (2009), Al-Khatib (2006), and Tillitt and Bruder (1999) classifications of invitation strategies. The findings of the study demonstrated that Yemeni EFL learners preferred to be direct when using the speech act of issuing an invitation, with the imperative method being used, the most frequently followed by the Yes/No questions strategy. This could indicate some of the ways in which their mother tongue influenced their responses. They were also aware that in their society, straightforward invitations were typically appropriate. The study's findings also revealed that Yemeni EFL students translated utterances into the target language (TL) without considering the variations between the two languages, their sentence structures and their word orders. (Yahya Mohammed Ali Al Marrani, 2019)

Wedding invitations (WIs) as always a distinctively socially and culturally constructed genre it always offers a unique opportunity to compare the sociocultural values of different speech communities as reflected in the textual content and organization of the various moves. Using genre-based pedagogy, students can be introduced to this genre and its various moves. Genre-based pedagogy can be used to allow students to study well-known genres in their first (L1) and second (L2) languages, as well as to observe common and distinct moves from a cross-cultural and cross-linguistic perspective. This study investigated wedding invitations in American and Iranian cultures by employing two complementary approaches: genre analysis and critical discourse analysis (CDA). Data was collected by using total of one hundred wedding invitation (WI) cards 50 from each society were collected and then compared. Results of the genre analysis showed that the wedding invitation cards (WIs) of the two speech communities enjoyed both similarities and differences in their generic moves. The results of the CDA showed that traditional orientation, religious affiliation, masculine power, and educational status were the most influential factors that are influencing wedding invitation in both societies, but the intensity of these effects differed between the two speech communities. This study's findings shed light on the sociocultural forces that dominate Iranian and American language communities. (Samaneh Mehdipour)

Cross-cultural pragmatics is the study of two different cultures. A research study was done by Indonesian researcher aimed at comparing the use of speech act of invitation by Indonesian and Yemeni EFL learners. The study was quantitative in nature. The participants of the study were undergraduate students, thirty from Airlangga University Indonesia, and thirty undergraduate students from Sana'a University, Yemen who have different cultural background. The data for the study was collected by using the Discourse Completion Test (DCT) and data was analyzed by using the Bruder and Tillitt (1999), Al-Khatib (2006), and Suzuki (2009) compilations of invitation strategies. The study finds both similarities and differences among the use of invitation strategies, some strategies are culturally specific while some are universal. Indonesian EFL students favored to use indirect speech actions while making invitations with a strong preference for the Yes/No requesting willingness and Wh. questioning tactics. According to the Indonesian EFL learner these kinds of strategies help them to make polite expression daily conversation. While on the other hand Yemeni EFL students preferred to use the speech act of invitation directly, with the urgent tactic being used. The most frequently followed by the Yes/No questions technique. This may demonstrate some of the influence of their native tongue on their responses. They are also aware that in their society, straightforward invitations are typically accepted. The results of the study also showed that Yemeni and Indonesian EFL students failed to take into account differences in word order and sentence structure between the two languages when translating utterances from their mother language which was their source language into the target language. (Ali Mohammed Saleh Al-Hamzi, 2020)

The current study looked at Pakistani wedding invitation cards. The aim of the study is to conduct a genre analysis of wedding invitation cards, which includes analyzing the moves, their order, their communicative purpose, and the nature as well as to investigate the micro linguistic features of the language used in wedding

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invitation cards (WIs). For this purpose, data was collected fifty Baraat invitation cards, fifty Mehndi invitation cards and fifty wedding card envelopes. Data was analyzed by using different models and theories. Researcher used a model proposed by Swales (1990) and Bhatia (1991). The findings of the study revealed that there are eleven moves in Baraat invitation cards, ten moves were found in Mehndi cards, and five in wedding card envelopes, some of which are optional and some of which are mandatory depending on the frequency of occurrence in wedding cards. Bhatia's (1993) model was used to analyze micro- linguistic features. The micro-linguistic analysis takes into account sentence complexity, sentence length, verbs, nouns, conjunctions, and prepositions. (Riaz, 2020)

During the covid-19 pandemic, the present study investigated the online wedding invitation genre in Pakistan. It basically investigates the role of socio-cultural religious norms and beliefs in presenting such genres with linguistic and non- linguistic features and characteristics. Data was collected from March 27 to June 13, 2020. In this regard 120 online wedding cards were collected from Facebook for this purpose. The data was analyzed by using the theoretical and methodological traditions of Bhatia (1993), Miller (1984), and Swales (1990). Kress and van Leeuwen (2006) used visual design grammar for non- linguistic features. The genre analysis of the wedding invitations revealed that there were eight different moves present in these invitations. According to the analysis of online wedding invitation cards, Pakistani citizens follow social, cultural, and religious norms when inviting people to their weddings. During the pandemic this study revealed that the social and linguistic implications and improved understanding of online wedding invitation practices. Future works can be done by comparing different wedding practices in different societies. (Maria Nisar, jan-march 2022)

## Problem Statement

The purpose of this qualitative study is to explore the use of invitation strategies/moves in Pakistani wedding invitation cards. Overall aim of the study is to explore the similarities and differences in moves/strategies of wedding invitation cards of both Urdu and English language.

## Limitations of the Study

Due to the limitation of time, study will only focus on the invitation strategies/moves used in the wedding invitation cards for the event of Barat in Urdu and English language. For this purpose, seventy cards will be used thirty- five from Urdu language and thirty-five from English language.

## Data Collection

Pakistan is a country or state where marriage events follow so many traditions. Wedding cards are used by almost all the cultures and societies. So, the data was this study comprised of wedding invitation cards. Seventy wedding invitations cards of the Baraat event was selected. The selection of cards was done by using various sources. These sources are family, friends, neighbors and relatives. The cards were mostly collected from the twin cities Rawalpindi and Islamabad and very few cards were selected from other cities. The analysis of the wedding invitation cards (Barat) was divided into two different categories: First, wedding invitation cards were analyzed textually and secondly the analysis was done by using the Swales move analysis model.

## Theoretical Framework

This study utilizes the Swales-move analysis model, textual analysis and some of the previous studies for data analysis. Move analysis basically a method of discourse analysis (DA) that is used in the study and teaching of genres in the field of language for specific purposes (LSP). Based on Swales' genre theory, the approach basically focuses on communicative goals/speech acts known as moves and rhetorical strategies known as steps/moves. Textual analysis is used to analyze the difference in the use of invitation strategies in invitation cards of both Urdu and English language.

**Methodology**
This research study has applied qualitative research method. Different methods were used to analyzed the data. Data was analyzed on the bases of Swales move- analysis model, textual analysis. The finding of the analysis revealed ten component moves in Baraat invitation cards which will be discussed below in detail.

**Data Analysis**
The wedding card analysis is an assessment which comprises a move analysis of Pakistani wedding invitation cards based on Swales move-analysis model. All the moves are similar in both type of invitation cards.

### 1. Opening
The "Opening" move is the initial move in the Baraat card. It is an optional move that appears on about 90% of invitation cards. This move has several opening variations, including the use of a Holy Quran passage, Tasmiya, or its English translation (In the name of Allah, the most beneficent & the most merciful). The communicative aim of utilizing Quranic verse or Tasmiya is to bestow Allah's blessings on the couple for their future lives and demonstrates Muslims' deep belief in the faith because Muslims always begin their job with the name Allah.

### 2. Names of inviters
"Stating the Names of the Inviters" is the second move of invitation cards. It is also an optional move; however, it only appears in cards. The purpose of this step is to state the names of the inviters who are inviting guests and hosting the ceremony, and the inviters are generally the bride and groom's parents because they are the guardian and head of the family. If the bride's or groom's father is not alive, late is written with his name, and in some situations, the couple's mother, brother, uncle, or grandpa becomes an inviter to the wedding ceremony. Professional, religious, and social titles are commonly used in conjunction with the name of the inviter. These titles are self- promotional and signify an individual's social position.

### 3. Requesting the Presence of Guest
"Requesting the Presence of the Guests" is the third alternative move of wedding cards. This move's purpose is to solicit the guests' participation in the wedding. This movement is the foundation of a wedding invitation card. The goal of the wedding invitation is to invite guests. But, by using this technique, the inviters politely and cordially invite the invitees to the event. In 98% of the cards, this move happens.

### 4. Names of the couples
"Stating the Name of the Couple" is the next step in the wedding card process. This move's purpose is to identify the names of the bride and groom who are being married. It is a required step for the grooms to state their names, but an optional action for the brides. There are two types of Baraat wedding cards: the bride's name or her father's name with the phrase "daughter of". The lack of mention to the bride's name reflects a longstanding inclination to avoid announcing her name in public. If the father is not alive, the phrase "late" is used.

### 5. Date & day of event
"Citing the date and day of the event" is a significant gesture on Baraat invitation cards. This move's communication objective is to inform attendees when the ceremony will take place. The ceremony's day and date are both indicated in the cards. The day is usually put before the date, and "Inshallah" is also inscribed. It is discovered that day is an optional form of this move while date is a mandatory variant. According to an investigation of Pakistani wedding cards, the Baraat wedding ceremony is generally conducted on Saturday.

### 6. Time

 "Stating Time of the Ceremony" is another vital and required step on Baraat invitation cards. The objective of this move is to inform the guests about the timing, i.e., when the event will begin. When Baraat takes place in the afternoon or evening, 'Am' or 'Pm' is written with it. It should be noticed that time is mainly provided in 12- hour format; just three Baraat cards express the ceremony's schedule in 24-hour format.

### 7. Location

Declaring the location of the wedding ceremony is the seventh step. It is an optional move in the groom's card but a requirement for the Baraat card provided by the bride's family. The venue's full address is listed with it. This action consists of three steps: the first step includes the venue's name; the second step includes the venue's location; and the third step includes the venue's phone number.

### 8. Names of family members

"Stating name of the family members" is an additional optional step for the baraat wedding card. The move's communicative purpose is to identify the members of the immediate family who will welcome, serve, and amuse the wedding guests. This motion consists of the "RSVP" and the "Looking ahead" portions. Both types serve the same purpose. It should be noted that honorific titles are also utilized in this action. Moreover, a person's nickname is utilized. Also, it has been seen that the names of foreign-born or resident family members are inscribed with the nation they come from.

### 9. Note for the guests

"Note for the Guests" is a move that is optional. This action serves to tell the guests of certain crucial extra details regarding the wedding ceremony. The key message on the Baraat wedding invitation is this: Due to the current security situation, invitees are recommended to bring their invitation cards in person. And please refrain from snapping photographs at functions; event photographers will keep everyone amused. Thanks

### 10. Name **of publishing firm.**

"Stating Name of the Publishing Firm" is the final step of wedding cards. The goal of this optional action is to publicize the name of the publishing house that printed the wedding cards. On the card, the name of the publishing house is written along with contact information.

Moves analysis, analyzes the sentence complexity at sentence-level structure. Depending on the type of move employed, the initial "opening" move may utilize a nominal sentence, a simple sentence, a compound sentence, a complicated sentence, or a compound complex sentence. The third move, "Requesting the presence of the guests," and the second move, "Stating the name of the inviters," combine to form a complete statement. While all of the other movements in the wedding cards are nouns. The analysis of the motions reveals the usage of the future simple, present perfect, present continuous, and present simple tenses. More nouns are used in Pakistani wedding invitation cards than in any other category of words. In Pakistani wedding cards, nouns are used in every action. Moreover, both common and proper nouns are employed. The "opening," "requesting the guests' attendance," "closing," and "note for the visitors" actions all make use of pronouns. In the "opening" move, "asking the guest's presence" move, and "closing" move, adjectives are utilized. In some movements, prepositions and conjunctions are also used.

Some differences on the bases of language use and strategies are given below.

### 1. Culture Specific

One basic difference that is found in the wedding invitation cards (barat) is that invitations in Urdu cards are more culture specific as compare to the English invitation cards. As Urdu is the national language of Pakistani society so it is always perceived as culture specific.

### 2. Politeness

Politeness strategy is used in the speech acts. Politeness is also used as an invitation strategy. During analysis it is found that invitations in Urdu language seems more polite as compare to the invitations in English language. Wedding cards printed in English language usually starts with directly or indirectly with the name of a person who is invited but on the other hand cards in Urdu language followed a proper

statement like (مکرمی ومحترم جناب-------)

which is considered as more polite as compare to the English invitation.

### 3. Respect

Respect is another strategy that is used in Urdu and English language invitation. In case of wedding invitation cards, it is revealed that statements of invitations that is used in Urdu language are considered as more respectful because they use more words to invite someone as compare to the statements in the English invitation cards.

### Conclusion

The purpose of the study is to analyze the different strategies and moves present in the wedding invitation cards of Barat. The study used Swales move-analysis and textual analysis based on the previous studies. The study revealed that the moves are almost similar in both types of cards. There are total ten moves that were found in the wedding invitation cards for the event of barat. These moves are, opening, requesting the presence of the guests, stating the name of the inviters, note for the guest, reminder for the guests, date and day, time of the event and location and name of the publishing firm. Three basic differences were found that are culturally specific, politeness and strategy of respect. The analysis was also done on the bases of sentence-level. It is found that simple, complex and compound sentences were used to make a statement. Different future and present tenses were used. More nouns are used in Pakistani wedding invitation cards than in any other category of words. In Pakistani wedding cards, nouns are used in every action. Moreover, both common and proper nouns are employed.

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