

CHAPTER 4

DATA ANALYSIS

This chapter is based on the data processed from a grand total of 240 samples collected, the samples being digital transcripts containing written discourses extracted from profile pages of candidates from two online matrimonial sites. The data is processed so that it fits into the analyses done in this study that entails mainly structural analysis and sociolinguistic analysis. The processing of the corresponding data is discussed in detail in Chapter 3. The processed data is used for the study by applying structural linguistics methodology to explain the different structures found, the significance of the structures and how they relate with the use of language in online matrimonial context. The lexical items occurring in the phrases and formation of sentences, use of connectors and particles, extralinguistic features, and differences in the discourse patterns are determined by analysing the processed data. The structural analysis, together with the sociolinguistic analysis, facilitate in relating and identifying the communicative efficiency between the writers of the discourses and their target readers. The discourse analysis that was used to aid in the structural analysis in this study showed that most of the discourses written by the netizens in this study achieved an acceptable level of coherency by using phrases and sentences apt for the context of Hindu matrimony. Despite numerous typographical and punctuation as well as some of the grammatical errors found in the discourses, most of the discourses are still comprehensible to the target readers, hence the texts' user-friendliness.

The genre of the discourse or text, as determined by identifying particular lexical items through mere reading of the text, is more of a biographical-cum-socio-cultural

description although there were a few exceptions. Generally, the discourses, regardless of different age groups and genders, portrayed an extent of persuasiveness in which the writers try to persuade their readers to continue reading their complete profile in their allocated profile pages. With the inclusion of coherent or even the less coherent sentences in the discourse, the intended messages (meanings) are believed to be conveyed to the target readers, hence the achievement of the writers' goal, that is, to seek marriage alliance.

For the purpose of analyses, several components pertaining to language structure and language use were selected. The components of language structure encompass lexical items, morphological and syntactical structures whereas that of language use will be inclined towards contextual-situational use and the correlation with different language structures.

4.1 Use of Lexical Items

For the purposes of analysing lexical items, pronouns, adjectives, particles and culture-bound forms were prioritised due to the basic nature of the discourse, being a biographical-cum-socio-cultural description with reference to the Hindu matrimonial context.

4.1.1 Use of Pronouns

Basically, in the discourses analysed, we find subject and object personal pronouns as well as those that show possession. For example, the use of first person pronouns – *I*, and possessive pronoun forms like *my* and *myself*, are observed. The pronouns *I* and *my*

are found in almost all of the discourses analysed. The pronoun *me* is also found but not as frequent as *I* and *my*.

The first person pronoun *I* functions as the subject in the sentences that follow:

I am a consultant working in reputed NGO in [*city*].

(Sample from a female in the age group 40 – 49)

I am struggling for job but I want to do a good business.

(Sample from a male in the age group 20 – 29)

My indicates the possessiveness of the subject or object in the sentences that follow:

My family includes mother, sisters and brothers.

(Sample from a female in the age group 40 – 49)

My first sister is a dentist and is working as a lecturer in a private dental college and my second sister is pursuing PG in a private college.

(Sample from a male in the age group 30 – 33)

The pronoun *me* denotes the object in the sentences that follow:

My sister is younger than me and works as a journalist in [*state*].

(Sample from a female in the age group 30 – 39)

Becoming a doctor is a great way for me to get out into the world and help those in need.

(Sample from a male in the age group 40 – 49)

The pronouns are described as cohesive elements in a discourse (Halliday and Hasan, 1976). With the use of pronouns in appropriate linguistic environments, the discourses are made more cohesive, in that sense. It is also noted that the frequency of the use of pronoun *myself* increased with the length of the discourse itself (directly proportional to). The pronouns help to make the reader understand who is (are) involved in the context and whose possessions, interests or places of interest are being described in the profile created by the writers.

On the whole, as the number of sentences (complete or incomplete) increases in a discourse, the occurrence of the pronoun *I*, *my* and *myself* increases proportionately. However, the possessive pronoun *mine* occurs only at negligible counts, that is, only once throughout the discourse of the male candidates for all the three age groups, and twice only for the female group.

4.1.2 Use of Adjectives

The occurrence of adjectives (Adj), by the use of which the readability of the discourses is increased and made more interesting, is relatively higher than the occurrence of other word forms. In fact, adjectives are the most frequently occurring word forms when compared to other counterparts like adverbs or particles. Some examples of the more prominent adjectives found in the discourses analysed are *good*, *good-looking*, *fair*, *homely*, *nice*, *understanding*, *lovely*, etc. Appendix B presents an elaborate list of the adjectives used by the candidates in their respective discourses.

Adjectives used in the discourses significantly describe the details and expectations of the writers of the discourses, and hence aid in the conveyance of the intended message, in the context of matrimony.

... I think life is very short and therefore should be enjoyed to the maximum, so basically I am a fun loving person and want to live life to the fullest ... They are looking for a well groomed girl as their in law and will look after her as their own daughter ... I am expecting a girl with average looks and pleasing personalty ... A girl who has modern outlook but still retains traditional values, should be independent, confident and responsible ...

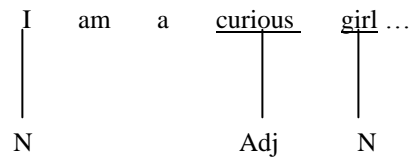
(Sample from a male in the age group 30 - 39)

... I want to lead a balanced home and work life. In my profession, I would like to pursue my interest in the healthcare industry. I am looking for life partner who would be an intelligent, well educated & employed Indian professional and will appreciate someone with a good sense of humor. Above all, I am looking for a 'friend'. I am willing to relocate for the right person. He should be soft spoken with clean habits, understanding, caring and respect Indian values ...

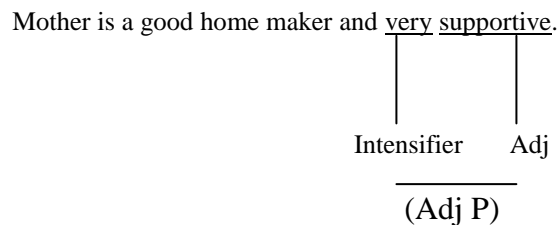
(Sample from a female in the age group 40 - 49)

Adjectives in this context, function as descriptive words (attributes) or qualifiers that add details to the statements (in terms of qualities and characteristic features) made by the writers. The adjectives used in this context qualify or stand as attributes to the nouns and pronouns, and the verb forms used as nouns. Adjectives that are always present before a noun (N), are also present in their other forms, that is, in the form of adjective phrases (Adj P) and adjective clauses to a lesser extent.

For example,



(Sample from a female in the age group 20 - 29)



(Sample from a male in the age group 20 - 29)

In this illustration, it is observed that the writers have used adjectives repeatedly in their respective discourses especially when describing themselves, and listing their expectations. The discourses analysed present the functional significance of adjectives, attributes or qualifiers.

When the adjectives used in the discourses in this study were perused for their correct usage, it was observed that there was a significant lack in the insertion of a hyphen in between the words that form the adjectives, for instance, the adjectives *open-minded* and *self-employed*. Whereas adjectives like *easygoing*, *housewife* and *broadminded* should be a single word but writers of the discourses often presented those adjectives as two words (hyphenated form).

I'm Easy going, modest, open minded with a good sense of humor.

(Sample from a male in the age group 30 – 39)

I am open minded and am looking for someone who will respect my independence and unique personality and love me for who I am.

(Sample from a female in the age group 30 – 39)

My father is self employed and mother is house wife.

(Sample from a male in the age group 20 – 29)

I expect my partner to be broad minded & caring and with clean habits.

(Sample from a female in the age group 30 – 39)

The adjective forms or phrases have been conjoined using the conjunctive particle *and*.

4.1.3 Use of Culture-bound Forms

The culture-bound words (relating to the Indian society and culture) found in the discourses play an important role in conveying all those social or culture-related facts to the target readers – in this case the more culturally-inclined personalities. Although there is no objectivity in the identification of the actual ‘culture-bound’ words, nevertheless, certain words that call for particular attention in terms of socio-cultural aspects can be distinguished from others through experience, and prior knowledge of the related culture itself.

Lexical items comprising of culture-bound words such as *traditional, values, family, religious, divine, cultural, spiritual, Indian, caste, etc.* and phrases such as *more like daughter, attached to my family, horoscope match, god-fearing, believes in values and*

culture, family-oriented, traditional education are quite characteristic of Indian culture. The use of such lexical items in the discourses portrays characteristic culture-based requirements of the candidates (the writers).

An overview of the discourses showed that the discourses written by the male candidates portrayed more culture-bound words (and phrases) compared to the female candidates.

Male: I am a caring guy with family values and a jovial personality ... One who can socialize and from the same community and who is willing to settle abroad ... I want a good looking and a family girl with good traditional values.

(Sample from a male in the age group 20 – 29)

Male: ... but having been born and raised in [*country*], maintain a deep love for my [*community*] heritage and culture ... playing tennis, working out and doing yoga. Am also spiritual and into meditation. We are a close knit and cultured family of ... from well educated, cultured, attractive, unmarried ladies looking for a fulfilling married life based on friendship, love and mutual respect ... from slim, attractive, well educated, artistically inclined unmarried [*community*] ladies, who are open-minded, a good mix of tradition and ...

(Sample from a male in the age group 40 – 49)

Female:... I value the [*religion*] culture and ethics ... Well educated, responsible person, also should value [*religion*] customs and traditions and ...

(Sample from a female in the age group 20 – 29)

Female:... value traditional values of my religion and custom but not superstitious ... Love classical instruments (instrumental) music ... and traditional values.

(Sample from a female in the age group 30 – 39)

For a detailed list of culture-bound words (and phrases) extracted from the discourses of writers from both genders in this study, reference can be made to Appendix C.

4.1.4 Use of Lexically Cohesive Group of Words

The lexically cohesive group of words are determined through the application of cohesive devices such as repeating key words, the use of synonyms, superordinates and generals, and opposites and other related words. There are other kinds of cohesions such as ellipsis and reference words. Cohesion is also determined by the **connectiveness** of the sentences in the discourse with the use of **connectors** such as *and* and *so*.

I love travelling and always seem to be buzzing around the country and outside.

(Sample from a female in the age group 30 – 39)

Don't mind if you are divorced as long as you don't have children and any financial obligations.

(Sample from a male in the age group 40 – 49)

I believe life is short so we have to use every opportunity that comes out of it.

(Sample from a female in the age group 20 – 29)

So, I m a Masters' student from [*university*] till May 2011.

(Sample from a male in the age group 20 – 29)

4.1.4.1 Repetition of Key Words

The adjective *good* is repeatedly used in most of the discourses analysed, and is often used to describe looks, personality, values, attitude and family background.

Looking forward to meet a simply guy yet educated and good family background ...

(Sample from a female in the age group 20 – 29)

She should be home loving and a good fit for my family, someone who is a good mix of traditional and modern family values.

(Sample from a male in the age group 30 – 39)

I am broad minded person and very much straight forward ,friends say that i have got good sense of humor.

(Sample from a female in the age group 20 – 29)

And good luck in your search!

(Sample from a female in the age group 30 – 39)

Thanx for reading my profile.Am well care,friendly and good looking fair guy.

(Sample from a male in the age group 20 – 29)

The other word often repeated is the adjective *positive* which helps in portraying a more optimistic content in a discourse, and hence used often by the writers.

For example,

Looking for a caring individual who looks at life with a positive frame of mind.

(Sample from a female in the age group 20 - 29)

Being a good family woman, im well-cultured, broadminded, I am good-looking and positive, goal-oriented girl, Im kind, supportive, caring, loving and good listener too.

(Sample from a female in the age group 20 - 29)

I'm a simple, ambitious guy...do love humor and enjoy each and every moment of my life...positive energy and passion to explore new things keep my days fun-filled ...

(Sample from a male in the age group 20 - 29)

A sense of humor and a positive attitude are definite pluses!

(Sample from a male in the age group 40 - 49)

4.1.4.2 Use of Synonyms

Basically, the writers use the following lexical items to describe themselves or their families, or their prospective life partners.

(a) *caring, loving, loveable, lovely, humble, understanding, compassionate*

(b) *smart, intelligent, well-educated, highly educated, survivor, clever, career-minded*

(c) *good looking, fair, slim, athletic, handsome, pretty, beautiful, pleasant, attractive, health-conscious*

(d) *traditional, god fearing, homely, devotional, religious, cultured, spiritual*

It is observed that the key vocabulary of the writers often revolve around these lexical items, and others associated with similar meanings. These lexical items are significant in the matrimonial context because they somehow give rise to a more user-friendly discourse, and help to persuade the readers to proceed (go ahead) with their reading for getting further details of interest.

4.1.4.3 Use of Superordinates and Generals

The writers of the discourses are often found to repeat phrases with proper nouns, for example:

I lived in [country] for 5 years. I worked in [country] during that time ...

(Sample from a female in the age group 30 - 39)

In the above phrase, *in [country]* is repeated, and the writer does not use the adverb of place *there* to represent the proper noun in his or her sentence that follows.

4.1.4.4 Use of Opposites, Antonyms, Affirmative / Negative Forms and Related Words

The discourses portray words that could be categorised as opposites. Some examples are given in Table 4.1 according to their subcategories (those attested in the discourse):

Table 4.1: Opposites attested in the discourses

(I) Binary opposites	(II) Antonyms	(III) Affirmative /Negative Forms
<i>girl – boy</i>	<i>big – small</i>	<i>do – don't</i>
<i>male – female</i>	<i>strong – weak</i>	<i>did – didn't</i>
<i>bride – bridegroom</i>	<i>intelligent – stupid</i>	<i>married – unmarried</i>
<i>brother – sister</i>	<i>good – bad</i>	<i>like – dislike etc.</i>

Some examples of extracts are as follows:

Should be preferably a well qualified & Well settled Post Graduate Doctor or Engineer between 34-38 years& Unmarried. I am presently working at a reputed corporate hospital in [city] & staying with my mother.

Father is not alive.I am living with my mother in [city].Have one elder sister married to a software engineer& settled in [city].She is blessed with a girl child.

(Sample from a female in the age group 30 - 39)

Basically I am a good looking guy which i guess so. I am a cheerful, free thinker, easy going, straight forward guy and most important for me now is, I am seriously thinking of settle down soon therefore looking for serious relationship. But i know this may not be able to be decide in short notice. I am really bad in approaching girls and I am really dump when come to this subject.

(Sample from a male in the age group 30 – 39)

4.1.4.5 Other kinds of cohesion attested

Ellipsis is not seen at all in the discourses analysed in this study. This may be due to a review done on the discourses by the organisers of the particular matrimonial sites whereby the submitted text will be validated and edited to a certain extent before it is approved for the live view online.

The **reference words** that create cohesion in the discourses are the personal pronouns such as *I, you* and *we*.

Connectedness in the text is basically achieved by using *and* most of the time. The conjunction *but* is also used to show contrasts.

For example,

My elder sister is married and happily settled at [*city*].

(Sample from a male in the age group 20 – 29)

I want to lead a balanced home and work life.

(Sample from a female in the age group 40 – 49)

I'm looking for a partner, who shares my values, but has an independent personality and interests of his own.

(Sample from a female in the age group 30 – 39)

You should have already been married before but divorce or in the process of divorcing, or was in the verge of marrying but wedding never materialized ...

(Sample from a male in the age group 40 – 49)

4.2 Syntactic Structures

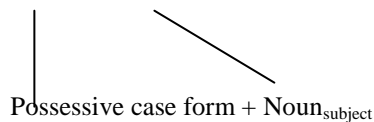
The use of different types of noun structures and verb structures along with that of adverbial forms and phrases, is analysed in this section viz., syntactic structures.

4.2.1 Use of Noun Structures

Nouns are used in different ways in different structures. It can be used as the subject of the sentence or the object in the verb phrase (VP), etc. This section analyses the occurrence of various types of noun structures found in the discourses.

The noun *relationship* in the subject:

Our relationship should be based on mutual trust and respect.



(Sample from a male in the age group 40 – 49)

The noun *family* in the predicate:

I am a paediatrician from a respectable family.



(Sample from a female in the age group 30 – 39)

Thanx for reading my profile. ...
| |
Possessive case form + Noun

... working in a Private concern ...
| |
Adjective + Noun

(Sample from a male in the age group 20 – 29)

... are expecting from those area. ...
| |
Demonstrative pronoun + Noun

... four elder brothers who is the first son to our ...
| |
Numeral adjective + Noun

(Sample from a female in the age group 20 – 29)

I am leading a very nice life ...
| | |
Intensifier + Adjective + Noun

(Sample from a female in the age group 20 – 29)

... to balance both work and life ...
[both] work + life (connected by *and*)

... lived in so many cities ...

| |

Indefinite pronoun + Noun

(Sample from a male in the age group 20 – 29)

In the following examples, typical noun structures can be seen whereby one noun is preceded or followed by another noun, or preceded by a pronoun.

... and currently in the management side. ... like your man to ... Animal Photography, ...

1 2 1

(Sample from a male in the age group 30 – 39)

... at one of the top tier investment banks in the [workplace] area, ...

1 1

(Sample from a male in the age group 30 – 39)

1 = Noun + Noun

2 = Possessive case form + Noun

The use of **relative clauses** is also observed in the discourses.

... associate with people who are interested ... (use of relative pronouns *who*, *which*, etc.)

(Sample from a male in the age group 30 – 39)

... family which has a modern outlook ...

(Sample from a male in the age group 30 – 39)

There are several ways in which **conjunctions** are used in the sentences found in the discourses in this study. They are as follows:

- (i) Use of **coordinate conjunctions** such as *and*, *but*, *or* and *for* that connect equal or identical grammatical elements:

... i need very clever girl and also i need family girl ...

(Sample from a male in the age group 40 – 49)

God-loving, but not orthodox ...

(Sample from a male in the age group 30 – 39)

... listen to a band play or cheer at a sports game ...

(Sample from a female in the age group 30 – 39)

... looking for someone who is friendly ...

(Sample from a female in the age group 30 – 39)

- (ii) Use of **correlate conjunctions** that connect equal or identical grammatical elements, but working in pairs of words:

... everyone in both family and society ... [*both ... and*]

(Sample from a male in the age group 20 – 29)

... contact me either through mail or mobile ... [*either ... or*]

(Sample from a male in the age group 40 – 49)

I am neither too traditional nor too modern ... [*neither ... nor*]

(Sample from a female in the age group 30 – 39)

... doesn't matter whether he is unmarried, divorced, or widowed ... [*whether ... or*]

(Sample from a female in the age group 40 – 49)

... not only a spouse but a good friend ... [*not only*]

(Sample from a female in the age group 30 – 39)

... no play not only makes Jack a dull boy but also makes Jill a boring girl ... [*not only ... but also*]

(Sample from a male in the age group 40 – 49)

- (iii) Use of **subordinate conjunction** *after* that introduces independent or conditional clauses:

After some time she can discontinue the job ...

(Sample from a male in the age group 20 – 29)

After a 4 year stint in the wireless division at TI, I joined ...

(Sample from a male in the age group 30 – 39)

However, conjunctions such as *although* and *because* are only used as **connectors** and not as **subordinate conjunctions** in the discourses analysed.

... accomplish things in life because we cannot...

(Sample from a male in the age group 40 – 49)

... just for the fun of it; although I'll admit I'm a little useless ...

(Sample from a female in the age group 30 – 39)

4.2.2 Use of Verb Structures

The use of verb structures identified in simple, compound and complex sentences are analysed and presented as follows:

(i) Use of verb structures in **simple sentences**

Mom is a home maker.

(Sample from a female in the age group 20 – 29)

I have studied MSc.

(Sample from a male in the age group 30 – 39)

Life goes on.

(Sample from a male in the age group 30 – 39)

I stay with my parents.

(Sample from a female in the age group 20 – 29)

(ii) Use of verb structures in **compound sentences**

I love to maintain relationships and am consistent in the things i do.

(Sample from a male in the age group 20 – 29)

I have a brother and a sister, married and settled in [*country*].

(Sample from a male in the age group 40 – 49)

I come from a nuclear family and have been brought up with liberal values.

(Sample from a female in the age group 30 – 39)

(iii) Use of verb structures in **complex sentences**

If you like what you read and want to know more, then drop me a line.

(Sample from a male in the age group 30 – 39)

I believe that marriages are made in heaven.

(Sample from a female in the age group 20 – 29)

I started writing my travel blog, but never get the time to continue.

(Sample from a male in the age group 30 – 39)

Finally, whether you would like to work, or if you chose to be a homemaker, I have no problem with either - that decision is yours to make, my support is always here.

(Sample from a male in the age group 30 – 39)

He should have a wide range of interests in art which is my prime criteria for compatibility.

(Sample from a female in the age group 40 – 49)

Several patterns in the verb phrases are noticed in the discourses too with reference to the ways they are used in sentences. These patterns are distinguished from one another based on the use of verbs in their base forms, as **finite and non-finite verbs forms**, as **gerunds**, as **transitive and intransitive verbs**, and as **auxiliary verbs**.

(i) Use of verb in the form of **finite verb (FV)** to show verbs with a subject

Our family hails from [*state*].

|
VP

[Possessive case form + N + FV]

(Sample from a male in the age group 30 – 39)

I came to [*country*] in 1994 to pursue my PhD ...

 | |
 VP₁ VP₂

(Sample from a male in the age group 40 – 49)

... who likes to learn more ...

 |
 VP

[FV + Prepositional phrase / Prepositional phrase + FV]

(Sample from a female in the age group 20 – 29)

I am leading a very nice life ...

 |
 VP

[FV + Intensifier + Adjective]

(Sample from a female in the age group 20 – 29)

(ii) Use of verb in the **infinitive form** to show verbs without a subject

Like to travel and ...

 |
 VP

[Prepositional phrase + Infinitive form]

(Sample from a male in the age group 30 – 39)

(iii) Use of **gerund** (in present or past participle):

She must have modern thinking and ...

 |
 Auxiliary verb

(Sample from a male in the age group 40 – 49)

(iv) Use of **transitive verb** to show verbs that take an object

I did my engineering ...

 |
 VP

(Sample from a female in the age group 20 – 29)

- (v) Use of **intransitive verbs** to show that the verbs do not take any object

I come from a nuclear family ...

↓
VP

(Sample from a female in the age group 30 – 39)

- (vi) Use of **auxiliary verbs** (Aux V) and **modal verbs**

My father was awarded ...

↓
VP

(Sample from a male in the age group 20 – 29)

My partner should enjoy cultural ...

↓
VP

(Sample from a female in the age group 40 – 49)

4.2.3 Different Verbal Forms

The discourses are analysed to identify various subtypes of verb forms that occur in the phrases. It is found that all forms of verbs occur in the discourses studied.

Some of the structures involved in the various verbal forms and their corresponding examples extracted from the discourses are presented below.

- (i) **NP + VP**

I am passionate about my career

↓
NP

and

give it equal priority as my family life.

↓
VP

(Sample from a female in the age group 30 – 39)

Hi im friendly and adjustable and i like to have my partner also in that manner ...

NP

VP

(Sample from a female in the age group 30 – 39)

(ii) **V + Adv**

I never get tired of trying out new things frequently.

V1

V2

Adv_{frequency}

(Sample from a male in the age group 20 – 29)

I am often described as being straight forward, talkative, expressive and bubbly ...

Adv_{frequency}

V

(Sample from a female in the age group 30 – 39)

(iii) **V + Adv₁ + Adv₂**

I have traveled extensively throughout [countries] including [country] during Spring break last
year.

V

Adv₁

Adv₂

(Sample from a male in the age group 40 – 49)

(iv) **V + Intensifier (Int) + Adv**

... everything its in GOD's hand, he will take care of everything.... so enjoy the life very
happily.....

V

Int.

Adv

(Sample from a female in the age group 20 – 29)

(v) **V + Int + Adv₁ + Adv₂ + ...**

Not very photogenic but i can assure you that i definitely look good in person, very elegant,



extremely well mannered and carry myself very well.



(Sample from a female in the age group 40 – 49)

In the above sentence, the writer has expressed the degree of her traits by using intensifier *very* three times. The use adverbs (Adv) *definitely* and *extremely* also modify the intensity of the following verb and adjective respectively.

Adverbs come in different types too, namely adverbial complements, adjuncts, conjuncts and disjuncts.

(i) **Use of adverbial complement**

... brought up in [city]. I like to travel ...

I like to hear music, watching movies with my family, watching [show] etc.

... for someone who is friendly, smart, understanding, soft natured, sensible & kind.

(Sample from a male in the age group 20 – 29)

(ii) **Use of adjuncts**

... reading my profile.Am
... software engineer in oracle at [city].
.. good looking girl from [community].

(Sample from a male in the age group 20 – 29)

(iii) **Use of conjunct**

... I'm [*religion*] born and therefore have an ...

(Sample from a male in the age group 20 – 29)

(iv) **Use of disjunct**

... Alternatively you could leave me a voice ...

(Sample from a male in the age group 40 – 49)

Some adverbs that modify verbs are found in the discourses, and these are further categorised in Table 4.2 as below:

Table 4.2: Adverbs attested in the discourses

(I)	(II)	(III)	(IV)	(V)	(VI)
Adverbs of frequency	Adverbs of manner	Adverbs of time	Adverbs of place	Connecting adverbs	Negative forms
<i>often</i>	<i>well</i>	<i>today</i>	<i>there</i>	<i>however</i>	<i>never</i>
<i>always</i>	<i>easily</i>	<i>again</i>	<i>ahead</i>	<i>furthermore</i>	<i>little</i>
<i>frequently</i>	<i>genuinely</i>	<i>late</i>	<i>back</i>	<i>also</i>	<i>not</i>
<i>never</i>	<i>happily</i>	<i>then</i>	<i>forward</i>	<i>therefore</i>	<i>nothing</i>
<i>sometimes</i>	<i>passionately</i>	<i>now</i>	<i>here</i>	<i>otherwise</i>	<i>nobody</i>

4.2.4 Sentences

An overview of the discourse also shows that there is a significant number of complete sentences as well as incomplete sentences. Most of the complete sentences are more like statements made by the writers who often describe about themselves and their related issues.

The following discourse consists of complete sentences that make the text more coherent. It is also a cohesive text.

I am a Banking Service Profesional working in [*place*].I reside with my family here. I believe in my traditional values and also look at life in a modern perspective.I believe in hardwork and would love to keep myself occupied even when I am not at work.I am very artistic and when Im not working I spend my time painting and designing.

I stay with my parents.I have one younger sister who is currently studying in [*country*]. I am a very happy go natured girl and believe in staying happy and making people around us also happy.I love shopping and love spending time with family and friends.

Though Im working, I find myself time to relax and enjoy coz I believe work and fun go together.

I am currently staying with my parents and I am so happy that I am able to spend this years of their retirement with them giving us all more time to be with each other.I respect them the most.Though we are tamilians, we have been part of [*city*] for a very very long time.I have a younger sister who is currently studying in [*country*]. I have a small family and I love them very much and glad they are part of my life.

(Sample from a female in the age group 20 – 29)

The use of personal pronoun *I*, which is also a **reference word** (Salkie, 1995), creates a strong cohesive link between sentences, hence the cohesion. Being one of the rhetorical devices, reference words enable a writer to create cohesion throughout a discourse. The

reference words constitute a large group consisting of mostly pronouns and noun phrases (NP) in a text, less frequently other parts of speech. They represent other elements in a text, thus allowing the writer to manipulate these elements in different ways. Reference words also need to be connected with other words to complete their meanings, hence they cannot stand alone. They are used when new information is added about the things that they refer to, hence, the name ‘reference words’.

Use of pronoun *I*:

I am a Banking Service Profesional working in [*place*]. I reside with my family here. I believe in my traditional values and also look at life in a modern perspective. ...

The repetition of the pronoun *I* by the writer in almost all of the sentences in her discourse shows that she wants to emphasise or stress that the subject of the preceding and following sentences is herself, and as a reference word, *I* functions to refer back to the writer. On the whole, the sentences in her discourse refer to *her* and the details related to *her*.

Whereas, the following is an example of an incomplete sentence that was found prominently in most of the discourses:

For example,

Looking for a Life Partner, who is Good looking, Smart , Well educated, responsible person, also should value [*religion*] customs and traditions and respect people around him.

(Sample from a female in the age group 20 – 29)

Although there is no subject in this sentence, the readers can still predict the subject by using interpretative techniques. In this case, the subject is the writer herself.

An overview of the discourse shows that it contains more coherent sentences in comparison to those which are less coherent. Although there are always incomplete sentences and phrases in most of the discourses, the coherency of the texts is nevertheless retained without any ambiguity. The less coherent sentences or phrases somehow appear comprehensible too, and this was achieved through the interpretative techniques used by the readers themselves. In this context, the readers seem to know the actual meaning of the incomplete sentence(s) based on their previous knowledge of the subject matter (such as cultural or geographical) with reference to the preceding or following sentences. The discourse appears comprehensible (or comprehensible) in terms of the contents, hence the coherency.

The use of compound sentences is more prominent in the discourses analysed when compared with that of simple sentences and complex sentences. The following is not a regular coordinate sentence rather two complete grammatically right (though the article is missing) sentences connected by a conjunctive particle *and*.

I need very clever girl and also I need family girl ...

(Sample from a male in the age group 40 – 49)

4.2.4.1 Extension of complex sentences

An example of complex sentence found in the discourse is as follows. This complex sentence can be analysed as follows:

I love 2 enjoy, enjoy good food, quality time with my partner, reaching to the stars in terms of business, love kids, enjoy to cook believe or not, like to do things spontaneously like going to vacations at the last minute or go 2 a movie.

(Sample from a male in the age group 40 – 49)

- (i) Use of **infinitive form of verbs** and the particle *to*

I love 2 enjoy ...

The particle *to* and numeral 2 agree in pronunciation, and that is why this kind of substitution is practiced in the Internet language. This is also considered as a fancy way of writing or a kind of semiotic representation for some of the forms and meanings.

... reaching to the stars in terms of business ...

... enjoy to cook believe or not ...

...like to do things spontaneously ...

... going to vacations at the last minute or go 2 a movie.

- (ii) Use of **connectors** like *or*

... enjoy to cook believe *or* not ...

... going to vacations at the last minute or go 2 a movie.

- (iii) Use of **extralinguistic features** (like punctuation marks, numbers, etc. in this case, commas and number respectively)

I love 2 enjoy, enjoy good food,2quality time with my partner,2reaching to the stars in terms of business,2 love kids,2 enjoy to cook believe or not,2 like to do things spontaneously like going to vacations at the last minute or go 2 a movie.

4.3 Study of Discourse Structure

4.3.1 Use of Particles in Sentences

The definite article *the*, infinitive *to*, prepositional particle such as *over*, and adverbs of phrasal verbs such as *off* are the particles found in the discourses analysed in this study. Use of particles as address terms such as *hello* and *hi* are also observed. Use of particles as sentence connectors such as *so*, *well*, *still*, *yet*, *as* and *also* are observed besides conjunctions like *and*, *but*, *because*, *or*, *nor*, *although*, *for* and *since*.

For example,

I love travelling and always seem to be buzzing around the country and outside.

(Sample from a female in the age group 30 – 39)

Having lived here for over ten years, I cherish my Indian values and appreciate the 'can do' attitude of the Western world.

(Sample from a female in the age group 40 – 49)

Hi there ! I am [*name*].

(Sample from a female in the age group 40 – 49)

Hello. Thanks for checking out my profile.

(Sample from a male in the age group 20 – 29)

I consider myself as a well-rounded person ...

(Sample from a male in the age group 30 – 39)

Looking forward to meet a simply guy yet educated and good family background ...

(Sample from a female in the age group 20 – 29)

... although I'll admit I'm a little useless with maps ...

(Sample from a female in the age group 30 – 39)

Since i deal mostly with teenagers and young adults ...

(Sample from a female in the age group 40 – 49)

Still not tired of [*musical groups*].

(Sample from a male in the age group 40 – 49)

I prefer working girl, because in the today's circumstance ...

(Sample from a male in the age group 20 – 29)

4.3.2 Discourse Analysis of selected samples

This section presents precise analyses on selected discourses. Variables that include cohesion, texture and coherence were taken into account while making the analysis. The inventory of cohesive resources that was organised as reference, ellipsis, substitution, connectives and lexical cohesion by Halliday and Hasan (1976) was utilised as the cohesive devices in this study.

Some of the discourses and their corresponding analysis are elaborated below:

Discourse 1

(1) I am a Banking Service Profesional working in [*place*]. (2) I reside with my family here. (3) I believe in my traditional values and also look at life in a modern perspective. (4) I believe in hardwork and would love to keep myself occupied even when I am not at work. (5) I am very artistic and when Im not working

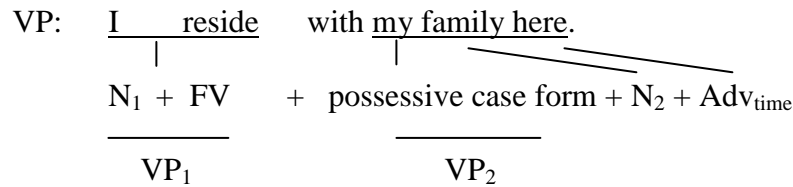
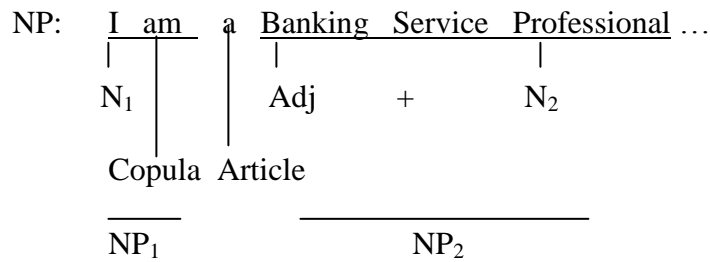
I spend my time painting and designing. (6) I stay with my parents. (7) I have one younger sister who is currently studying in [*country*].

(8) I am a very happy go natured girl and believe in staying happy and making people around us also happy. (9) I love shopping and love spending time with family and friends. (10) Though Im working, I find myself time to relax and enjoy coz I believe work and fun go together.

(11) I am currently staying with my parents and I am so happy that I am able to spend this years of their retirement with them giving us all more time to be with each other. (12) I respect them the most. (13) Though we are tamilians, we have been part of [*city*] for a very very long time. (14) I have a younger sister who is currently studying in [*country*]. (15) I have a small family and I love them very much and glad they are part of my life.

(Sample from a female in the age group 20 – 29)

Discourse 1 is written by a 27-year-old female candidate seeking for marriage alliance just like her other counterparts. Her discourse comprises of 15 sentences. An overview of the discourse shows expressions of the candidate in a rather happy tone as this discourse did not contain any negative or pessimistic statements at all. This trait may even exhibit the positive attitude possessed by this candidate in expressing herself in the context of matrimony. The key vocabulary in this discourse is inclined towards the candidate's self, interests, family, beliefs, and places of interest. The candidate is clear in expressing her particulars when she mentioned her occupation, workplace, with whom she resides, her beliefs and how she spends her leisure time (her interests or hobbies) in sentences 1, 2, 3, 4, 5, 6, 9, 10, 11 and 13. She emphasised on her family members when she mentioned about her parents and her sibling (her sister) in sentences 6, 7, 11 and 14, and how she loves staying especially with her parents (sentences 11, 12 and 15). The writer also expressed her beliefs through her written discourse by mentioning that she believes in traditional values, hard work, and enjoying her work (sentences 3, 4 and 10). Places of interest for her are also mentioned in this discourse (sentences 1, 7, 13 and 14). The breakdown of the phrase structures are shown below.



Discourse 2

(1) I come from a well educated family, which combines good values with a modern outlook. (2) I have always lived in [*city*]. (3) Working in this city can leave one with no timeâ€”but I have managed to hang on to some interests! (4) I luv reading books, mostly fiction, comics (esp [*title 1*] & [*title 2*]), watching sitcoms (like [*title 1*], [*title 2*]) and absolutely luv travel, interacting with different cultures, people. (5) I also like listening to music, everything from pop to [*religion*] classical.

(6) I am looking for a life partner in the true sense of the term - not only a spouse but a good friend as well. (7) I would like to meet a person with whom I can enjoy exploring this world and more importantly someone who is a kind and generous human-being.

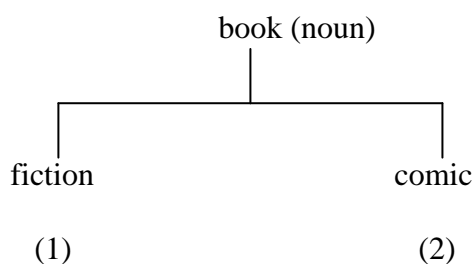
(8) A bit about my family - my father is a retired scientist and my mother a homemaker; they are settled in [*city*]. (9) I am the youngest of three sisters; both my sisters live abroad.

(10) If you find this profile interesting, pls drop me a line and we can get to know each other better. (11) And good luck in your search!

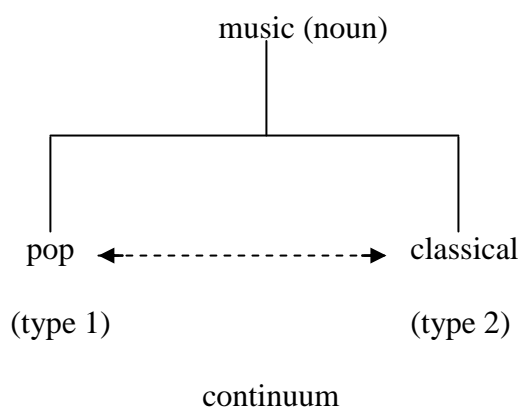
(Sample from a female in the age group 30 – 39)

The above discourse contains 11 sentences, through which the discourse is made a coherent text by the writer. The key vocabulary as can be observed in this discourse is the writer’s origin, interests, expected traits from her would-be life partner, and family.

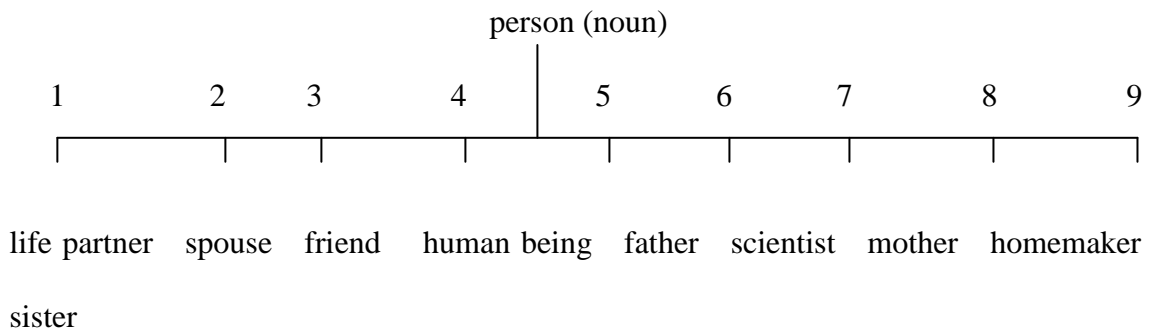
She began her writing by stating the kind of social background that she originated from, and stressed on her native city by using the phrase *have always lived in*. There is one referential cohesion seen via the use of demonstrative reference *this* in sentence 3, whereby *this* denotes the same city that was mentioned in sentence 2. Sentences 4 and 5 that show the writer's interests have inclusions of the informal noun *luv* (a dialectal or colloquial form) to substitute the noun *love*. The writer expressed her likes in a casual manner by using such a lexical item. There is an occurrence of **hyponymy** in sentences 4 and 5. In sentence 4, hyponyms for *book* occurred with alternative lexical items used in the same sentence.



In sentence 5, hyponyms for *music* were introduced. However, there could have been more hyponyms for *music* had the writer listed them all, but she simplified her sentence by including the pronoun *everything*. She tried to show a continuum, that is, a range in her deep liking for music (types or kinds) from one extreme to the other.



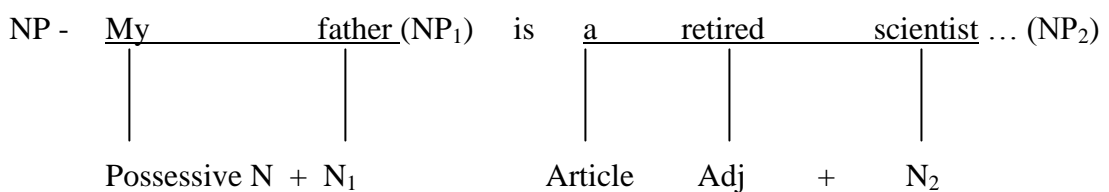
More hyponyms are seen in sentences 6 to 9 for the noun *person*. There are altogether nine hyponyms for this particular noun alone.



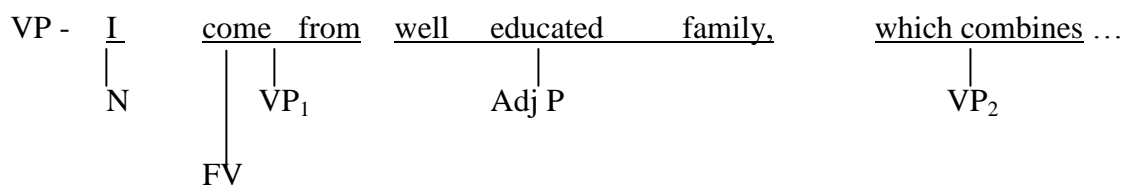
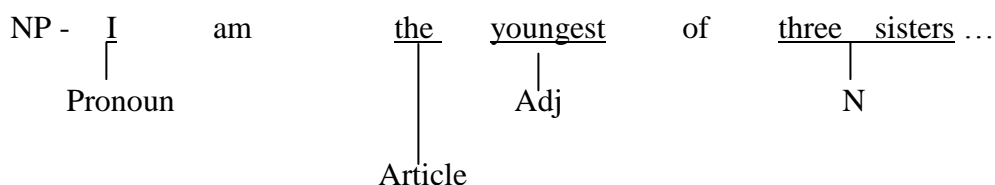
Lexical cohesion is shown in sentence 6 via the use of synonym for *life partner* in the same sentence, that is, *spouse*. From sentence 9, readers of this discourse can conclude that the writer is a female when the writer stated *I am the youngest of three sisters;*

The sentence had another phrase *both my sisters live abroad* that provided coherence to the preceding phrase. This kind of representation is a distinctive one.

Some of the noun phrases and verb phrases found in the above discourse are as follows:



The above NP is broken down into NP₁ and NP₂ in which both noun phrases are linked by a verb *is*.



The breakdown of two verb phrases, VP₁ and VP₂ respectively is shown. VP₁ contains a finite verb, FV.

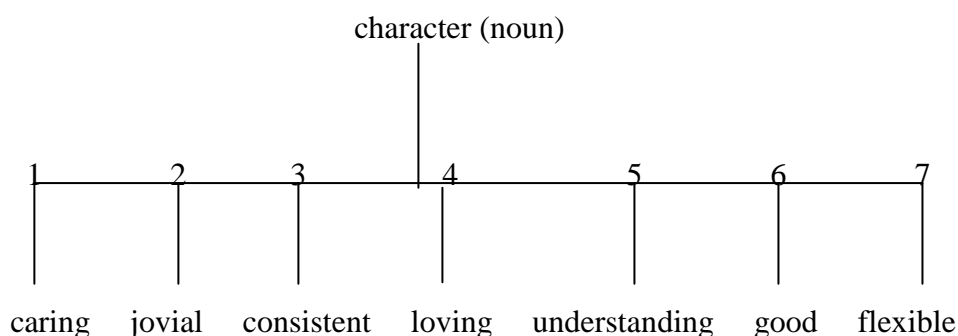
Discourse 3

- (1) I am a caring guy with family values and a jovial personality. (2) I love to travel a lot and have fun in all that i do. (3) I love to maintain relationships and am consistent in the things i do. (4) Looking for a girl who is loving and understanding. (5) One who can socialize and from the same community and who is willing to settle abroad
- (6) We are 3 in our family and i am the only child.
- (7) I want a good looking and a family girl with good traditional values. (8) I expect here to be flexible enough to settle abroad also.

(Sample from a male in the age group 20 – 29)

This discourse is one of the few discourses in this study that did not contain any proper nouns at all. As that of the other discourses analysed in this study, the key vocabulary similarly revolves around the writer's traits, his interests, his family and his expectations. The writer highlighted about **himself** when he used the phrases *I am*, *I love to*, *I love to*, *I want*, and *I expect*, in five out of eight sentences in the above

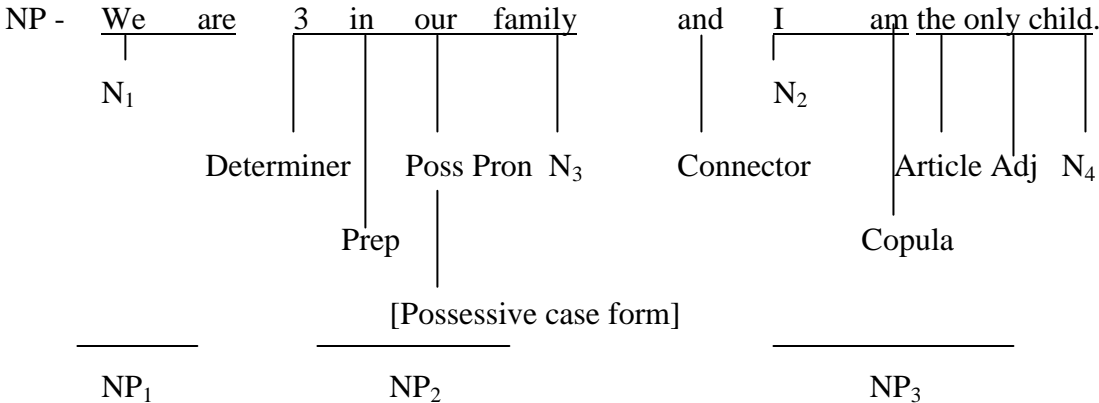
discourse. Five of the mentioned sentences began with the first person pronoun *I*. This phenomenon leads to the fact that there occurs a strong set of referential cohesion links even though this repetition can also give rise to lexical cohesion. Sentence 4 was written to describe what traits he wanted his better half to possess. Sentence 5 begins with *one* This is an anaphoric reference, a kind of reference which is ‘backward-looking’ and is used as an important aspect of cohesion of a discourse (Wales, 1989). In this case, the noun (numeral) *one* is used to refer to the noun *girl* that was mentioned in the preceding sentence and this occurrence indicates the **grammatical cohesion**. There occurs one **antonymy** in the discourse – the noun *guy* (sentence 1) and its antonym *girl* (sentence 4), hence the lexical cohesion. The genre of this discourse seems to be more like that of a culture related biographical-cum-socio-cultural description; with culture-bound words (and phrases) such as *maintain relationships*, *socialize* (a verb), *from the same community*, *family girl*, and *traditional values*. This kind of discourses will somehow persuade readers who are culturally inclined to read on. There is hyponymy too, as shown below, for the noun *character*.



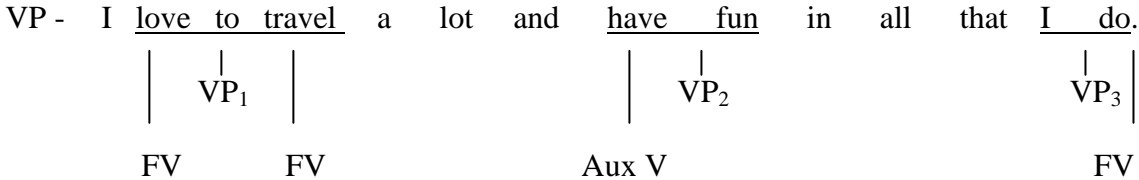
The hyponyms are all adjectives, and by observing these lexical items, the reader can presume what type of a person the writer is, and what are his expectations in terms of the character of his would-be life partner. This hyponymy indicates the lexical cohesion too. In sentence 8, the typographical error which made the pronoun *her* to become

adverb of place *here* is obvious. Nevertheless, with the mention of the phrase *a family girl* in the preceding sentence 7, the word *here* becomes meaningless, and should have obviously been a pronoun that refers to the same person in sentence 8. Readers of this discourse may have to presume that it is actually the pronoun *her* based on an endophoric relation, as *her* is the best word to function as an **anaphoric reference** to *a family girl*.

There are more verb phrases than noun phrases in this discourse.



*Poss Pron = Possessive pronoun



Discourse 4

(1) I am simple,fun loving person. (2) I love Dancing,traveling and reading books. (3) I come from a [community] background,brought up in [district]. (4) I did my engineering and landed in a software job

with a [*workplace*]. (5) I am currently deputed in [*country*]. (6) My dad is a retired Engineer from [*workplace*]. (7) Mom is a home maker. (8) I have a elder sister working in a [*workplace*] in [*city*].

(Sample from a male in the age group 20 – 29)

The above discourse is a self-narration comprising of 8 sentences. The reader of this discourse cannot determine the gender of the writer based on the contents alone, because there is no gendered pronoun such as *he* or *she* in this discourse. The writer begins with a noun structure by using the **first person pronoun I**. However, he adhered to the same style (that is beginning with the pronoun *I*) in six out of his eight sentences, that is, in 75% of the sentences in the discourse, but uses verb structures instead in the other 5 sentences left.

Noun structures:

I am simple ...

NP: My dad is a retired engineer from ...
 | | | | |
 | N₁ Art Adj N₂ Preposition
 Possessive case form

 NP₁ NP₂

*Art = Article

Verb structures: I love dancing ...

I come from ...

I did my ...

I am currently deputed ...

I have ...

The consistency in the use of pronoun *I* as the above indicates a strong cohesive link from one sentence to the other.

The first sentence contains two adjectives – *simple* and *fun loving* which function as attributes to the writer’s traits. The relative participle *retired* is an adjective participle form that functions as an adjective. This discourse seems to portray a more self-oriented description with details about the writer and his or her family only.

Discourse 5

(1) I am born and brought up in [*city*] our native is near [*district*]. (2) I am currently working in a reputed company as a Software Professional. (3) I am God Fearing nature and respect my family values . (4) I am looking for a girl in and around [*district*].

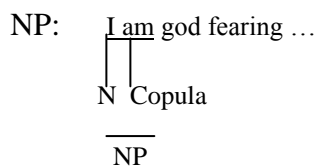
(5) We are settled in [*city*], Brother settled in [*country*], Sister settled in [*city*].

(6) looking for a girl from a descent educated family

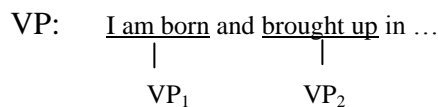
(Sample from a male in the age group 30 – 39)

Like Discourse 4, about 67% of the sentences of Discourse 5 begin with pronoun *I*, that is four out of six contains the pronoun *I*.

The NP is as follows:



The VP are as follows:



I am currently working in ...

I am looking for a girl in and around ...

We are settled in

Looking for a girl from

Prepositional particles are used in sentence 4 when describing the native place (hometown) of the prospective life partner.

I am looking for a girl in and around ...

Continuous tense forms are used in this discourse with the addition of 'ing' to the base forms. Examples of these include *working* and *looking*.

I am currently working in ...

I am looking for a girl in and around ...

This discourse may represent one of those with **socio-cultural significance** since there is a mention of culturally-inclined traits such as *god fearing*, *family values* and *decent*. These lexical items or short phrases portray culture-based contents through which the writer hopes to identify a potential life partner possessing similar traits or needs. The key items of this discourse are places of interest and cultural traits.

For example,

I am born and brought up in [*city*] our native is near [*district*]. (places of interest)

I am currently working in a reputed company as a Software Professional. (places of interest)

I am God Fearing nature and respect my family values . (culture-bound forms)

This discourse consists of compound sentences and continuous tense sentences only.

For example,

I am born and brought up in [city] our native is near [district].

I am currently working in a reputed company as a Software Professional.

I am God Fearing nature and respect my family values .

I am looking for a girl in and around [district].

We are settled in [city], Brother settled in [country], Sister settled in [city].

... looking for a girl from a descent educated family

The reader of this discourse may somehow can identify the gender of the writer as a male by the very occurrence of the phrase *looking for a girl* used (twice).

Discourse 6

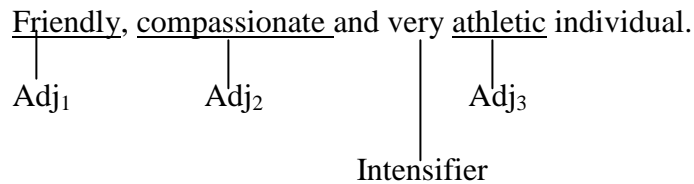
(1) Friendly, compassionate and very athletic individual. (2) Plays tennis regularly, values family relationship. (3) Interested in meeting partners who are easy going, smart and outgoing.

(Sample from a male in the age group 40 – 49)

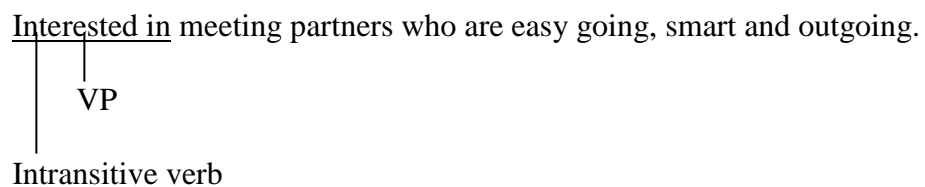
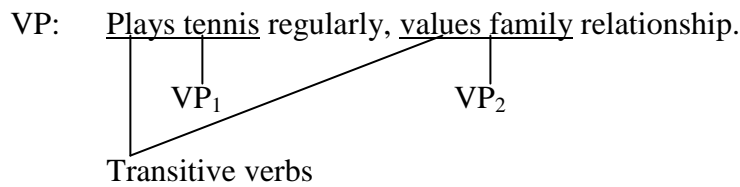
In contrasts with most of the discourses found in this study, the above mentioned one is a short discourse that does not contain any personal pronouns at all. The sentences are all incomplete, and may be less coherent in this case. This is because when read once, this discourse fails to emphasise whether the writer possesses those written traits or whether he or she is looking for someone with those traits. In sentence 2 for example, *plays tennis regularly....* who plays tennis in this context? However, sentence 3 that

says *Interested in meeting partners ...* may indicate that the writer is interested to meet with someone possessing such traits as mentioned above. There is an array of adjectives used, that is, *friendly, compassionate, athletic, easygoing, smart* and *outgoing*.

Sentence 1 is an adjectival phrase with the intensifier *very*.



Sentence 2 and 3 are verb phrases.



4.4 Nature of Discourse

Observations on the nature of the texts were made based on the contents given. This somehow showed the nature of the discourse or the priority set by the writer to a certain

extent. Although this study is not done based on the contents of the discourse but rather the structure and use of the language in conveying the intended message, a brief overview still had to be given on the contents to conclude the sociolinguistic nature of the discourses, in general. The contents of the discourse indicated a few types of priorities, majority being biographical descriptions, that is, descriptions about self, family, nativity, interests and so on. Basically, repetition of key words or reference words indicate the nature of the text, as to whether they are inclined more towards self-description, occupation-related, family-related, caste-related, etc.

There were some narrations with absolute cultural context whereby significant repetitions of culture-bound lexical items were observed. Since **caste** can be a highly emphasised entity in the Hindu marriage (Jayaram, 2011), discourses with such emphasis are also seen in this study.

For example,

... Wanted bride - professionally qualified, well employed, home loving, religious minded, good looking, good mix of traditional and modern family values, ... with interest in music, [*caste*] girl (preferably from [*state*] ...

(Sample from a male in the age group 30 – 39)

Some discourses consist of lexical items that highlight familial traits specifically. This kind of discourses usually portray lengthy details on family members, be it the writers' nuclear family or even extended family. There were also discourses that appeared very much occupation-specific with details on the writers' career and workplace history, whilst some had contents that described much on the academic details and the names of the colleges and universities that they have attended. On the other hand, there were also

discourses which did not portray any of the mentioned entities, and these discourses appeared a little different from their counterparts. Last but not least, there were also discourses showing miscellaneous properties in them, to the extent that they could not be segregated into any of the categories discussed above.

Some examples of the discourses of the various types of discourses discussed are presented below with emphasis on the lexical items that enabled their categorisation into their corresponding nature or priority:

4.4.1 Biographical Description

In typical biographical descriptions, key vocabulary is inclined more towards the writers' personal traits, information on family members, workplace and so on. It is observed that such discourses have details that revolve around the writer more than anyone or thing else. The use of pronoun *I* and possessive case form *my* is prominent in the discourses of this nature.

For example,

I am simple,fun loving person.I love Dancing,traveling and reading books.I come from a palaghat background,brought up in [*state*]. I did my engineering and landed in a software job with a [*workplace*].I am currently deputed in united states. My dad is a retired Engineer from [*workplace*].Mom is a home maker.I have a elder sister working in a [*workplace*] in [*city*].

(Sample from a female in the age group 20 – 29)

4.4.2 Occupation Emphasis

In discourses that contain more details on occupation and its related issues, the key vocabulary revolves around this subject matter too. Most of the times, the writers begin with details on their academic qualifications, where they studied and the locations of their workplace. Some of them describe what they do for their living, and try to emphasise much on the occupation related topics to captivate the reader's attention. They use lexical items like *work, job, occupation, professional, career, career-oriented, career-minded, busy, manager, executive, engineers* and alike.

For example,

Hi, I'm [name], I was completed B.S Computer Engineer, [country] & Chartered Engineer, [country]. Also worked in IT professional in [countries]. Now I'm pursuing a Medical Doctor (Scholarship Student). Becoming a doctor has been my aspiration since childhood and also my family background. Doctors are an important part of a community and I want to make a difference in people's lives by becoming one. I enjoy helping people out, whether it is a matter of giving some advice or being there when someone needs some support. Becoming a doctor is a great way for me to get out into the world and help those in need. So that's why I changed my career. I'm a Chairman of the university student union committee for last two years. I was born in [country] and living in [country]. My mother insist to find a [religion] Bride. I wish my partner will fun loving, loves to travel and settle in [country].

(Sample from a male in the age group 40 – 49)

4.4.3 Family Emphasis

As for the discourses that lay emphasis on family and its related issues, the key vocabulary is often about the family members and their details. Sometimes, there are also elaborated discussions on what their family members do, including those from

extended families. Writers who prioritise familial traits usually present this kind of discourses in their profile pages. The lexical items of choice would be *family, son, daughter, mother, father, parents, siblings, sister, brother, son-in-law, daughter-in-law, family members, close-knit family, family-oriented* and so on (mostly kinship related terms).

For example,

I have one Elder sister she is unmarried,She is working MANAGER in [*workplace*], MY Father was Farmer and mother was house wife. Land 15 acres in my village My native is [*place*] near small village. I am Msc Graduated.I am working in software company in [*city*].

In my family 4 member parents and me and sister.Father is farmer mother is homemaker ...

(Sample from a male in the age group 30 – 39)

Nevertheless, the writers of the discourses of this kind do not begin their discourse (writing) with sentences that denote familial issues. Instead, they try to introduce themselves, and discuss a little on their traits and that of their prospective life partners before moving on to describing about their family members in detail.

For example,

Soft, extremely caring and people person. loving and taking care of my spouse and her kid if she has one or more . Love kids a lot.

My mom died when I was 15 years old. She worked fo government. My father Civil engineering - Forman/ retired/ worked for government living in [*country*]. He is a snow bird. travel to tropical cuntry during winter time. I am the oldest in our family. Next to me my brother-married - living in [*country*], one sister - married, living in [*country*] and youngest sister - married, lving in [*country*]. All of them have kids ...

(Sample from a male in the age group 40 – 49)

I have done masters in defence and strategic studies from [city] university and science graduation from [college]. I am a national level pistol shooter. love to live simple life. Love to spend time with family, friend. i love pets. I have 1 brother and 1 sister in my family. 1 sister is married. My father is an ex-servicemen.served in [country] airforce for 15 yrs in technical dept.now retired. Mother is as housewife. brother is an mechanical engineer owns pvt ltd company which deals in renewable energy sector. sister has done msc in textile. married and living in [country]. brother in law working m.tech, mba working with [workplace] group as an manager in [country]. my family is religious at heart but not spiritual.we are basicaly from [region] which is in [state]. now setteled at [city].

(Sample from a female in the age group 20 – 29)

4.4.4 Culture Emphasis

Owing to the fact that this study is done on Hindu netizens, details on culture related matters seem to be given much importance in some of the discourses. The key vocabulary for such discourses usually revolve around their family origin, castes, cultural values, culture-based practices and requirements, divinity, spirituality and related matters. For further reference for the complete list of the culture-bound words (and phrases), please refer to Appendix C.

For example,

I am [name]. We are living in [city] and our native is near [place].We are expecting guy to be the same subcaste of [caste] from I have completed B.E and M.B.A and working in a Private concern.I have one brother (unmarried) working for [workplace] @ [city]. If your are interested you can contact. Nuclear familyand looking for same caste (other excuse) from [city 1]/ [city 2]/[city 3]/[city 4]/. we are looking from same community. Dad's native is [place] and Mom's native is near to [place]. So we are expecting from those area. Others please excuse.

(Sample from a female in the age group 20 – 29)

With the inclusion of lexical items such as *culture, religion, caste, beliefs, community, Hindu, god-fearing, spiritual* and so on in the discourses, writers try to instil the importance of the values of culture and their personal beliefs, and at the same time not sounding too conservative or opinionated. Their expectations in getting associated with someone with similar traits are usually expressed in the discourses of this nature. These discourses are also indicative of the socio-cultural significance in the context of matrimony.

4.5 Commonness and Distinctiveness found between genders and age groups

Commonness and distinctiveness found in the language structure and language use were analysed in terms of style or pattern of the discourse, length of the discourse, use of lexical items and culture-bound forms in the discourses. An overview on the discourses show that there are more similarities than differences between genders and age groups with reference to the context of the discourses that are generally intended for the purposes of communication and conveying messages to achieve a specific goal.

A majority of the discourses appear to be very much in the genre of a biographical description, and this seems to be common for both genders and the three different age groups tested in this study. Nevertheless, there were contents that inclined more towards occupation, family, places of interest, culture and so on with key vocabularies revolving the pertaining subject matters. However, some of them have already been discussed in section 4.4 (page 75).

The following are some of the issues for discussion on the similarities and differences identified with reference to the samples of discourses meant for this study.

4.5.1 Style / Pattern of Discourse

One major similarity that was observed in the discourses written by both genders from all the three different age groups is that the discourses seem to represent a form of persuasive communication. By using this persuasive approach, the concerned writer tries to ensure that his or her target readers are motivated to read on and as a result, the tendency for the readers to express their interest on that particular profile becomes higher (de Wet, 2010). The discourses basically function to provide basic or adequate information of the writers (who are the candidates searching for a suitable life partner). In the event of a suitable alliance, the reader may proceed to the next step by contacting the writer.

For example,

Hi i am [*name*].....I am looking for an understanding partner. I am down to earth, confident, smart, fun loving, and caring as well. I believe in living in the present with an eye on the future and believe in enjoying every moment of life. I am on the look out for a partner who would treat life not only as a gift but also an opportunity. I would like to meet someone like-minded, in terms of character, personality.

(Sample from a female in the age group 20 – 29)

By reading an array of lexical items as the above that incline more towards the positive outlook of the writer, the reader may be persuaded to click on that particular profile to express interest.

4.5.2 Length of the Discourse

Technically, based on an approximate estimation of the number of pages produced for every 40 discourses, the males had a few pages extra compared to the females (32 pages against 26 respectively). But again, this does not mean that the males' discourses were longer than that of the females'. Observation shows that the length of the discourses varies in the range of just one sentence to about 60 sentences (with a word count of 10 words to 700 words per discourse). With such a wide range in the number of the sentences found in the discourses, a generalisation in terms of which gender makes a longer or a shorter discourse is not possible, though.

4.5.3 Use of Lexical Items in Discourse

Both genders had used numerous (and varieties of) adjectives when describing about themselves, their families, occupation, academic qualifications, the supposed traits of their prospective life partners, and other such aspects that are related to the context of matrimony. With this, ample adjectival phrases are seen in the discourses analysed besides just noun phrases and verb phrases. Verb phrases are used throughout the discourses too, with more **transitive verbs** in the phrases, for example, *believe, love, read, lead, take, hear* and *see*.

For example,

I want to lead a life wherein, I should be able to balance both work and life and get myself settled well first.

(Sample from a female in the age group 20 -29)

I strongly believe in open communication and sincere love and respect for each other which is the essence of a good life .

(Sample from a male in the age group 40 – 49)

The use of **proper nouns** in the discourses by both genders is prominent too. The more common ones would be their own names, names of their family members, places of interest such as native place (hometown), current residence, workplace, and the places they have visited and so on. Proper nouns are however not revealed in this study to secure the identity of the writers and also to retain the confidentiality of the contents. In this respect, some of the writers do not mind revealing especially names of persons and places, and entities alike to prove their genuineness in searching for a potential life partner, and this happens for both genders and across the different age groups in an equal frequency.

For example,

Male: Hi this is [*name*], I am a soft, lovable and ...

(Sample from a male in the age group 20 – 29)

Male: Hi, I am [*name*]. Good looking & Adjustable ...

(Sample from a male in the age group 20 – 29)

Male: Hi i am [*name*], working as system officer ...

(Sample from a male in the age group 30 – 39)

Male: I am [*name*], born and brought ...

(Sample from a male in the age group 20 – 29)

Male: Hi, I'm [*name*], I ...

(Sample from a male in the age group 40 – 49)

Male: ... willing to relocate to [*country*].

(Sample from a male in the age group 30 – 39)

Female: I am [*name*]. We are living ...

(Sample from a female in the age group 20 – 29)

Female: My name is [*name*] and living in [*state*].

(Sample from a female in the age group 30 – 39)

Female: Hi there ! I am [*name*]. I am ...

(Sample from a female in the age group 40 – 49)

The key vocabulary of both genders is more inclined towards themselves, their families, their occupation and supposed traits of their prospective life partners. This is similar for the different age groups too.

4.5.4 Use of Culture-bound Forms

The only difference observed between genders is in the use of culture-bound forms whereby the males used a little more of those in their descriptions compared to the females. This was found out on the basis of a simple count done on the culture-bound words (and phrases) whereby the discourses written by the male netizens showed a higher count literally. A detailed list on the culture-bound words (and phrases) is given in Appendix C and one can observe that the males' had used more of these culture-

bound forms in their discourses. Generally, both male and female writers use culture-bound forms when they tend to emphasise on the cultural values as they describe themselves, their families and also when they impose the need for a culturally-inclined life partner in many instances.

For example,

Male: I'd love for her to be an outgoing, open-minded individual with a strong sense of family, and with a healthy appreciation for our culture.

(Sample from a male in the age group 30 – 39)

Male: ... maintain a deep love for my [*community*] heritage and culture ... Invite responses from well educated, *cultured*, attractive, unmarried ladies looking for a fulfilling married life based on friendship, love and mutual respect ...

(Sample from a male in the age group 40 – 49)

Male: ... and doing yoga. Am also spiritual and into meditation.

(Sample from a male in the age group 40 – 49)

Female: I like to enjoy my life along with my work, I value the Indian culture and ethics, ...

(Sample from a female in the age group 20 – 29)

Female: ... give respect to Indian culture, lover of music, arts and crafts and having faith in God. Having lived here for over ten years, I cherish my Indian values ...

(Sample from a female in the age group 40 – 49)

Female: ... my family is religious at heart ...

(Sample from a female in the age group 20 – 29)

However, this kind of minimum difference is not enough to indicate that male writers use more culture-bound forms when they write discourses in the context of matrimony. The observation made through this study pertaining to the use of culture-bound forms by both genders may give us the impression that both genders could have used these forms equally owing to the fact that a random sampling method was used to collect the data meant for this study. Hence, the occurrence of the culture-bound forms is a mere coincidence and chances of selecting a male's discourse with prominent use of culture-bound forms over that of a female are 50-50.