

**A GENRE ANALYSIS OF PROMOTIONAL LANGUAGE  
IN A BRAHMIN MATRIMONIAL WEBSITE**

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## **ABSTRACT**

This paper explores how male and female subscribers in the “Brahmins Matrimony Website” advertise themselves based on Bhatia’s promotional genre analysis moves. Generally, Indians would seek for potential life partners based of the same caste. The Brahmins are the highest caste in the Indian caste system. They are generally known to be very religious with priestly background, allowing marriages only within their own caste in order to maintain their position and also to perserve their cultural background and identity. Therefore, in this study the researcher has chosen the “Brahmins Matrimony Website” ([www.brahminsmatrimony.com](http://www.brahminsmatrimony.com)) as the source of data collection. There are three (3) objectives for this study. Firstly, to look at how male and female Brahmins use language to promote themselves based on Bhatia’s promotional genre analaysis moves. Secondly, to investigate how Brahmins use different aspects of their profiles such as age, occupation, and interest to advertise for potential marriage partners. Finally, the researcher also wants to investigate on Brahmins’ sense of identity in online matrimonial profiles. The data of this study is based on sixty (60) randomly selected online Brahmins Matrimony profiles that consist of thirty (30) male and thirty (30) female subscribers. The results indicate that both gender use various ways in order to describe themselves in the profiles. The findings also reveal that there are differences in the way they use language. Finally the study also shows that the Brahmins sense of identity is maintained and preserved even in this age of the internet.

## **ABSTRAK**

Kertas penyelidikan ini meneliti “profile” kaum lelaki and perempuan yang berbangsa Brahmin yang tertara di laman web [www.brahminsmatrimony.com](http://www.brahminsmatrimony.com) dengan menggunakan promosi “genre” analisis Bhatia. Secara umumnya, kaum India akan mencari pasangan hidup mereka berdasarkan kasta yang sama. Kasta Brahmin merupakan kasta yang tertinggi di sistem kasta India. Kasta ini juga dikenali sebagai kasta yang sangat alim di mana mereka berasal dari golongan “paderi hindu” ataupun lebih dikenali sebagai “sami” yang mempunyai pegangan yang kukuh kepada kepercayaan dan gaya hidup yang tersendiri. Mereka berpegang teguh kepada perkahwinan sesama kasta tersendiri bagi mengekalkan status, budaya dan identiti kaum Brahmin. Sumber data yang diperolehi adalah daripada laman web [www.brahminsmatrimony.com](http://www.brahminsmatrimony.com). Kertas penyelidikan ini mempunyai tiga objektif yang menjadi dasar kepada kajian ini. Objektif pertama adalah mengkaji bagaimana kaum lelaki dan perempuan kasta Brahmin menggunakan bahasa untuk menulis profile mereka berdasarkan kepada peringkat promosi Bhatia dalam analisis “genre”. Objektif kedua adalah untuk meneliti bagaimana kasta Brahmin menggunakan aspek berlainan yang tertara di “profile” mereka. Objektif terakhir adalah untuk meneliti identiti mereka yang tertara di profile mereka. Data bagi kajian ini adalah berdasarkan enam puluh (60) “profile” yang dipilih secara rawak. Enam puluh (60) “profile” yang dipilih merangkumi tiga puluh (30) kaum lelaki dan tiga puluh (30) kaum perempuan kasta Brahmin. Hasil kajian ini menunjukkan bahawa kaum lelaki dan perempuan menggunakan pelbagai cara untuk mengidentifikasikan diri mereka dalam “profile” masing-masing dengan berdasarkan kepada peringkat promosi Bhatia dalam analisis “genre”. Hasil kajian juga menunjukkan bahawa terdapat perbezaan dalam cara penggunaan bahasa.

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