1. INTRODUCTION

1.1 Language, Culture and Caste

There are many languages in India, but the government has decided that Hindi is the official language of India. Although Hindi was the chosen as the official language in India, however the Indian community has its own language which is used differently by every level of the Indian caste. Each caste has its own way of using the language. Basically, it somehow relates to Tamil language. A person's caste can be identified through the way one would use the language. The differences may arise in terms of the way one would speak; or the way one would pronounce certain words. As for the Brahmins, the words seem to be very different, not just in terms of pronunciation, but there are also words that are totally different in meaning and in words when compared to Tamil.

As mentioned earlier, each Indian caste has its own style of speaking even though they may be speaking the same language which is Tamil. The choices of words reflect a person's caste whether they are from the higher or lower caste. This is not just observed by the Indians in India but also among Indians from different parts of the world. For example, most of the words used by the Brahmins reflect their culture and tradition as well as their identity as a Brahmin. In India a person's language mirrors their background as well as their identity. People classify someone's caste just by listening to the way they speak and the words they use. Such stereotyping takes place among the Indians.

There has always been a question on why we sound different even if we speak the same language. Different cultures have a predominant fashion in which they use their language. They have differences which cannot be underestimated. For instance, when referring to the English language, it does not belong to the English native speakers only but to all. English has become the second language to most non-natives speakers. However, their ways of using the second language is very much influenced by their mother tongue. As John Simpson, the Chief Editor of the Oxford English Dictionary mentioned "there is no longer one English - there are many Englishes. Words are flooding into the language from all corners of the world" (Dieu, 2005).

The Concise Oxford Dictionary defines culture as "customs, civilization and achievements of a particular time or people." Language encodes the values and norms in a given society. As a culture changes, so does the language. Culture has an impact on language change. Language is, after all, a part of culture and, as such, is best understood in contexts of cultural phenomena (Nida 1964:97). Language is the mirror to society and language is transformed as it is transmitted from one generation to another. As for some, language change begins from the exposure of two or more languages. Basically, most Asians are bilingual or trilingual, and the Indians are no exception. Thus, this study will look at how the Brahmins use English on the "*Brahmins Matrimony*" website when they advertise for potential life partner.

1.2 Sense of Identity and Social Networking

A person's identity can be classified as a type of communication, representations, and self representation. Language and a person's identity reflect their various backgrounds. One's self identity can be seen in ones language and choices of words. This does not only reflect to their identity but also their cultural background and upbringing. According to Giles, Coupland and Coupland (1991), communicants vary in their language choices, and this is dependent on their social goals. In addition to that, Coupland (1996) mentioned that online advertisements provide a medium in which a person can emphasize or de-emphasize characteristics of their identity to their hypothetical audience.

Therefore, it can be said that sense of identity is reflected in language, and one of the ways a person projects his or her identity. And, this can be seen in online personal advertisements. Thus, this serves as one of the purposes in this study as the researcher will examine online advertisement and look at the choices of words used, and also on the way the advertisers manipulate the language to capture the attention of the viewers. The findings will then indicate whether the Brahmins' identity has been preserved or whether it has changed in this age of information and technology (IT) and internet. Besides that to find out if the Brahmins still willing to marry Indians of different caste or marrying their own kind. Language is the most effective communication system to signal "social reality" or "culture" (Halliday 1978:2) and it is categorized by its highly organized system of human communication. This can be seen in social networking sites particularly in the "Brahmins Matrimony" networking site which is the focus of this study.

It not only aims to deliver communication but it also delivers methods to produce effective communication. And, social networking sites also enable individuals to present one self and to gain social goals as stated by Boyd and Ellison (2007).

1.3 Language, Caste and Culture in India

Culture is glue that binds people together. Culture branches out as shared beliefs, attitudes, norms, roles, and values that appear among speakers of a particular language who were living in the same historical period or even in a specific geographical region. Triandis (1995) stated that language, time and place do help to define culture. Culture, society and caste play a main role in language.

Joseph (2010) mentioned in a study on *Language in India* that generally each society has its own system of stratification and in India, this is known as the caste system. Caste is a form of social stratification in which individual's status or position is determined by birth. Language does reveal the differences between social groups, and caste plays a major role in social stratification. Halliday (1989) outlines the strong connection between language and its social context. "Castelect" a newly coined word is the combination of two lexemes, "Caste" and "Lect".

And according to Girish (2003), "castelect" is an overt expression of the upper caste. "Castelect" is the process or a speech variety that carries and represents the caste identity features in a specific communication context. The "Caste system" reflects social groupings of the Indian society, while "lect" refers to their dialects of idiolects. Thus, the representation of the individual through language can be stated as "Castlect", as it carries identity features, just like what can be seen in the Brahmins' profiles.

In India, ones caste can be easily identified through the language that they use, or through the usage of words. Not all Indians speak the same language. Therefore, each caste has their own way of speaking which is through their language used. For example, the Tamil language which is spoken by Tamil Brahmins is different. The Tamil Brahmins would address themselves as "*nekku*" for the pronoun "I" while the other Indians would use "*naan*".

Thus, this paper aims to look at the language used by the Brahmins in India and investigate how they use language to promote themselves to attract potential life partners. This will be done by observing their profiles on the "*Brahmins Matrimony*" website which they subscribe to find potential husbands and wives. Young Brahmins are searching through online websites to find life partners to ensure that their future spouse come from the same caste. It is very important for them to marry someone of the same caste, as marrying one from different caste will only lead to negative implications.

Besides that, the researcher will also investigate if there are differences in the promotional language used via online advertisement by female and male Brahmins when they advertise

themselves in their profiles. Finally, the language used in their online advertisement will reflect if the Brahmin's identity has changed in this present age.

1.4 The Indian Caste System and the Brahmins

The Indians' caste system is a complex network. Basically, the term "caste" is derived from the Spanish word "caste", which refers to *breed* or *linage*. The word "caste" also signifies *race* or *kind*. And, "caste" in Sanskrit is "*varna*" which means color. Hindu society is divided into four main "*varnas*" from the highest to the lowest. They are known as the *Brahmins*, *Kshatriyas*, *Vaisyas*, and finally the *Sudras*. There is another caste which is the "outcaste" and they are known as the *Pariya*. This "outcaste" does not belong to the 4 main castes.

In ancient India, the caste system is the most important thing that sets the people apart. A community of caste is reflected in the jobs that they were doing in the past. The caste system in India has a long history that draws back to the past where it all began when the Indian community used to believe that each person is born in a particular social status for a reason. They believe that their experiences in the past and all their good deeds will actually reincarnate them to be born into a higher caste.

Brown (1993) defines "caste" in *The New Shorter Oxford English Dictionary* as "a Hindu hereditary class of socially equal persons, united in religion and usually following similar

occupations, distinguished from other castes in the hierarchy by its relative degree of purity or pollution."

Figure 1.1 shows the Indian caste system. The Indian caste system hierarchically divides the Indian society. Each caste has its very own customs, beliefs and traditions. The highest caste is the Brahmins. The Brahmins are also known as Brahmans. They are the priestly class. According to the believers of the Hindu religion and the Hindu philosophy, every creature in the world is created by God Brahma.

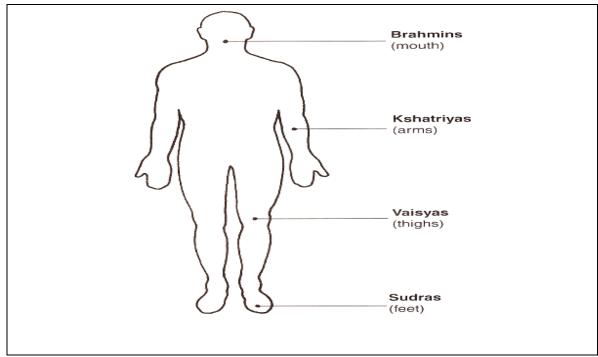


Figure 1.1: The Birth of Indian Caste System

(adapted from (www.waupun.k12.wi.us/Policy/other/dickhut/religions/Images/CasteBody.jpg))

The Brahmins are thought to be created from the mouth of Brahma to symbolize a group that preachers on others. The Brahmins' role is to educate the other caste on Hinduism. Meanwhile, the *Kshatriyas* are thought to be created from the arms of Brahma to symbolize warriors. In addition, the *Vaisyas* are thought to be created from the thighs of Brahma to symbolize a mother feeding her baby, and *Sudras* are thought to be created from the feet of Brahma to symbolize weight bearer. On the other hand, there are even group of Indians who are born outside the caste system, they are known as the "untouchables" as seen one of the holy books of Hindu religion, "*Bhaagabad Geeta*".

Figure 1.2 which is a pyramid of the Indian Caste System shows the different qualities attributed to each caste.

- Brahmins Learned & Spiritual
- Kshatriyas Strong & Fighting
- Vaisyas Intelligent & Creates Wealth
- Sudras Average & Assists all others
- Pariah Outcaste

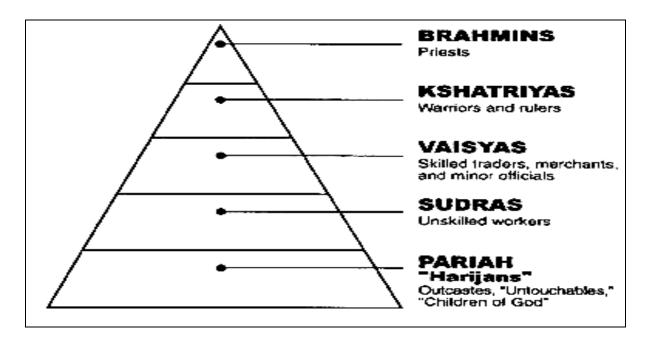


Figure 1.2: The Indian Caste System

(adapted form www.historyhaven.com/wiki/index.php?title=Caste_system)

As stated, each caste has a place in the society. It is a comparable structure where the caste of the individual is believed to begin from birth. The second highest caste is the *"Kshatriyas"*. They are warriors and rulers and the members of this caste have held powers. The word *"Kshatriyas"* actually derived from power and ruler. It literally means "protector of gentle people". Meanwhile, *"Vaisyas"* comes in the third ranking of Indian caste system, whereby they are skilled traders merchants and mirror officials. The *"vaisyas"* are traders and merchants. And, the *"Sudras"* are the unskilled workers. They are from the forth rank of the Indian caste system. They are stated to have little intelligence. Therefore, they have to engage in service for the other three upper classes. Only the *"sudras"* take such employment of being a labour. And, finally the fifth or the last caste is the *Pariah*. Actually, they are the outcaste people, and they are the lowest. They are the "untouchable", which means they cannot have any social contact with other caste.

As mentioned earlier the "Caste" system is traditionally associated with occupation and family lineage of what their ancestors were back then. The Brahmins are the highest caste because of their priestly occupation where they contribute their services to serve the Hindu gods and goddesses. They are very devotional people. They are very particular about cleanliness and therefore they cannot be touched by a person of different caste. They are taught on religious and caste matters. This is very important as they are known as the protector of the Hindu religion. They are also believed to be very learned and spiritual. Thus, the study will examine whether these qualities are observed on the matrimony website.

Even though the caste system was created back in the ancient time, it continues to play an important part in marriages. The caste system determines whom a person can marry and specifies the type of job that they can do. It also controls the type of food that they are allowed to eat or even touch. For instance, the Brahmins are known as the purest caste. Since they are in the priestly occupation, they are sacred hygienic and are vegetarian. They are not allowed to eat non-vegetarian food, and they are also not allowed to even touch it.

In the Indian traditional concept of marriage, one can only marry within the caste, and it would be a disgrace for the family if one marries out of the caste, especially when it comes to Brahmins. The Brahmins back then were very much known to be very typical. Marriage is the most important occasion for Brahmins. Since they are the highest caste, and maintain to maintain their status, they will need to make sure that their children are married to another Brahmin. They give no absolute freedom to their children to marry outside the

caste because it will affect not just their children's background but also their entire family. Thus, the researcher wants to find out whether the Brahmin subscribers are still following this tradition.

The "Caste" system has always been the main and powerful factor that the Indians would look highly for especially when it comes down to marriage. And, for someone to marry out of the caste, would bring the entire family down in shame and embarrassment, as though *there is a black stain in a white sheet of cloth*, which is what the Indians would generally state to be. Schwedler (2001) mentioned that identity is not a solid set of attributes but the production of historical processes and experiences through which each individual and group perceive themselves, their relationship with the people around them and their position in the world. The sense of identity is important because as mentioned before their identity of who they are, is seen in their language and the choices of words that they use reflects to the society of who they are their cultural background and upbringing. Basically, the Brahmins' language is influenced by their culture, and therefore they would use words like "god-fearing", "religious minded", "cultured family", "good family values", "believe in god", "respect family values" and many more.

The caste system is followed by Indians everywhere. In Malaysia, the Indians are not so focused on the caste system, especially the young ones who are highly educated who will mix around and give respect to all the elders. Nevertheless, they still insist on marrying people of their own caste. Thus, the caste still plays an important role among the Indians in Malaysia too. And as such, this study wants to investigate whether it is similar to the

Indians in India particularly among the Brahmins today. This will be observed by looking at the language that they used in their profiles when they advertise for potential husbands and wives. The researcher suspects that the way the female Brahmins advertises themselves are different from male Brahmins. Thus, there is a need to look at the differences in their language.

1.5 The Brahmins and Their Sense of Identity

Sense of identity is "people's concepts of who they are, of what sort of people they are, and how they relate to others" (Hogg and Abrams 1988, 2). It is reflected in many ways of our lives. A person's sense of identity can be seen from the way he or she speaks, prays, their looks, and even from the way he or she behaves. Therefore, sense of identity is important because as Hymes (1961) puts it, "we look simultaneously at language in social matrix and at society in its linguistic medium". And, the connections between sentences and ideas are possible because all texts have structure. This structure is created through an overall textual pattern, lexical signals, inter-clause relations, and lexical and grammatical cohesive links as stated by Cook (1989).

Basically, sense of identity or language identity refers to the linguistics factors that seem to appear in the language a person use, and it can be seen in the way one forms ones sentences. Identity is reflected in language and no matter what community or society that we come from, our identity will always appear in both our verbal and non verbal communication. In other words, identity is seen through the nature of language or manifested in spoken, written or even in sign language.

A study by Rummens (2001) in the *Canadian Identities: An Interdisciplinary Overview of Canadian Research on Identity, An Interdisciplinary Overview of Canadian Research on Identity,* mentioned (in page 11) that linguistics identity includes bilingualism, host language acquisition, multilingualism, ethnic language retention, the status of native languages, and language maintenance or preservation. Therefore, language is one of the most powerful emblems of social behavior, and the relationship of language and the society puts forward a field of study called sociolinguistics. It is the study of relationships between language and society. It gives a better understanding of the structure of language, and how languages function in communication. Thus, the analysis will look at whether these qualities are still important for the Brahmins in maintaining their identity.

1.6 Language and Gender

Men and women are not only different sexually, but in many ways too. Both genders have their very own differences such as in language (verbal and non verbal communication), as well as behavior. The gender differentiation in language is simply related to social attitudes. It is often mentioned that men are from Mars while women are from Venus, and that clearly sets their own differences in the way they think, behave and communicate. In terms of speech, men seem to be "direct" while women are "indirect". Generally, women are known to be indirect. Instead of saying things directly like the men, they would go around the bush by saying it is nice. Generally, men like to talk more in public, while women talk more in private.

Even though men and women speak the same language, their behavior as well as ways of communicating are different. Both men and women have their own roles, approach and style in writing, especially when it comes to writing a description of themselves as in personal advertisements because it reflects their different goals, expectations and ideas. Besides that, every society has its own rules on how language should be used, and how it should be interpreted. And, that is reflected in every individual and society. And among the Indians, the caste system and traditional qualities are important features in their language and society.

India is known as "traditional society" where it is stratified into different caste. Like any other society, India has always been influenced not just by caste but also by gender stereotyping which somehow reflects to their culture, upbringing, tradition and society. Basically, it all comes back to a combination of caste and gender stereotyping, and that determines how both male and female Indians should be (which is through direct and indirect behavior). Gender stereotyping in every society is widely spread and used as a strategy in terms of communicating (verbally or non-verbally). The male is known to be

"direct" and the female is known to be "indirect" and this actually sets on how they represent themselves through word choices and language.

Such stereotyping is very much seen in the choices of words that they use in to present themselves in their profiles. Their identities appear in the form of interaction in their online written profiles in *"Brahmins Matrimony"* website. Basically, the profiles are advertisements that represent the subscribers through language and word choices. The subscribers use identities to create a profile that stands out among other subscribers. Every profile has a message and a story of its own. It speaks about each subscriber's shared personal information, and their expectation of how and what their potential partners should be.

Culture, traditions and upbringing also have impact on their writing styles. Besides that, various ages also play a role in developing the differences among both genders whether in speech or writing. These differences can be seen in the way they advertise themselves on the internet, which is the latest technology by people who are looking for potential life partners.

1.7 Language and Technology

Technology plays a major role in our lives, especially when we are leading towards a world full of changes which directs us to civilization. Technology is a part of civilization; therefore people are very much attached and depend a lot on technology. The rapid growth of internet has highly influenced a person's use of language.

Most websites are set in English. Emails and chats are very popular among young people who tend to use codes of short forms. This can be seen on "Facebook", "Twitter" and also on other websites like online advertisements such as the matrimonial website that the researcher is embarking on. Technology has now become more interactive, accessible and convenient when people continuously use it more.

According to Crystal (2001), the internet is changing the language partly because it gives rise to new vocabulary but more importantly because of the medium, and its users drive the language in certain directions, which seems to not only reflect to their language, background and culture but it also, reflects to the criteria of gender expectation. The matrimony website has increased its popularity in part to the development as well as upsurge of internet. The online profiles provide complete and accurate information of themselves such as their education, their background, and what their expectation of their ideal partner or soul mate should be like. And the way they present themselves in language is very important as it allows viewers to be more interested in them.

Like the "Facebook", matrimony websites are also popular among the networking society, and the researcher will be looking into how Brahmins use language to create their profiles in "*Brahmins Matrimony*" website to capture the attention of viewers, with the only intention to search for their future soul mate. The "*Brahmins Matrimony*" website takes advantage of this trend, and of the increased comfort with which people now navigate across social networking sites and the internet. This offers an edge over the conventional methods of finding their life partner.

The traditional Indians have a long history of finding a bride or a groom through the choices of their parents. Although there are people who are still practicing the olden tradition of matchmaking, but most of them would prefer to find their own potential life partner by themselves. Since the advancement of technology, the younger generations tend to look for their life potential life partner through matrimony websites, because it is an easy and simple approach. Besides that, they have more choices to consider who would be the most compatible and suitable match for them through the online matrimony profiles. The way they perceive themselves for the attention of the viewers is through the language and the attractive ways that they write would sure give a chance to stand out among other profiles.

Basically, the social networking sites offer people new and varied ways to communicate via the internet. The social networking site, "<u>www.brahminsmatrimony.com</u>" is not only a place where one can connect with friends like on "Facebook", but it is also a place where one can find their soul mate by sub caste of Brahmins only. More Brahmins are seen in this

website from time to time. They go online and the internet reaches beyond the most urban and educated layer of society. The website allows people to easily create their own online page or profile and to construct and display an online network of contacts.

These matrimonial profiles mirror an image and identity of the particular subscriber. Besides that, it also projects their thoughts, aspirations, and qualities that they expect from their partner. And, that actually projects not just their personal identity, but also their identity of their background that reflects their cultural background. Their mother tongue is so much in control and influences their writing in English, as generally the people in India are not just bilinguals, but they are known to be more on multilingual. Therefore, their identity reflects silently in their language. Social identity appears in online written profiles. There are many online websites that provide similar and quite favorable assistance, especially for the singles in searching for their other half through matrimony websites. The online dating websites have increased over the years and its popularity has also grown.

The matrimonial advertising is basically about how each individual sells or promotes themselves to be seen among others. It creates a "stand" for themselves through online profiles. The only way for one to be able to create a "stand" of image is through language. Language is not only a mode of communication but it is also reflects ones culture and society as well as position in the society.

The Brahmins Matrimonial advertisement is a promotional genre. This is because the subscribers are promoting themselves to find a potential life partner. Therefore, the

research will use Bhatia's framework on Genre Analysis (1993) to analyze whether the subscribers are observing this framework when they are advertising themselves.

1.8 The Study

The internet is a useful tool to advertise any kind of advertisements including marriage. Thus, this study focuses on both male and female Brahmins, in the "*Brahmins Matrimony*" website, who are using the internet to advertise and promote themselves.

Therefore, the objectives of this study is to investigate

- the ways male and female Brahmins advertise themselves based on Bhatia's promotional genre analysis;
- 2. the use of different aspects of male and female Brahmins profiles (such as age, occupation and interest) to advertise for potential life partners; and
- 3. the Brahmins sense of identity in online advertisement.

Thus, based on the above, the research questions are as follow: -

- 1. How do male and female Brahmins promote themselves based on Bhatia's promotional analysis?
- 2. How do male and female Brahmins use different aspects of their profiles to promote themselves in personal advertisement?
- 3. What is the Brahmins sense of identity in this age of internet?

1.8.1 Significance of Study

The importance of this study is to see if there are similarities or differences in the language used by male and female subscribers of the "*Brahmins Matrimony*" website based on Bhatia's promotional genre analysis moves. Besides that, also to look for their identity in this modern age (as appears in their profiles and how they manipulate language to describe themselves). This can be seen in the way the Brahmins promote themselves in their profiles (in "*Brahmins Matrimony*" website).

1.8.2 Limitation

First of all, the data were collected from the online "*Brahmins Matrimony*" websites. The study is based on the 60 Brahmins' profiles (30 male subscribers and 30 female subscribers) from the "*Brahmins Matrimony*" website (to observe the ways they use language to find potential life partners). This study will only use Bhatia's framework on promotional genre analysis moves.

2. LITERATURE REVIEW

2.1 Promotional Genre

In his book on "*Analyzing Genre: Language Use in Professional Settings*" Bhatia (1993) stated that job application letter represents the applicants' attempts in promoting themselves. Since job applicants write in the suggested moves stated by Bhatia, therefore these moves show layers of techniques used in promoting themselves as individuals who are competent. Promotional genre is based on self presentation of oneself.

Basically, promotional genres have different parameters which are being used to classify texts according to linguistics, situational, and functional features. Swales (1990) and Martin (1985, 1992) also seem to share similar thoughts in terms of classifying texts. And, Martin's framework on genre theory actually originated from Halliday's work on functional grammar and language varieties by categorizing language used culturally, in order to achieve their cultural goals through language. The goals or the communicative purposes can be in the genre description, explanation and narration.

As Bhatia (1993) stated, promotional genre analysis is all about "promoting". Just like promoting a product, the applicant is the product that is being advertised in a job application letter. And with such similarity of advertising, the product in the "Brahmins Matrimony" website is the subscriber of the profile. Bhatia also mentioned that in terms of self-promotion, the job applicant actually uses "self-glorification" method to advertise themselves in order to gain attention of the management of the company that they have applied to. In a job application letter, "self-glorification" is important because it highlights about the applicant. It would be an added advantage for the applicant as it attracts the reader to be interested in hiring them. "Self-glorification" refers to unsupported claim by the writer's own superiority. It is based on feelings or even desires rather than judgment (p.70). "Self-glorification" in a job application letter refers to details and information of the applicant's education background. By having such good education background, the applicant tends to show his or her strong ambitious desires and determination in getting the job.

Just like product dealing in advertisements, "self-appraisal" is considered as "self advertising". It is created to grasp the attention of viewers. The relevant information about themselves is shared in their profiles in a creative manner. Each profiles of the "*Brahmins Matrimony*" website stand out as a product itself that leaves an impression in the minds of the viewers. The Brahmins also tend to include their cultural and traditional qualities in their profiles. Since online matrimonial profiles are advertisements to find life partners, therefore it is a promotional genre. Bhatia's promotional genre analysis moves are used in terms of analyzing the selected Brahmins' profiles in "*Brahmins Matrimony*" website.

2.2 Bhatia's Framework in the analyzing of Promotional Genre

Bhatia (1993) (borrowing from Swales' framework) claims that promotion and job application letters actually belong to the same genre, that is promotional genre. It is because the overall communicative purpose for both texts is to promote a product, a person, or even a company. Basically, the moves can be determined by the content of the move, lexical patterns or functional features of the move. The current study also shows that even online profiles are used with the same communicative purpose. Both male and female Brahmin subscribers use language to promote themselves in "Brahmins Matrimony" website. Since the job applicants and the Brahmins subscribers have their differences in their content and in their aim, however the only similarity that seems to be in focus is that they promote and advertise themselves to the reader or the viewers.

The current study on "A Genre Analysis of Promotional Language in a Brahmin Matrimonial Website" examines the data of profiles which was taken from "Brahmins Matrimony" website by using the seven steps of promotional genre analysis moves introduced by Bhatia (1993). According to Swales (1990: 58), "a genre comprises a class of communicative events". Swales stated that communicative events are one which language plays a role. It may be in a written or spoken form. As what was stated by Bhatia after Swales (1981, 1985, and 1990), communicative event is characterized by a set of communicative purpose(s) identified and mutually understood by the members of the professional or academic community.

The Brahmins' descriptive texts that appear in their profiles reflect to their intention of promoting themselves. In order to make any kind of genre analysis, Bhatia (as stated in 2.5) suggested seven moves in structural description that indicates the way writers achieve their communicative purposes.

The seven moves are as follow: -

- (1) Establishing credentials;
- (2) Introducing the offer;
 - (a.) offering candidature;
 - (b.) essential detailing of candidature;
 - (c.) indicating value of candidature;
- (3) Offering incentives;
- (4) Enclosing documents;
- (5) Soliciting response;
- (6) Using pressure tactics; and
- (7) Ending politely

In the first move which is establishing credentials, the subscribers of "Brahmins Matrimony" website address themselves in the headings. In move 2, the subscribers introduce themselves by giving further details about themselves such as their personal particulars. And, move 3 is offering incentives where the subscribers make an offer by stating their qualifications and prospects to create an attractive profile, while move 4 is about enclosing documents. Basically, move 3 can be related to "self-glorification". In this move, details such as education background; qualification; profession and other kind of skills would highlight them among other profiles. Basically, move 4 is about adding further details about themselves and expressing for hope to be contacted. Move 5 is about soliciting response where it is relates to indicator of success. Move 6 is about using pressure tactics. In this move, the subscribers use pressure tactics to force readers to take a quick decision. Finally, in move 7, the subscribers end their writing in a polite manner, where they might just include a simple "Thank you" as appears in any letter writing.

Bhatia also added "flexibility in move-structure" (p.56-59, 1993) where he stated that even though the letter contains seven moves, it is not obligatory for the writer to use all the seven moves and also in the same order. There is a certain degree of freedom in using these seven moves. When writing profiles, the moves may not be even in the same arrangement as proposed by Bhatia. This is because in letter writing, the applicants can write freely and at the same time their moves will remain in order (as stated by Bhatia). However, profiles such as the recent study on "Brahmins Matrimony" profiles show that the profiles are set in the order of how it should be for the particular website.

Therefore, the subscribers will only be able to write the information in the order that is set by the subscribers. There were also some subscribers using more than one method when filling in details about themselves or even about how their potential partners should be. And, this shows that the subscribers are very concerned about their moves in advertising and in promoting themselves to the viewers. Thus, self-presentation is an important key to achieve their goal as it sets an impression to the viewers.

2.3 Internet and Online Self-Presentation

The internet and websites is the key tool of communication in this age of technology. According to Boudreau and Watson (2006), the internet advertising is concern with the creation, placement, as well as distribution of electronic messages which is then read by, have an effect on the consumers whom the advertisers want to influence and persuade.

In a study on "Advertising Value and Advertising on the Web", Ducoffe, R. H. (1996) stated that the internet advertising includes various forms of commercial content. Electronic advertisements are similar to traditional advertisements such as billboards and banner advertisements. Ducoffe found that the attitude of the people towards online advertising in New York tend to perceive Internet advertising to be entertaining and informative.

Meanwhile, the study on "Internet Advertisement in Malaysia: A Study of Attitudinal Differences" conducted by Ahasanul Haque, Shameem Al Mahmud, Arun Kumar Tarofder, and Ahmad Zaki Hj. Ismail (2007) mentioned that the Malaysian consumers have positive perception towards internet advertising. The internet advertisements provide information in a creative manner that attracts consumers. And, since internet is an advertising medium for all users, advertisers deliver their messages through the most common ways such as emails, and forums. The most famously used website for a very fast delivery of such messages is through websites such as "facebook" and "twitter".

In additional to that, websites play a purpose in delivering their messages. Users seek for websites that also link with their purposes. For instances, friendship and pen pals could create opportunities for some to find the right and suitable friends, while matrimonial websites creates opportunities for subscribers to find someone that could be their partner for life. The current study of profiles is from "Brahmins Matrimony" website. This website is especially for the highest Indian caste which is the Brahmins in India. It is a website that is set to help Brahmins in finding for their potential life partners based on the criteria that they are seeking for according to their culture and upbringing.

Rauf, S.M.A (1988) mentioned in the "*Culture and Reading Comprehension Forum*" *Vol.2, April, (44-46)* that personal advertisements, which are pieces of communication. It reflects to the rules observed at the time of their origin. "Language does not exist in a vacuum. It is embedded in the culture of people and reflects the totality of beliefs and sentiments." As in the current study, the culture and traditions of the Brahmins are very much seen in their

language and in their creative ways of using the language. It is very much similar to what Rauff has stated. Basically, details of the individuals such as religious and cultural background; individual identity; and their upbringing gives an impression of who they are. However, Boyd (2008), Brake (2008), and Dontah (2007) stated that the personal profile at a social networking site, often called online identity that can be understood as a selfpresentation. It is constructed by selections from the possibilities offered and the practices (develop through online). In other words, the online subscribers' profiles are known as online identity or self-presentation. And, their identity depends on the choices that they make in their selections offered.

Goffman (1959) stated in his book on "*The Presentation of Self in Everyday Life*" that the book gives information on how people want to shape a certain impression of themselves and how this image is then defended. In this book, Goffman refers to "the presentation of self". In some sense a profile does indicate "self presentation". It usually includes a straight forward introduction of the subscriber of the profile which consist of photo, gender, age and their interest of expectation. The profiles actually represent themselves, and it is important on how they present themselves through language as there will not be any face to face. The way they perceive themselves, increase their chances to attract the viewers to read their profiles, and there is a high chance for them to meet their potential life partner. And this is also seen in Brahmins' profiles in "*Brahmins Matrimony*" website.

Donath (1998) portrays the online performance of "self" as series of signals to convey a particular impression on others. Indeed, it gives a certain quality of attraction and interest

to the opposite sex to view the profiles. In addition to that, a study by Andrew T. Fiore, Lindsay S. Taylor, G.A. Mendelsohn, and Marti Hearst on "Assessing Attractiveness in Online Dating Profiles" also indicate about how subscribers perceive themselves in their profile. It has been stated that online communication requires attention to different sets of cues and the participants use qualities of text as a vehicle of self-presentation. The "attractiveness" here is related to the subscribers' qualities which are directed to how attractive, genuine and trustworthy they appear to be when writing their profiles. In fact, in this current study, most of the profiles that were selected from "Brahmins Matrimony" website consist of very similar kind of "attraction" that appears in their language and words choices. Basically, the "attraction" here begins when a subscriber reveals the truth about themselves of who they are and what they seek from their potential life partners. Somehow rather it has an impact on the viewers of the website. Besides that, "attractiveness" also comes in the style of writing and the "physical attractiveness" that is seen in their photos. However, not all of the subscribers used photos as physical attractiveness, but instead they use language and choice of words to create and form impressions. And, that is the focus for the current study on Brahmins profiles.

This has similar impact towards "attractiveness" compared to those who used photos. Meanwhile, Northon, Frost, and Ariely (2007) mentioned that even though online dating users believe that they will like people better when they have more information about them, more information could only lead to less chances of liking. It helps the viewers to make a comparison among other profiles. And, what if the viewers compare other average profiles between highly compatible profiles, and the chance of meeting their potential life partner will become less especially for the average profiles. This is because they would definitely go for someone who is highly compatible and perfect in every way and has a secure background.

As stated earlier, "attractiveness" is how the subscribers use ways to attract the readers. In the "Brahmins Matrimony" website, the subscribers use "adjectives" such as beautiful, handsome, tall, and slim to make their profiles more attractive to the viewers. Besides that, there are also subscribers who use other kind of details which would attract the viewers to be interested in them too. For instance, they share details about their good secure jobs; position in society; good family background; properties that they own; and their monthly income. These are some of the common details that would also create attraction, especially among the women. It is because such details would create an impression that if they were to choose someone with such background, then they would have a guaranteed secure life ahead.

Another similar study by PhDr. Jitka Vlčková, Ph.D. (2003) on "*Personal Advertisements in a Tabloid and a Broadsheet*" was based on seven hundred and thirty eight (738) personal advertisements which focus on the choices of linguistic mean that appears in the personal advertisements. Basically, the focus was on lexical choices. Besides that it also examines the role of the context, and to see how the writers actually form their text.

The study of Jitka Vlčková (1998) on "Language and Ideology: 'Nationalism' and Racial Coding in Australian Personal Advertisements" mentioned that small pieces of text as in personal advertisement were used. The texts were excerpted from Australian newspaper

such as "The Age" (which is a respectable paper); "The Daily Telegraph" (which is a little tabloidy, and "The Weekly Southern Courier (which is almost entirely dedicated to advertising). The study showed some ideological aspects which refers to the possible underlying meanings in advertisements. It expresses nationality and race awareness. And, it refers to lexical meanings in the personal advertisements.

The study also mentioned that personal advertisements have become multi semiotic forms where written texts incorporate photographs and graphic design of individual pieces and the whole page become salient features affecting the evaluation by the reader. And, it is then designed to meet the strategy which is in current commercials, "AIDA". The "AIDA" acronym stands for **A**ttention, **I**nterest, **D**esire, and **A**ction.

Attention – the reader is attracted

Interest – the reader is tempted to continue reading

Desire – the reader wishes to meet the advertiser

Action – the reader answers

In addition, Koestner, R., and Wheeler, L. (1988) stated in "Self-Presentation in Personal Advertisements: The Influence of Implicit Notions of Attraction and Role Expectations", that self-advertising involves strategic activities. The advertisers would then analyze on what potential dating partners would want or seek for, and then modifying advertisements

in order to fit those kinds of perceptions and needs. In reference to the current study, the Brahmins placed their advertisements with a hope to meet someone from the same caste followed by other criteria such as someone with good education background, and profession.

2.4 Creating Personal Identities

A detailed advertisement gives the viewers a fair idea of what to look for and makes the choices through the stated information on expectations and preferences in the search for their potential life partners. According to Dey (2001) in "Understanding and Using Context", the term "context" means any information that can be used to characterize the situation of an entity, which refers to a person, place, or object that creates interaction between a user and an application including the user the applications themselves.

A study by Carl A. Bartling, Jared A. LeDoux, and Drew J. Trasher (2005) on *Internet Dating Ads: Sex, Ethnicity, Age-Related Differences, and Support for Evolutionary Theory* investigate sex, ethnicity, age group differences based on information that are placed in the internet dating advertisements, and also to contrast the findings with predictions from evolutionary theory. They discovered that women are more selective than men. The women listed more desired characteristics for a partner than men. The women focused more on non-physical attributes such as ambition and character, while the men focused more on youth and attractiveness.

However, there was considerable similarity in terms of the five most desired attributes listed by both genders. The women listed the desired characteristics in men which are humor, honesty, caring, openness, and personality. The men listed the desired characteristics in women which are affection, humor, honesty, openness, and attractive women. And, the current study about promotional genre analysis moves used by the male and female Brahmin subscribers. Their profiles cover about their personal details and other information about themselves. Besides that, there is also other information on the type of partner that they are seeking for.

A study on *Sexual Strategies Theory and Internet Personal Advertisements* by Dawson and Mcintosh (2006) stated that without traditional attributes such as physical attractiveness to offer, the advertisers would offer other positive personal characteristics such as intelligence and sense of humor to attract the viewers.

While Van Knippenberg, D., De Drue, C.K.W., and Homan, A.C. stated in a study, "*Work Group Diversity and Group Performance: An Integrative Model and Research Agenda*" (2004) that diversity is also a complex notion that entails differences of many types which includes physical attributes, social attributes, and cultural attributes. The physical attributes reflects to race, sex, age, and physical ability. The social attributes involves education and

income level. While the cultural attributes reflects to beliefs, values, and preferences. In terms of actual differences, the perception of differences may play a role in diversity.

Deborah Cameron (1998) in a study (p.41) on "*The Language – Gender Interface: Challenge Co-Optation*" in a book on *Rethinking Language and Gender Research* mentioned that language is an attribute of a person. She also mentioned that in Sociolinguistics, there are women and men, bearers of the attribute called gender. And, the task was to catalogue the ways they mark this attribute in their linguistic behavior (p.42). Basically, personal identity has two facets which are actual personal identity, and desired personal identity. As for communicator (whether in terms of verbal or non-verbal communication), one has a desired identity which is the attribute he or she prefers. This is also seen among the Brahmins' profiles, where their personal identity of who they are is very much reflected in their profiles. Their request and description of how their potential life partners should be indicate their desired identity.

Beyond all this, a study by Sonora Jha and Mara Adelman (2009) on "Looking for Love in All the White Places: A Study of Skin Color Preferences on Indian Matrimonial and Mate-Seeking Website" brought out perspective and interest of viewers in selecting their potential life partners. The study is about the preference of light skinned females is a global bias which affects the human relationships especially, when it comes to marital selection. Males were also more likely than females state their preference for skin color for their prospective partner. Words such as "beautiful" and "lovely" are used to describe their preferred partner. The study points out that technology-abetted intensification of "colorism".

In addition to that, studies by Beteille A. (1981 and 1992) on "*The Backward Classes and the New Social Order*; and *The Backward Classes in Contemporary India*" as well as a study by Moore, C. D. and Eldredge D. (1970) on *India Yesterday and Today* have similar kind of message as Sonora Jhd and Mara Adelman. It indicates that traditional and contemporary Indian culture show preference for females with light complexion in marriage. Surprisingly, such interest of preferences on how their potential partners should look like is also seen among the Brahmins' profiles in the current study. The most commonly used for skin tone is obviously used by the male Brahmin subscribers. Words such as "fair", "beautiful" and "good-looking" are some of the most commonly used words by male and female subscribers.

In short, there are various ways that can create a personal identity of who they are through "writing" that creates a certain level of "attractiveness" within the viewers. Language plays an important role in meeting the goal of each individual in the search for their potential life partner, and that goes the same for the Brahmins too. Their style of writing and their choices of words would suit their interest and expectation which determines them as an individual. It also reflects to some qualities such as gender; exposure to social networking; level of socializing in the community; education; profession; status in society; cultural background; as well as their upbringing.

2.5 Sense of Identity in Language and Gender

Gender differences are noticeable in the way of thinking; attitude; and also in the way men and women communicate whether in terms of verbal or non-verbal communication. There are many studies were done on language and gender differences. To begin with, a study by Bell, McCarthy, and McNamara (2006) was used to show the differences between men and women in using language. This study is about "Variations in Language Use across Gender: Biological versus Sociological Theories". The study examines gender differences in language use in light of the biological and social construction theories of gender. А corpus of 54 texts, where 27 males and another 27 by females was generated from counseling transcripts of the relationship column "Can This Marriage Be Saved?" from Ladies Home Journal website. The texts covered variety of issues such as infidelity, jobs, illness, step family, looks, children, additions, and in-laws. The texts were analyzed by using the Language Inquiry and Word count. It provides a word count for the text and calculates the percentage of words. The researchers predicted that there would not be a significant difference between genders and the use of self-references according to the social constructionist model, but there was difference biased towards males. The researchers did not predict a difference between the average number of words per text for men and women. However the results indicate differences biased towards the women. Hence, the current study on language used by Brahmins could also indicate differences between both genders in using language, as seen in their profiles.

A study by Hills (2000) on "You Are What You Type: Language and Gender Deception on the Internet" is about advice for others when selecting their profiles as the study by Hills indicate that false gender identities are more extreme than the actual gender identities in terms of selecting topic of choices. Although this study has not much effect on the current research, the researcher believes that it could be used as a voice and a point on how important language and gender is, as it represents an individual's identity. Creating a false identity online could cause serious effect towards viewers, as the viewers would sincerely believe that each profile is created truthfully. However, the viewers were not deceived in earning their trust to believe everything stated in the profiles. They were not good at creating a false identity profile through language and the choice of words.

This study by Hills examines whether men and women can effectively convey false identity in computer-mediated communication (CMC). The study also looks at aspects of their language which changes from typical gender preferential language. The messages for both conditions were coded for typical male and female and also on neutral topics. Besides that, there were also other parts of messages such as references to emotion, personal information, opinions and compliments. It covers their identity and the way they use the language. The result indicates gender identities. Their gender identities were more extreme than their natural identities especially in terms of gender typical topic. The experimental participants manipulated some aspects of gender-preferential language at the word level or even clause level. However, the subscribers did not manipulate or create a false gender identity when creating their profiles. Generally, most of the profiles' details are genuine and sincere. Since the "Brahmins Matrimony" website is all about lonely single men and women seeking for their potential life partners, the likelihood of coming across false profiles are very slim. One should be careful in selecting their partners as mentioned false profiles do exist. Background checking is compulsory in order to make sure that the details are genuine and sincere.

Besides that, each profile actually indicates and reflects to the type of person they are. The viewers are able to evaluate on what kind of person the subscribers are (based on the information that they have shared in their profiles). Thus, the subscribers' personal identity is based on the way they perceive themselves in their writing. And, this is seen among the Brahmins' profiles.

2.6 Sense of Identity in Online Matrimony Profiles

Social Networking in Matrimonial websites focuses in building online community and have encourage new ways to communicate and share information. Generally, sociolinguist will be interested to find out why we speak differently in different social context. Although the current study is about Brahmins' profiles, but the focus is not so much on language used by the Brahmins, but instead the focus here is on how they advertise themselves based on Bhatia's seven promotional genre moves. Halliday (1978:2) also has the similar thoughts, where Halliday mentioned that "language is the most effective communication system to signal 'social reality' or 'culture' and is characterized by its highly organized system of human communication".

In addition to that, with a similar review journal which was done by Jiban K. Pal (May 2010) on "*Social Networks Enabling Matrimonial Information Services in India*" it stated that the data was based on twenty two (22) matrimonial websites in India. There was also chart that shows "traffic rank" which measure the website's popularity. Jiban also made comparison on these websites. It shows which matrimony website is popular among the users. The "traffic rank" helps to compare which website is popular. The comparison was carried out among matrimonial websites in India.

Nowadays, Indians have adopted the online dating system as a way to find their potential life partner. Besides that, even parents and relatives use the online dating system and hoping to find suitable partners for their sons, daughters, nieces or nephews. The profiles are then written on their behalf. This type of online dating system allows users to search for life partners based on their choice and most importantly, based on their caste. Priyanka (2004) stated that parents, siblings, and other relatives are using Indian dating system. It allows users to search for partners by social caste and skin tone as well as the typical demographic attributes which are very common to most dating sites. Besides that, it helps to find suitable mates especially for Indians living abroad. Therefore, the privilege of using online system is very helpful especially when searching for a large pool of profiles.

3. METHODOLOGY

3.1 Introduction

This paper basically discusses on how language is used by subscribers in the social networking website which is the "*Brahmins Matrimony*" website, to promote their profile in their search for their potential life partner. In other words, how the subscribers manipulate language in their profiles to grasp the attention of other subscribers of the opposite gender. In addition to that, the study also made a comparison between both genders to search for any similarities and differences in terms of language among the subscribers of this website. In this research methodology, the research design for this study is carefully studied and documented with relevant reasons that supports as well as to provide examples.

3.2 Data Collection

This study adopts a research involving language used by on-line subscribers of "*Brahmins Matrimony*" website. The study looks for any similarities or differences among both genders in using the language in their own creative ways. The data for this study was from sixty (60) online profiles in "*Brahmins Matrimony*" website

(link: <u>www.brahminsmatrimony.com</u>). Thirty (30) males and thirty (30) females' profiles were selected and carefully studied. The duration of data collection for this study was within a month. While searching for online "*Brahmins Matrimony*" profiles as data, the researcher came across numerous profiles of male and female Brahmins, all in their search for their potential life partners.

Although there were huge numbers of profiles in the "*Brahmins Matrimony*" website, the researcher has restricted herself to a total of sixty (60) online written "Brahmins Matrimony" profiles. The sixty (60) online written profiles were studied thoroughly by looking for their sense of identity that appears in their profile. Basically, the researcher's decision towards the data collection is through means of electronic instrument which is primary because it is easily accessible. Furthermore, it is another method of data collection especially for this particular type of corpus.

3.3 The "Brahmins Matrimony" Website as a Data Source

Generally, every Indian wants a potential life partner from his or her caste. India is a land of varied religions, caste, cultures, and rituals. The Indian society in India gives importance to marriage as it is not just a ceremony to tie a knot, but also to select potential partners that suit cultural and traditional requirements. The trend of advertising their profiles online seems to be growing rapidly, instead of the old Indian practice through "word of mouth". The younger generations seem to be internet-savvy, therefore their preferences and their choices to use internet is not surprising. Besides that, it is a much easier approach compared to the old Indian practice. Moreover, there are wide ranges of options to select their potential life partners from the online profiles.

The "*Brahmins Matrimony*" website is all about Brahmins in search for their potential life partner, and this website is strictly for Brahmins only. It is so obvious that the Brahmins value and give importance to their caste, in order to maintain and preserve their identity of who they are in the Indian community. They only allow marriages to take place within their caste. This is ancient rule of allowing marriages within their own caste. It is also being followed strictly by the three other Indian castes (which are the *Kshatriyas, Vaisyas* and *Sudras*) and also the outcaste (which is the *Pariah*).

There are many online profiles of male and female subscribers posted in the "*Brahmins Matrimony*" website. The subscribers of this website create their first impression through the choices of words that they pick to write their profiles. This website specializes in bringing all Brahmins together and allowing them to find their perfect and potential life partner. This website knows what areas to focus on, and knows the Brahmins way of living; and the most importantly their beliefs and their religious matters concern which actually attracts more Brahmin viewers and subscribers to this website. Basically, the profiles reflect to basic and personal information of the subscriber. The Brahmins' profiles reflect not just about the individuals' information but also cultural values, tradition as well as their upbringing. This cultural profile is a valuable resource that includes general information of

their age, gender, their history, background, education, and their expectations of what qualities they are seeking for in their potential life partners.

Figure 3.1 is the homepage for "*Brahmins Matrimony*" website. The website is strictly set for all Brahmins. There are several navigations that connect profiles of male and female subscribers. The viewers can even choose the age category when seeking for their potential life partners. There are also success stories of some subscribers who have actually found their life partners. Every viewer is able to view and read details of any subscriber's profile. And, in order to contact an interesting potential partners, first of all the viewers must become a member. It is very much similar to the "facebook" method of contacting.



Figure 3.1: "Brahmins Matrimony" Website (homepage)

(Adapted from (http://www.brahminsmatrimony.com))

3.4 Selection of Online "Brahmins Matrimony" Profiles

The researcher chose sixty (60) profiles, which encompass thirty (30) male and thirty (30)

female subscribers from the "Brahmins Matrimony" website (as stated in 3.2). The

researcher noticed that there were numerous profiles advertised. The researcher limited the collection by only choosing profiles of male and female who created these profiles by themselves and not by others (such as parents, friends or relatives). This is because some of the posted profiles were not from the individuals concern, but instead it was created by their parents, uncles, sisters, brothers and relatives. There were quite a number of profiles posted by parents who were seeking for potential sons or daughters-in-law. Although the subscribers are educated and professionals, there are some who prefer to use the old fashioned methods to find their potential life partners, just like the "arranged marriage" tradition among the Indian society. The only difference is that this time it is not done through word of mouth, but instead posted in matrimonial websites.

Examples 1, 2 and 3 refer to such profiles. It was posted by a father of a groom. The title or heading in example 1 illustrates this. The subscriber stated that he is looking for a suitable life partner for his son. Example 2 shows a profile description of a son and also description about his entire family. In example 3, the subscriber stated about the ideal match for his son. The subscriber describes the type of partner that would suit his son. The entire profile was created by the father of the groom, where he gives priority to the traditional qualities and upbringing as well as other requirements. The way the description was stated by this parent (referring to example 1, 2 and 3); it looks like the parent is a very demanding person who takes charge of how everything at home should be.

Example 1:

Looking for suitable life partner for my son.

Age 31, Iyer - Male - Single_Never_Married

(example 1 – posted by a parent in "headings" (Example 1, 2 and 3 refers to the same subscriber))

Example 2:

<u>My son Chi R.Bharath Rengarajan</u> is a marketing professional(MBA) currently working for Al-Futtaim Motors(Toyota), DUBAI, UAE. He is an optimist with progressive ideas. He is also a go-getter and a teetotaler and likes travelling a lot and have values for tradition.

<u>I am his father V.Ramamoorthy</u> working as a senior scientist/engineer in ISRO. My wife R.Bhanumathy MA is a home maker. I have a younger daughter who has completed her BE.

(example 2 – posted by a parent in "profile description" ((Example 1, 2 and 3 refers to the same subscriber))

Example 3:

I am looking for a <u>suitable alliance</u> for my son who <u>can adjust with my</u> <u>family</u> and is <u>willing to work in Dubai</u>. She <u>should be interested in music</u> and <u>should know to cook</u>. <u>She should have faith in religious values and</u> <u>tradition</u> and at the same time <u>should be able to adapt to modern society</u>.

(example 3 – posted by a parent in "ideal match description" ((Example 1, 2 and 3 refers to the same subscriber))

Most marriages that take place among the Indian society are arranged by their parents, family or even relatives. This could probably meant one thing which is the trend and practice of the older generation (the old timers) back then is still being practiced by some of the Indian parents even in this modern era. Therefore, the researcher has decided to eliminate those profiles that were created by family members and friends on behalf of the prospective brides and the grooms. Furthermore, the eliminated profiles would not suit this study, as the study needs to investigate how individuals use language to attract their viewers to read their profiles.

Meanwhile example 4, 5 and 6 relates to another subscriber who also posted on behalf of a groom. The subscriber happens to be a friend of the groom. In example 5, the detail of the subscriber was stated. Furthermore, the subscriber also introduced the groom and also

stated that even though the details of the groom has been given, however it may not exactly portray the right image, therefore requested for the viewers (who are interested) to contact the groom directly. Just like the example 1, 2, 3 which were created by a parent, the subscribers in example 4, 5, and 6 are friends of the potential groom.

Example 4:

Prasad Joshi 33 yr - 6ft

Age 37, Marathi_Brahmin - Male - Single_Never_Married

(example 4 – posted by a friend in "headings" (Example 4, 5 and 6 refers to the same subscriber))

Example 5:

Prasad's friend is putting this description on his behalf. Prasad is a very simple, good looking and belong to very good and cultured family. – Deshastha Rugvedi Brahmin, Kaushik Gotra. Only son, Father expired in year 94, Owns house, working with a private firm. two married and well educated sisters. Just to mention I have to say he is little less than perfectly normal, but is capable of bearing all the responsibilities of a normal is doing person and SO.

Words may not portray correct picture sometime, so please meet personally to know more about each other.

Thank you for your time and interest in this profile!

(example 5 – posted by a friend in "profile description" ((Example 4, 5 and 6 refers to the same subscriber))

Example 6:

A decent, courteous, and understanding girl with high family values.

(example 6 – posted by a friend in "ideal match description" ((Example 4, 5 and 6 refers to the same subscriber))

The researcher selected the data within a month period. The selection was done to meet on a certain criterion. The selected subscribers of the profiles have identified and described themselves through a range of self-categorization such as gender, ethnicity, age, occupation as well as attributes. In addition to that, the "*Brahmins Matrimony*" profiles consist not only the sections where they could fill in their details by expressing themselves and their expectation of how their potential life partner should be, there were also sections where they could fill in the details with the given choices (options) as set in their profiles. Therefore, the researcher only focuses on categories that were written by the subscribers themselves rather than option given.

3.5 Data Analysis

As mentioned in chapter 2, this study uses Bhatia's promotional genre analysis moves (1993) to analyze promotional language. Job application letter and matrimony profiles are quite similar in terms of their purpose which is "self-promotion" or "self-advertising". And, Bhatia calls it as "self-glorification". Self-promotion, self-advertising, or self-glorification is basically comes down to the same thing. The writer will write about themselves in a way that would attract the readers. Job applicant would need to attract their readers who could be the manager of the company so that they will be interested in employing the applicant. And, just like the job applicant, subscribers of this matrimony website also have the very same purpose which is to attract their viewers to read their profiles and thus attract potential life partners. Therefore, they need to write about themselves in a detailed and attractive manner so that the viewers would be interested in them. Basically, the similarity for both job applicants and "Brahmins Matrimony" profiles, the applicants and the subscribers were actually promoting themselves. As self-promotion in a job application letter is very much similar to matrimonial profiles. This justifies the researcher's decision to use Bhatia's promotional genre analysis moves to analyze the data in this study.

Bhatia introduced promotional genre analysis moves in analyzing moves in a promotional job application letter. In a book on *"Analyzing Genre: Language Use in Professional Settings"*, Bhatia mentioned that genre analysis promotional moves are used in a job application letter. Basically, in a job application letter, the applicant would be promoting himself or herself to a company of their choice in order to get the job. The applicant would write their letter with a purpose and goal to achieve his or her ambition or career. And to do so, the applicant would first need to create an attractive letter which promotes himself or herself to the company.

The seven moves actually go accordingly in letter of job application.

Move 1: Establishing Credentials

Move 2: Introducing the Candidature

- (i.) Offering the candidature
- (ii.) Essential detailing of the candidature
- (iii.) Indicating value of the candidature

Move 3: Offering Incentives

Move 4: Enclosing Documents

Move 5: Soliciting Response

Move 6: Using Pressure Tactics

Move 7: Ending Politely

The moves actually represent steps and ways that an individual usually use when writing a job application letter. *Establishing credentials* is the very first move in a job application letter. It is a move where the applicant makes a reference in a department that he or she is applying for. Besides that, the applicant would also indirectly indicate his or her perception of the requirements. Move 2 is about *introducing the candidature*, where the applicant actually introduces himself or herself by providing details about all about themselves. And, move 3 is about *offering incentives*. In this move, the applicant makes attempt to make attractive offer by adding details of their expertise and qualifications. *Enclosing documents* is the fourth move. This move is about further details attached for viewing such as curriculum vitae, certificates, and testimonials. The fifth move is about *soliciting response*. This move indicates success to achieve for an interview. Move 6 refers to *using pressure tactics*, and it is all about using pressure tactics to force readers to take a quick decision. Finally, the seventh move is about *ending politely*. The applicant ends the writing in a polite manner such with as a simple "Thank you".

Bhatia also stated that, even though there are seven promotional moves for this genre analysis; however that does not imply that the analysis should be carried out in the exact order. He also mentioned that it is not necessary for all seven moves to be carried out in a promotional genre (p.59 to 75). In addition to that, he further stated that there may be a certain degree of overlapping in the moves due to some factors.

By using Bhatia's promotional genre analysis moves, the researcher of the current study used categories of the "*Brahmins Matrimony*" profiles to look for details about the

subscribers. The researcher decided to only focus on the required sections where they could write in about themselves and their expectations. The areas of focus are their age; gender; education and career; profile description; family background; their ideal match description; as well as attributes. After examining these factors the researcher will compare if there are similarities or differences between the male and female Brahmin subscribers when expressing themselves by their thoughts and expectations that they are seeking for in their potential life partners.

3.5.1 Age and Gender

The researcher divides the data according to gender which consist of thirty (30) online "*Brahmins Matrimony*" profiles for each gender. Then, looking at their identity in their language, and identifying and categorizing them according to gender. Age is also important as it shows ones' state of mind and maturity. Besides that, it is to also observe age preference of their potential life partners (that the subscribers have stated in their profiles).

3.5.2 Education and Career

Education background and career is the most important requirement that any Indian will look for in marriage either traditionally or in this modern era, when one is searching for their potential life partner. It sets out the level and status of an individual in the society. Education and career actually sets the level of success of one's achievement. Furthermore, it secures the future and leads to an overall better or higher quality of life. And, that is the reason for one to seek someone with good educational background and career.

3.5.3 Family Background

Family background is another important aspect that the Brahmins would seek as it not only determines ones caste but also build the chain of history of their generations to be. Generally, as people experience the changes of modernity, they tend to make changes even in their cultural background too. Many Indians particularly among the educated professionals tend to ignore some part of their culture. Such as being a Brahmin, there are chances that they may not follow the true traditional purity and practices of how the true Brahmins should be (referring back the culturally driven Brahmins back then).

Since the website is fully based on the highest caste of the Indian society which is the Brahmins, the researcher does not have to be selective about the caste as all subscribers in this website belong to the highest caste, which are the Brahmins. However, family background is an important matter to focus even in this modern era. The world is changing, and so are the people. Changes are seen in our everyday life as one tries to keep up with the change that has qualities and cultures of the westerners. Though changes are good, but

when it comes down to marriage, the concern of the older generations is very much reflected in the younger generation. Since the Brahmins actually belong to the highest caste which is the priestly and religious caste, it is important to know for them to know if their potential life partner's family also practices their culture and upbringing or not (even though they are highly educated, and have good stable professions and earning high income).

3.5.4 Attributes

Attributes seem to be one of the important facets to consider in analyzing the data. The attributes can be sought in the opposite sex, and it can also be possessed by the subscribers who advertised their online matrimonial profiles. Both genders seek differently in terms of personality, and qualities in seeking for their potential life partner. Some subscribers may just seek for physical appearance or personality. Basically, attributes reflects to the way they perceive themselves as subscribers; in terms of their attitudes and their physical traits. Besides that, age, job preferences of their potential life partner and qualities they are looking for in their potential life partners are also important. Frequency count will be used to count the number of priorities given to different attributes mentioned, and also examine possible explanations for their actions. The researcher will tabulate the percentage of online profiles which gives certain criteria and requirement that is seen in both genders' profiles.

3.6 Conclusion

The research methodology for this study mainly encompasses four basic stages which are mainly Data Collection; "Brahmins Matrimony" profiles (from www.brahminsmatrimony.com) as Data Source; Selection of Online "Brahmins Matrimony" Profiles; and Data Analysis. Bhatia's promotional genre analysis moves are used in this study. The "Brahmins Matrimony" website was chosen for the purpose of this study. The data analysis was based on the criterion set by the researcher. It comprised gender, age, occupation and attributes of the online "Brahmins Matrimony" profiles. The researcher will also make a comparison of male and female profiles to see if there are similarities or differences among them in the way they write to promote themselves.

4. RESULTS AND DISCUSSION

4.1 Introduction

Language can be a powerful tool to create a persona. The way we construct our identities is usually based on masculine and feminine stereotyping characteristics which is associated with gender categories. In this chapter, the researcher looks at how the Brahmins promote themselves in *"Brahmins Matrimony"* website based on Bhatia's promotional genre analysis moves. The profiles of male and female Brahmins are created not just by words, but instead it reveals their attitude, aim and intention. It is seen in their word choices used in their description and that reflects to their identity. The identity that appears in the language used by the subscribers, certainly displays expression system with the content and focus of the message. It is an impression formation that receives attention of viewers.

The languages used by the subscribers of "*Brahmins Matrimony*" are precise, clear and catchy. This is not a description from a fairy tale. It is definitely not a fantasy of how their potential partners should be representing the image or characteristics of their potential life partner, and it is definitely not in a range of any fantasy characters such as "Prince Charming" or "Princess", but instead it involves real people with real feelings and their preferences of choosing eligible single Brahmins who are subscribers of the "Brahmins *Matrimony*" website, just like any matrimonial subscribers would do. Each society has its own value judgment varying from person to person and also within the society.

Nevertheless, on the basis of lexical clues, we can roughly have an idea about a society as well as its preferences and its prejudices. Thus, the findings of this study will not only look at the moves used by the subscribers in promoting themselves but also reveal their identity as Brahmins. It is because the researcher wanted to find out whether the Brahmins now have left their own identity or do they still want to preserve their identity as Brahmins by marrying their own kind through online advertisement.

In the subscribers' online written text, there are stylistic variations that lay out the writers' characters and personalities through the way they perceive language. Every subscriber has a purpose and direction that would send out his or her message across.

4.2 Bhatia's Moves Analysis for Promotional Genre

Bhatia's (1993) seven moves analysis for promotional genre is based on communicative purposes (such as how one would shape the structure of content). The role of communicative purpose plays a role in identification and description of genres. And, in Bhatia's genre analysis, there are seven moves. As stated in page 23, the seven moves are (1) establishing credentials; (2) introducing the offer; (3) offering incentives; (4) enclosing documents; (5) soliciting response; (6) using pressure tactics; and (7) ending politely.

Basically, Bhatia's (1993) seven moves of promotional genre were used for analyzing product and self promotion in business settings. The researcher used Bhatia's seven moves to analyze Brahmins Matrimonial profiles. Since Bhatia's promotional genre moves represent product and self advertising through sales promotional letters and job application, it does indicate the role of communicative purpose, description and as well as indication. Therefore, Bhatia's analysis is considered as a suitable option for analyzing the Brahmins self promotional profiles which indicate the search for a potential life partner.

In a job application letter, one actually promotes himself or herself in order to get their target job. Therefore, the applicant would normally describe about themselves in a positive manner and by doing so they are actually promoting themselves. And, just like the job application letter, the subscribers' profiles in *"Brahmins Matrimony"* website also have its similarities especially when it comes down to their goal which is to promote themselves (or also known as "self-advertising"). There are many names that we can address this similar goal. Some may call it as mentioned earlier "self-advertising", and some may even call it as "self-promotion". And to Bhatia, it is "self-glorification". Basically, it can be related to a similar meaning.

"Self-promoting" or "self-advertising" through "*Brahmins Matrimony*" website determines each subscriber's role of communicative purpose in its identification and description. Basically, the "*Brahmins Matrimony*" website has designed their template for their subscribers' profile. It is created in a systematic way, where it begins with the title attention such as the heading. Then, followed by the profile's description on education and career background; requested job choices for their potential partner; and also their ideal match description. Although the design or the flow of information on their profiles begins almost alike, however, it also depends on the subscribers' preferences in writing and what do they expect their potential life partners to be.

In the heading, as appears (refer to appendix), the subscribers use 'eye catching' words that briefly introduce themselves. Basically, it is the first description that any viewers would be able to read. So, the heading seems to be the most important description that creates the attention and interest of the viewers. Even though, all personal information should be stated orderly as how the profile setting appears to be, each subscriber is able to create his or her own profiles interestingly to highlight their interest and their expectation of how their potential partners should be.

The researcher analyzes the profiles by using Bhatia's promotional genre analysis moves, to see whether the subscribers write their profile according to the moves that appears in the job application letter.

4.2.1 Bhatia's Move 1: Establishing Credentials

Bhatia's move 1 is *establishing credentials*. Generally in a job application letter, establishing credentials refers to the applicant's most important strength, or it indicates reference to their needs. The move is seen among the male and female Brahmins' profiles. The profiles of male and female subscribers seem to have very similar flow in moves in terms of writing. The heading that they create to grasp the attention of their viewers seem to have the similar style of how the job applicants would write. The Brahmin subscribers create a very basic and simple beginning of move 1 which is establishing credentials. This appears in the headings. It shows to the viewers of who the subscribers are, and their background. The viewers could be able see what their strength could be. Example 7 and 8 are based on move 1.

Example 7:

<u>SONU ARYA, a Banker</u> Age **28, Jangid Brahmin** - Male - <u>Single_Never_Married</u>, Banker (Profile – M30)

Example 8:

<u>Dr.</u> S. Veena Age **29, Kannada_Brahmin** - Female - <u>Single_Never_Married</u>, Medical (Profile – F21)

Move	Male	Percentage	Female	Percentage
	Frequency	(%)	Frequency	(%)
Move 1	9	30 %	6	20 %
Establishing				
Credentials				
DID NOT use	21	70 %	24	80 %
move 1/ DID				
NOT state				
anything				

Table 1: The use of Move 1 by the male and female Brahmin subscribers

Table 1 shows percentage of subscribers both male and female subscribers in using Bhatia's move 1. There were 30 % of male subscribers and 20 % of female subscribers who used this move 1 in their profiles. The male subscribers used move 1 more than the female subscribers. However, 70 % of the male subscribers and 80 % of the female subscribers were in another category of choice (either they did not use this move or they did not state anything). Most of the subscribers (both male and female subscribers) prefer to use their own way of writing like chatting rather than writing in a more formal way as appear in a job application letter.

4.2.2 Bhatia's Move 2: Introducing Candidature

Move 2 is *introducing candidature*. Introducing candidature is all about offering candidature; essential detailing of candidature; and indicating value of candidature. The subscribers go on introducing about themselves in the profile description section. The subscribers express about themselves on how they were raised and brought up in a cultural way. To some, even though time has changed many things over the years, however it does not mean that they will forget who they are, their background and most importantly their identity of being a Brahmin. And, this is very much seen in both male and female subscribers' profiles, especially when they express about how particular they are in following their Brahmin culture and tradition.

Example 9 belongs to a male profile description while example 10 is by a female profile description. Both genders know well enough what the opposite gender would seek for in their potential partners. Generally, most women would look for a partner who is well-establish and in good career; good family background; good personality; and owns properties. And in example 9, it shows that the male subscriber is also aware of the interest of women in their hunt for the right man.

As for the men, their interest in seeking for their partner would be someone who is not only fair, beautiful, educated but she also needs to have other qualities such as domestic qualities; good family background, raised well with cultural and tradition qualities. Example 9 also shows qualities that any man would seek for in their partners such as simple, straightforward, pious, and god-fearing. The female subscriber as in example 10 is aware of these qualities. Therefore, she has stated the qualities that would interest the opposite gender in their search for their potential life partners who is qualified enough to become a good wife who can also be a career woman at the same time.

Example 9:

<u>A simple, straightforward, pious, godfearing, youngish looking person</u> with clean habits Basically a chartered accountant, undertakes Bank auditing in nationalised banks. I am on the panel of CA institute for setting &correction of examination papers. Father expired in 1999. Stays with mother & has an elder sister who got married & well settled. Owns a double bedroom flat house in Chennai & owms immovable properties &agricultural lands in native place. (Profile – M20)

Example 10:

B.A. & B.Ed.(in A grade), PASSED 24 yrs, Fair, Good looking, Intelligent, hardworking, smart, Understanding & Helping Nature, respecting to all Elderly persons, EXPERT IN COOKING ALL TYPES OF PURE VEG DISHES, believing in GOD, interest in PAINTING AND DRAWING, worked in PRE-PRIMARY SCHOOL for 2 yrs, presently completing

NUTRITION & DIETICIAN COURSE, from SNDT womens college,

having interest in traveling. (*Profile – F7*)

In this move, the viewers get to evaluate the subscribers of their choice. Basically, it all comes down to the way subscribers promote themselves to the viewers. It can also be known as an "image-building" section. Both male and female subscribers are aware of the importance of this section in the profile. Therefore, they address themselves in a way that would also interest the viewers.

Move	Male	Percentage	Female	Percentage
	Frequency	(%)	Frequency	(%)
Move 2	27	90 %	19	63 % (63.33 %)
Introducing				
Candidature				
DID NOT use	3	10 %	11	37 % (36.66 %)
move 2 / DID				
NOT				
state anything				

 Table 2: The use of Move 2 by the male and female Brahmin subscribers

Table 2 shows the use of move 2 among male and female subscribers in their profiles. About 90 % of the male subscribers and 63 % of the female subscribers used move 2 in their profiles. Move 2 was highly used by the male subscribers rather than the female subscribers. There were only 10 % of male subscribers and 37 % of the female subscribers who did not use move 2 or they did not state details. Most of them preferred provide details about themselves.

4.2.3 Bhatia's Move 3: Offering Incentives

Meanwhile, this move refers to education background and career. Both male and female subscribers use move 3 by adding their attractive details such as their level of education background and their current jobs, and even a rough estimation of their salary in order to make their offer more attractive. Although example 11 and 12 are set for the subscribers to fill, however when they fill in their details of their education, profession and the income that they receive, it does somehow create attraction for the viewers as this could determine roughly what kind of profession they want their spouse to be working as. Besides that, it gives a choice to the viewers to decide on their choices (for potential life partner) based on their education, profession and income. This is because they could choose someone that can give them a secure future.

Example 11:

Educational Qualifications	<u>B_Tech/B_E</u>
Profession	Not Selected
Current Job Title	<u>Engineer</u>
Salary	More than Rs. 100,000 Per Month
Job Transferable?	Yes
(Profile – M9)	

Example 12:

Educational Qualifications	<u>MBA Finance</u>
Profession	<u>Banker</u>
Current Job Title	<u>Business specialist</u>
Salary	<u>Rs. 25,000 - 50,000 Per Month</u>
Job Transferable?	May be
(Profile – F1)	

In this section, the subscribers only have to fill in details about their education background, qualification, current job, salary, and also information about transfer of their job. This is the most attractive section that subscribers would view, especially the female subscribers who wish to get a partner who can be a good provider.

Table 3 refers to the use of Move 3 by both the male and female Brahmin subscribers. Surprisingly, all female subscribers provided the necessary information for this section. In fact, all 100 % of the female subscribers actually used move 3 to attract their viewers. And, 97 % of the male subscribers used move 3. Only, 3 % (1 subscriber) did not state any information.

According to Bhatia most people would glorify themselves in promotional language. This is to ensure that readers are attracted by the incentives that they have to offer.

Move	Male	Percentage	Female	Percentage
	Frequency	(%)	Frequency	(%)
Move 3	29	97 %	30	100 %
Offering		(96.66 %)		
Incentives				
DID NOT use	1	3 %	0	0 %
move 2 / DID		(3.33 %)		
NOT state				
anything				

Table 3: The use of Move 3 by the male and female Brahmin subscribers

4.2.4 Bhatia's Move 4: Enclosing Documents

Move 4 is *enclosing documents*. In a job application letter, the applicant would attach details such as curriculum vitae (CV); certificates, and testimonials. However, there was no indication of move 4 in both male and female Brahmins' profiles.

4.2.5 Bhatia's Move 5: Soliciting Response

Move 5 is *soliciting response*. In a job application letter, this move seems to be another important move as it is one of the main communicative purposes. It encourages readers to continue further with the communication. In the current study on Brahmins' profiles, this move was not at all used by the male subscribers. Surprisingly, there were 3 female subscribers (10 %) who actually used this move. Example 13 (by a male subscriber) and example 14 (by a female subscriber) show move 5.

Move	Male	Percentage	Female	Percentage
	Frequency	(%)	Frequency	(%)
Move 5	0	0 %	3	10 %
Soliciting Response				
DID NOT use	30	100 %	27	90 %
move 2 / DID				
NOT state				
anything				

In terms of move 5, only 10 % of the female subscribers used this move. And, no male subscribers used this move in their profiles. A whole total of 100 % of the male subscribers and 90 % of the female subscribers did not use this move or they did not state anything. All male subscribers did not prefer such move, but this move was only used by three female subscribers. Overall, it can be said that this move is not such a favorable move to the majority subscribers.

Example 13:

LETS TALK PERSONALLY TO KNOW EACH OTHER BETTER ... :-)

(Profile - F28)

Example 14:

...... <u>Feel free to contact me if any of this sounds ok to u.</u> (Profile – F25)

(*remark for Profile 25: this profile's writing was very long. However the researcher only used a part of the writing which shows example of soliciting response.)

4.2.6 Bhatia's Move 6: Using Pressure Tactics

Both male and female subscribers use move 6 in their heading. The following examples 15 (by a male subscriber) and 16 (by a female subscriber) show some kind of pressure tactics which appears in their headings, so that only those who are suitable can be able to contact the subscribers. And, this indicates that they are quite particular with their choices.

Example 15:

Looking for <u>any Brahmin Bride with traditional values</u> Age **35, Havyaka_Brahmin** - Male - Single_Never_Married, Business Person (Profile – M14)

Example 16:

<u>Groom must be educated</u> Age **33, Iyer** - Female - <u>Single_Never_Married</u>, Software or IT (Profile – F27)

Besides that, examples 17 and 18 also show of pressure tactics which are used in profile description. Even though this particular section shows profile description of the subscriber, however there were also some subscribers who did not mentioned or share any information

about themselves. Instead, they just filled in their requirement on what they are seeking for in their potential life partner.

Example 17:

<u>should homely girl willing to work and adjustable character should active</u> <u>she should educated willing to work any where</u> she can <u>adjustable with joint</u> <u>family</u> is to be preferable (Profile – M1)

Example 18:

Had suffered enough and <u>am expecting a peaceful life and a very good</u> <u>understanding companion to share my life...and take care of my daughter</u> <u>well...</u> (Profile – F12)

And, in terms of "ideal match description", both male and female Brahmin subscribers show their own individual thoughts on what they are looking for in their potential life partner. The details concern refers to what the subscribers are looking for in their potential partners. (Somehow, example 19 and 20 can also relate to move 2 which introducing candidature.)

Example 19:

I am looking for a girl from Decent family with faith in God and have the mentality to do pooja, else help me to do the pooja and to follow the tradition. (Profile – M17)

Example 20:

I am a professional bharatanatyam dancer, <u>seeking a well qualified guy</u>, who would encourage me in all my endaevours. (Profile -F8)

Move	Table 1 (M)	Percentage	Table 2 (F)	Percentage	
	Frequency	(%)	Frequency	(%)	
Move 6	26	87 % (86.66 %)	30	100 %	
Using Pressure Tactics					
DID NOT use	4	13 % (13.33 %)	0	0 %	
move 2 / DID					
NOT state					
anything					

Table 5: The use of Move 6 by the male and female Brahmin subscribers

Table 5 shows the use of move 6 among male and female subscribers in their profiles. In terms of move 6, only 87 % of the male subscribers and a whole total of 100 % of the female subscribers used this move 6. And, only 13 % of the male subscribers did not use this move or did not state anything. This move is a favorable move to all female subscribers. They prefer to demand and express qualities that they are seeking for in their potential partners. There was only a small number of male (four male subscribers) who did not use this move.

4.2.7 Bhatia's Move 7: Ending Politely

Move 7 is *ending politely* and that is very much seen in the end of a job application letter such as with a simple indication of "Thank you". However in the Brahmins' profile, move 7 did not appear in their writing. Both male and female Brahmin subscribers did not use this move.

When studying the data, the researcher found out that only move 1, 2, 3, 5 and 6 are seen among both male and female subscribers. The female subscribers used five moves while the male subscribers only used 4 moves in their profiles. Move 1, 2, 3, 5, and 6 (the moves are not exactly in the order that Bhatia used in a job application letter) were used by the female subscribers, while move 1, 2, 3, and 6 (the moves are not exactly in the order that Bhatia used in a job application letter) were used by the male subscribers. Move 5 was not at all used by any of the male subscribers. And, move 4 and 7 were not used by both male and female subscribers.

Even though, Bhatia's moves were in order which is from move 1 to move 7, however not all moves appeared or used by both male and female subscribers. Only four moves were seen in their profiles. The remaining 2 moves which are move 4 and 7 were not at all in use. And, the moves used (which are move 1, 2, 3, 5 and 6) are not in the order as stated by Bhatia. However, these moves do exist in both male and female subscribers' profiles.

Besides that, there are also moves that overlap. For instance, the subscribers may not exactly use one move to describe about themselves. In terms of introducing candidature, it is all about offering candidature; essential detailing of candidature; and indicating value of candidature. The subscribers used move 1, 2 and 6. This is probably because as mentioned earlier, the profiles are set the order set by the website. Therefore, the subscribers may want to include further details. In the heading, there is very limited space to write. It could be another reason why the subscribers tend to use move 1 again with move 2 when introducing themselves. And at the same time, the move 6 was also used to indicate on their type of partner that they are seeking for.

Example 21 shows move 1 (*establishing credentials*) and 2 (*introducing candidature*). It can be either move 1 or 2 or even both. There is an indication of strength of the subscriber.

The subscriber stated his job and qualification. And, example 22 shows move 6 which are using pressure tactics moves.

Example 21:

<u>I AM A ENGINEER, MBA AND PHD IN SUPPLY CHAIN</u> <u>MANAGEMENT. WORKING AS A CONSULTANT FOR SOME</u> <u>COMPANIES IN GUJARAT.</u> I AM ON THE LOOK OUT WITH GIRLS FROM GOOD FAMILY BACKGROUND .SHOULD BE A BRAHMIN AND DOES NOT BELEIVE IN SUBSECTS. NO DOWRY (Profile – M5)

Example 22:

I AM A ENGINEER, MBA AND PHD IN SUPPLY CHAIN MANAGEMENT. WORKING AS A CONSULTANT FOR SOME COMPANIES IN GUJARAT. <u>I AM ON THE LOOK OUT WITH GIRLS</u> <u>FROM GOOD FAMILY BACKGROUND</u>.<u>SHOULD BE A BRAHMIN</u> <u>AND DOES NOT BELEIVE IN SUBSECTS</u>. NO DOWRY (Profile – M5)

Example 22 shows move 6 (using pressure tactics).

4.3 Attributes used in the Profiles

4.3.1 Self-Glorification

The subscribers use self-glorification strategies to attract of attention of their viewers. Self-glorification is a good way to express and at the same time impress about themselves which initially capture the attention of the viewers. It is merely a way to boost on ones' achievements and their specialties.

The subscribers used their creative strategies to persuade the readers or the viewers. According to a study by Hui Ging Jeanne Sii on *Genre Analysis and Cultural Variation: A Comparative Analysis of British and Chinese TEFL/TESL Application Letters*, it has been stated that in terms of self-glorification, Bhatia (1993) stated applicants' fictional selves made relevant specifications of the course.

Basically, self-glorification refers to unsupported claim of the writer about his or her own superiority (p.70, 1993). This direct strategy is used by both male and female subscribers in the recent study. Example 23 and 24 refers to male subscribers' description. It shows how subscribers use self-glorification to describer about themselves to others.

Example 23:

I am 180cm <u>tall, handsome, athletical built,</u> normal with a flair for outdoor activities and <u>an active member of ASHA, a social organization.</u> I <u>belong to an affluent nuclear family having parents</u> living in Chennai, married sister and twin brother living in USA. (Profile – M6)

Example 24:

<u>*i*</u> should be good spouse, and very friendly husband, who make your life with full joy, and i need you should very good care taker for my family and for me (Profile – M19)

Areas of	Frequency	Percentage (%)			
Self –glorification	(Male)				
Character	14	47% (46.66 %)			
Education	0	0 %			
Job	0	0 %			
Salary	0	0 %			
Property	1	3 % (3.33 %)			
Didn't state / no indication of self-glorification	15	50 %			

 Table 6: Various aspects of self-glorification used by male subscribers

Table 6 shows the various aspects of self-glorification used by male subscribers, and 47 % of the male subscribers actually show self-glorification or self-praising in terms of their characters such as they can be a good and friendly husband. Only one male (3 %) indicate what they own as property, and the rest of the 15 % of the male subscribers didn't state anything and also didn't show anything any sign of self-glorification. No male subscribers expressed themselves. No subscribers expressed self-glorification in terms of education, job and salary.

There is a need for the researcher to stated that there was one male subscriber who mentioned that he owns a house (referring to a male subscriber (M10) which is not in percentage), but it was stated as in numbering or listing. There was no indication of self-glorification, as it only can be seen as information rather than self-glorification. There was no expression given that he owns such property. And, there was not even any sign of self-praised. And, due to that, the researcher did not state this as self-glorification. Therefore, as for self-glorification in terms of property, it can be clearly said that it is still 3 % (excluding this male subscriber's description (profile M10).

Areas of	Frequency	Percentage (%)			
Self –glorification	(Female)				
Character	11	37 % (36 .66 %)			
Education	1	3 % (3.33 %)			
Job	0	0 %			
Salary	0	0 %			
Property	0	0 %			
Didn't state / no indication	18	60 %			
of self-glorification					

 Table 7: Various aspects of self-glorification used by female subscribers

And, table 7 shows how the female subscribers glorify themselves. About 37 % of the female subscribers self praised themselves in terms of characters. There was only one person (3%) who used self praising in terms of education, while 18 % of the female subscribers didn't state, or indicate anything. However, no one used job, salary and property to direct their self glorification. The two most highly used aspects are either by character or they didn't state anything at all. Example of self-glorification in terms of characters is such as being religious and living life as prescribed by the religion (as stated by a male subscriber (M12). Besides that, there are also other qualities of characters such as good, decent, straightforward, frank, loving and friendly. The analysis shows that male has a higher tendency to glorify themselves. And the maximum of 50 % of the male subscribers and 60 % of female subscribers didn't state anything.

4.3.2 Age

Table 8 shows age category of both male and female subscribers. The highest number of male subscribers is in their 30's (a total of 15 male subscribers (50 %)). And the highest female subscribers are in their 20's (a total of 16 female subscribers (53%) are in their 20's). Meanwhile, the second highest age group for the male subscribers belongs to 20's which gives a total of 23 %. And, the second highest age groups for female subscribers are in their 30's with a total number of 13 female subscribers (43%). There are no male subscribers in 19 years of age, but there is only one female subscriber (3%) in this category. In addition to that, there are no female subscribers in the age within 40's and also 50's.

However, there are 6 male subscribers (20%) who are in their 40's, while the other remaining 2 male subscribers (7%) are in their 50's.

Table 8: Age Category of Male and Female Subscribers

Age	Frequency	Percentage	Frequency	Percentage	
	(Male)	(%)	(Female)	(%)	
19	0	0 %	1	3 % (3.33 %)	
20's	7	23 % (23.33 %)	16	53 % (53.33 %)	
30's	15	50 %	13	43 % (43.33 %)	
40's	6	20 %	0	0%	
50's	2	7 % (6.66 %)	0	0 %	

Age is considered an important cultural category and an identity marker which produce language variation that somehow relates to their caste, culture, and even their individual identity. In fact, it also reflects to social status of the individual in the society. Age is as fundamental a dimension of our social and personal identity, gender and it also reflects to the individual's ethnicity. Besides that, every individual has their very own style of writing. Different identity and forms used by both male and female contrast to different degrees in their writing style. Both male and female subscribers emphasize different speech functions that influence their way of writing, and that is the main reason for the researcher to choose subscribers from different age categories, rather than just focusing only on one age group or age category. In addition to that, every age category writes differently. And, it does reflect to ones maturity of age and their way of thinking.

Age is also one of the most important criteria in searching for a life partner, as it not only sets someone's age but it reflects to individual's state of mind and maturity, status that is earned in society through occupation. Generally, the subscribers seek for someone who is younger than them by a few years (referring to age gap).

The example 25 and 26 shows two description stated by male and female subscribers from two different age categories requesting for partners to meet a certain age criteria. Example 25 is by a male subscriber (M20) who is 54 years old, while example 26 is by a female subscriber (F5) who is 34 years old. Both these age categories have their own criteria that come along with other requirements.

In example 25, it shows that the male subscriber is seeking for someone who is at least two years younger than him. Although, this subscriber is old, however it can be stated that his is quite reasonable in finding someone just about his age.

Example 25:

<u>Min 2 years difference</u>, min. graduate, employed or unemployed, never married. (Profile – M20)

While example 26 shows a description of request a female subscriber (F5). This female subscriber wants a partner who should be from the stated age requirement. The subscriber has stated that she is strictly looking for her partner who must be from the mentioned age category. The word "must' is strongly shows that she is firm with her request.

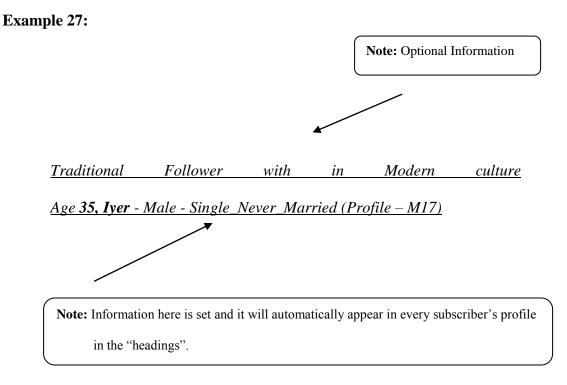
Example 26:

A well-educated guy who is in employment is preferred. Guy must belong to a decent and respectable family and must not have any bad habits. People not fitting into these criteria need not contact. Preferably settled in Bangalore. <u>Age must be between 34 and 37 and less than 38</u> years. (Profile – F5)

Both examples (example 25 and 26) show their own maturity of writing and the way of thinking. And, all this does somehow reflect to their age. And, it can be stated that age does play a role in ones thinking and it also sets one maturity and identity. There is only

one female subscriber (3%) and one male subscriber (3%) who actually requested for a partner with a certain age requirement.

Besides that, it also important to note that how these subscribers (both male and female subscribers) actually promote themselves by stating their "age". As mentioned earlier, the profiles are set in the order of how the website wants it to appear. So, "heading" is the first that any viewers would be able to see, therefore age is already set there. In the heading, it automatically reveals the subscribers' age, sex and marital status. The only additional and optional information that the subscribers can provide is that their personal information about themselves in a brief manner. Since the spacing for this optional information is limited, therefore the subscriber must be able to use or indicate either keywords or eye-catching words, in order to make the best out of it (as appear in example 27).



However, there was only 2 male subscribers (7%) has used the optional space for the heading to advertise himself by stating his age, even though the age, sex and marital status will automatically appear. Example 28 is the way the male subscriber advertised himself.

Example 28:

<u>27 Year</u> Havyaka brahmin boy(Sr.Design Engineer) from Dakshina kannada

Age **30**, Havyaka_Brahmin - Male - <u>Single_Never_Married</u>, Engineering (Profile – M22)

However the age stated in the optional section and the set section is not the same. It must be stated that the age for both of the male subscribers' age was not the same as what it appears in the set section where the details automatically appears in the heading. But the researcher has included both of the male subscribers' headings. It is because they actually advertise themselves by stating their age first and then to their identity.

In addition to there was another also another indication of self-advertising by age, but it was no seen in the headings. However, it was stated by a male subscriber (M25) in the profile's description section, where he has stated his date of birth when he describes himself in example 29. The male subscriber stated his entire date of birth rather than

directly stating his age. Since the description appear in another section, therefore it can be stated that the percentage is (3%) (referring to only one male subscriber as in example 29). No female subscribers advertised themselves by stating their age.

Example 29:

Hi,

This is subramanyam/subbarao working in ATKINS Bangalore as Tunnel Engineer.

Basically a Civil Engineer, Completed Mtech from IIT delhi. Family resides in Vizag.

Dob: 15-08-1983,

Place Of Birth: Rajamundry, East Godavari Dist

Time of Birth: 8:45 PM

regards,

subbu

(Profile - M25)

Despite the differences that appears whether the subscribers advertise themselves in the headings or in the profile's description section, but it still refers to the individual's choice in advertising. Therefore, it can be stated that all the three subscribers did use age to promote or advertise themselves. So, it can also be stated that the percentage as an overall total count (referring to both male and female subscribers), out of 100 % only 5% subscribers advertise themselves by stating their age. And, 95 % of the subscribers did not use age to advertise themselves.

4.3.3 Physical Appearance

The data clearly reveals that beauty and appearances of the women is one of the most popular considerations among the men when choosing a bride. As stated in the ideal match description (refer to appendix), physical appearance seems to be more important to the male subscribers compared to the female subscribers.

Example 30:

<u>Slim, Fair</u> girl unmarried self-respective, affiable who will represent our family as an Ambassador :) (Profile - M3)

Example 31:

bold & beautiful, well educated & encouraging (*Profile – M9*)

Example 32:

<u>Good-Lookin, Tall, Fit</u>, Adjustable, Affectionate Person. (Profile – F2)

Example 33:

<u>GOOD LOOKING</u>, HONEST, HUMBLE, HAVING FAMILY VALUES, HAVING FAITH IN GOD, (Profile – F16)

The examples 30, 31, 32, and 33 show how the subscribers give importance to physical appearance. However, only 30 % of the male subscribers give importance to these criteria, and the majority of 70% of the male subscribers are more interested in other criteria such as domestic qualities, education, cultural and traditional values. However, only 13 % of the female subscribers seem to request for a partner with good physical appearance. And, the majority of 63 % of the female subscribers are more interested in other qualities such as good and in well secured jobs (which are educated and professional) and religious qualities that could give them a more assurance for a better life in the future.

4.3.4 Job Preference

The preference for the type of prospective partner has changed over the years as people are being more civilized in this modern world. Over the years, the Indian community has created a very stereotyping perception and status of how men and women should be. The men are known to be the "head of the family" and the "provider", while the women have to stay at home and take care of the children and family. Moreover, they are known as the "homemaker".

Despite the differences of caste, such perceptions still run very deeply among every Indians even till today. Even though, they are very highly educated; in good professions and being broad minded; but when it comes down in choosing their potential life partner, they tend to show such perceptions of stereotyping.

In reference to Table 9 (*refer to appendix*), the examples 34, 35 and 36, shows how stereotyping of the past influenced the people now and how much of impact it caused within the society in this present time, whereby they seek for potential life partners to be a "homemaker" instead of a career woman who can also be a homemaker after the working hours as what most of the career women do. The examples indicate that they would rather have someone who can be a full time "homemaker".

Example 34:

AM SEARCHING FOR A <u>NON WORKING GIRL</u> (Profile – M2)

Example 35:

I want <u>homely girl</u>, <u>Job not necessary</u>. <u>Should be a home taking care girl</u>. If she is interested in going for job, its upto your interest. (Profile – M29)

Example 36:

Subsect No Bar within Iyer. Education: Grasuate. <u>Home-loving bride.</u> <u>Culture-Oriented</u>. Never Married or Widow Preferred. (Profile – M18)

The examples show types of typical stereotyping that only affects women in many ways of their lives. Overall, women only come second after men. Generally, people would say that men dominate everything and they always get the first priority and the power. The power of the men to decide whether his potential partner should work or not is fully decided by the male subscribers themselves. It does indicate that they are in charge, and their partner should just listen to them. Such decisions can be made by the subscribers, however they have to at least consult with their partner first whether their partner wish to a work or be a full time homemaker. This is clearly seen in example 34, 35 and 36 (all 3 examples refer to male subscribers). The example 34 is by a male subscriber (M29) who is 42 years old, while example 35 is by subscriber (M2) who is 40 years old. Meanwhile, example 36 is by subscriber (M18) is 52 years old. The examples above show description of three different ages, and surprisingly age is not at all a factor to such application of stereotyping.

Meanwhile, majority of them are broad minded where they seek for educated and working girls. When someone seeks for a potential life partner to be "educated", it obviously indicates that they seek for someone who has a professional job and someone who is capable of earning a good income. The following example 37, 38, and 39 indicate that preference is given to educated brides. The example 37 is by a male subscriber (M4) who is 32 years of age, while example 38 is by also by a male subscriber (M6) who is 37 years old. And, the example 39 is by subscriber (M13) who is 29 years old. These male subscribers appreciate and give importance towards education and career. They seem to be interested in finding for a partner who is well educated and in good profession.

Example 37:

<u>Educated</u>, with moderate values & settled in bangalore (Profile -M4)

Example 38:

I am looking for a <u>bride from educated</u>, affluent family, very fair, not less than 5'3 (Profile – M6)

Example 39:

the girl should adjustable and homely girl <u>willing to work any where</u>. and the family financial background not a problem (Profile -M13)

Meanwhile, table 9 indicates on male subscribers' requested job description for their potential life partners. They wish to find a partner that will meet their requested requirements.

Category	Frequency	Percentage (%)
Working	11	37 % (36.66 %)
Non-working	1	3 % (3.33 %)
Others: Any	7	23 % (23.33 %)
Others: Not necessary	1	3 % (3.33 %)
Others: Specific	2	7 % (6.66 %)
(Education Qualification)		
Not Stated	8	27 % (26.66 %)

Table 9: Male subscribers' requested job description for their potential life partners

In table 9, which refers to the male subscribers' requested job choices that they are seeking for in their potential life partners, indicate that 37 % of the male subscribers seek for "working girls", while 3 % of the male subscribers seek for "non-working girls". Meanwhile, 23 % of the male of the male subscribers stated as "any" which reflects to any kind of job and they are not particular about it. Other than that, 3% of the male subscribers indicate as "not necessary". There were 7 % of the male subscribers stated that they needed someone to meet a precise and specific education criteria (which determines their job, for instance when we requested for someone with "M.B.B.S." then it would definitely refers to

a professional medical occupation which is "Doctor"). And, finally the 27 % of the male subscribers did not state anything.

Table	10:	Female	subscribers'	requested	job	description	for	their	potential	life
partne	ers									

Category	Frequency	Percentage (%)
Working	18	60 %
Non-working	0	0 %
Others: Any	5	17 % (16.66 %)
Others: Not necessary	0	0 %
Others: Specific	4	13 %
(Education Qualification)		
Not Stated	3	10 %

While Table 10 shows totally an opposite result, whereby 60 % of the women wants their potential life partners to be responsible and working and that also reflects to stereotyping, where men has to lead the family and also to be a good provider, and all this can be achieved if they have a job. The women give great importance to job.

In order for them to be a good head of the family, one should first have a job to support the family; "an assurance" is what the women are seeking for in their potential life partner. No one requested for a "non-working" potential partner. Besides that, no one also stated that job is not necessary. And, 17 % stated as "any", while 13 % in the search for someone with precise education qualification that they are longing for such as MBA, and CA (stated by a female subscriber (F18)). And, only 10% did not state anything.

So, when comparing to a total round up, about 90 % of the women (excluding the 10 % of women who did not state anything and also those who stated as "not necessary") wanted someone with a job, while a total round up of 67 % of men (excluding the 33 % of men who did not state anything and also those who stated as "not necessary") wanted a career woman.

Due to the fact that the Brahmins are being the chosen one to be in the religious character that conducts and guides other Hindus about the religion, but the Brahmins in this modern era are all very highly educated compared to the Brahmins back then who only obtain studies on religious matters. The younger generations of Brahmins now are not just highly qualified people with professional qualifications in terms of education and good jobs, but they have also secured their future. This can be seen within both genders' profiles.

When compared to Table 9 and 10 on male and female subscribers' choice of job on what they wish their potential life partners should be working as, there seems to be a huge differences in terms of request especially when it comes to find someone who is well established with work (when compared). The ways the male and female subscribers think and describe are totally different. The stereotyping as it seems in the past as the Indians back then, does play a great deal of role in not just among the men but also the women even in this modern age of time. The two tables show two different genders, and two different stereotyping where the perception of what their potential life partners should be like in terms whether or not they should be a career person. Besides that, the frequency of men and women as in the table 9 and 10 are also different.

It is important for every Indians to focus on the type of job that the potential life partners are doing, especially when it comes to the concern of "caste", as "caste" is determined and classified by the type of job that one did (referring to the ancestors in the past). In this study, it is not such a concern as all the subscribers are Brahmins. Therefore, they belong to the highest caste in the Indian caste pyramid. They are the priestly and religious people who give also priority to Brahmins' traditional values and up brings. Even though time has changed, and the Brahmins are all highly educated in other areas and in good profession, however they still value their identity of being a Brahmin.

4.4 Qualities of Brahmins

4.4.1 Religious Upbringing and Practice

The data also clearly reveals that beauty and appearance is not the just the top priority that concerns the Brahmin subscribers nor the consideration in matrimonial alliance, but instead their focus is also diverted to give importance to religious, their cultural background, as well as their upbringing. They value a lot on cultural values as what the Brahmins are and should be. Although they are influenced by the changes towards leading a modern life as how we all are living and going through day by day, but there are Brahmins who are still giving importance to cultures and traditional qualities and upbringing.

Example 40:

I am looking for <u>a girl from Decent family with faith in God and have the</u> <u>mentality to do pooja, else help me to do the pooja and to follow the</u> <u>tradition</u>. (Profile – M17)

The example 40 shows tradition and culture is the main priority. The male subscriber (M17), who is 35 years of age and works as Design Engineer shows great importance of not just who he is as an individual, but he also gives importance to his identity as a

community of "Brahmins". He gives importance in his search on how his potential life partner should be which is not just to know their culture but also to maintain their cultural identity of who they are as "Brahmins", so that it can be passed on from one generation to another. And, this helps to preserve their caste identity.

There were only four male profiles that emphasized on "Brahmins' Qualities" and it can be seen in the male subscribers' profiles (referring to profiles of (M12), (M17), (M20), and (M27)). Examples 41 to 44 used their "caste qualities of being a Brahmin" to describe about themselves as individuals in order to attract viewers.

Example 41:

<u>I lead a life as prescribed in our religion; God-fearing, but not a fanatic</u>. I give first preference for love, money is secondary. Though started photography as a hobby, it has become a profession as well. I do important assignments in advertising and create portfolios for models and aspirants to the film Industry. Commercial, fashion and Industrial photography are my forte. I wish to grow more and more in this chosen profession and become world-renowned. FAMILY DETAILS; My mother, elder sister and self form our family. The elder sister is married and is settled at Dubai. My father passed away three years ago. I expect a partner who is very loving and affectionate and be a good home-maker. The girl should be of a loveable and adroable character, adjustable etc. There is no expectation of any financial impediments in the alliance. We are devotees of The Mother of Pondicherry. (Profile -M12)

Example 42:

Hi, I am basically from palakkad and settled in chennai. Very decent family. I am Very much volatile, energetic and eloquent. I <u>Have faith in god and have been doing pooja regularly.</u> (Profile – M17)

Example 43:

A simple, straightforward, <u>pious</u>, <u>godfearing</u>, youngish looking person with clean habits Basically a chartered accountant, undertakes Bank auditingin nationalised banks. I am on the panel of CA institute for setting &correction of examination papers. Father expired in 1999. Stays with mother & has an elder sister who got married & well settled. Owns a double bedroom flat house in Chennai & owns immovable properties &agricultural lands in native place (Profile – M20)

Example 44:

Looking out for Home loving, caring for elders & <u>God fearing bride</u>. (Profile – M27) And, there were only five female subscribers that emphasized on "Brahmins' Qualities" and it is seen in their profiles (profiles of (F7), (F8), (F11), (F15) and (F17)). Example 45 to 49 indicates how the female subscribers include caste qualities into their profiles.

Example 45:

B.A. & B.Ed.(in A grade), PASSED 24 yrs, Fair, Good looking, Intelligent, hardworking, smart, Understanding & Helping Nature, respecting to all Elderly persons, <u>EXPERT IN COOKING ALL TYPES OF PURE VEG</u> <u>DISHES, believing in GOD</u>, interest in PAINTING AND DRAWING, worked in PRE-PRIMARY SCHOOL for 2 yrs, presently completing NUTRITION & DIETICIAN COURSE, from SNDT womens college, having interest in traveling. (Profile – F7)

(*the profile may have some spelling mistakes.)

Example 46:

Well trained in domestic work. Enthusiastic, <u>God fearing</u>, gives due care and respect to elders, pleasing personality. 'Yuvashree Kalabharathi' awardee.

Decision regarding higher studies, employment or home care is left to groom and his family. (Profile -F8)

(*the profile may have some spelling mistakes.)

Hi I am JYOTI very honest, believe in truth, hardworking, faith in god, daughter only of my parents my family is very moderate with traditional culture and depends blessings hate double on god we standard also meet on nine four three seven three six four six two t hree having a very small family consists of four members only my f ather is in central government service mother is housewife only brot her (elder to me) is an engineer in a famous company we all together in one decision...... (Profile – F11)

Example 48:

hi

<u>am friendly and soft lady belongs to a vedic and traditional family</u>. My acncestors basically from tamilnadu settled in AP. We speak Telugu at home. (Profile – F15)

Example 49:

<u>Very pious</u>, quiet. Interested in various types of arts which I also teach to little children. Further information will be provided on contact. Please use land line for contact. (Profile - F17)

There was one male subscriber (M5) stated a total opposite, and did not show any importance to the culture, tradition and upbringing of Brahmin. The subscriber is a 40 years old Engineer. The example 50 below refers to a description on how he wants his potential life partner to be. He wanted partner who is bold and does not care about traditions. Meanwhile in example 51, he further stated that he wanted a partner who is a Brahmin and who does not believe in sub sects (referring to the same male subscriber as in example 50).

Example 50:

<u>A BOLD GIRL WHO DOES NOT CARE FOR TRADITIONS.</u> MY 50 % PARTNER SHOULD STAND SHOULDER TO SHOULDER. I WANT ONLY HER LOVE AND ATTENTION (Profile – M5)

Example 51:

I AM A ENGINEER, MBA AND PHD IN SUPPLY CHAIN MANAGEMENT. WORKING AS A CONSULTANT FOR SOME COMPANIES IN GUJARAT. I AM ON THE LOOK OUT WITH GIRLS FROM GOOD FAMILY BACKGROUND .<u>SHOULD BE A BRAHMIN</u> AND DOES NOT BELEIVE IN SUBSECTS. NO DOWRY (Profile – M5) Besides that, only 17 % of the female subscribers give importance to cultural upbringing and tradition qualities. When referring to example 52, 53 and 54, it can be stated that these examples show that the female subscribers also value their tradition and appreciate their caste and culture.

Example 52:

looking for well settled and educated divorcee (not having children). <u>Preferebly from vedic and traditional family</u> (Profile - F15)

Example 53:

GOOD LOOKING, HONEST, HUMBLE, HAVING FAMILY VALUES, HAVING <u>FAITH IN GOD</u>, (Profile – F16)

Example 54:

he should be philosophycal, and a <u>person with moral values</u>, <u>religious</u>, and educated, self respected ,and <u>proud to be a brahmin, patriotic</u> (Profile – F23) Basically, only 17% of the female subscribers stated that they needed someone who gives importance to their tradition and culture, while the other 83 % of the female subscribers tend to give importance to other qualities on what would generally any female would seek for in their potential life partners such as education, followed by good job, and their physical appearances as well as characteristics and other values. In addition to that, example 55 to 59 shows more concern towards other values.

Example 55:

<u>Good-Lookin, Tall, Fit, Adjustable, Affectionate Person.</u> (Profile – F2)

Example 56:

would like to share my life with <u>someone who would be my best friend and</u> <u>confidante, someone good looking, intelligent, loyal, romantic, mature,</u> <u>patient and liberal in outlook with a good sense of humour, loving, caring,</u> <u>affectionate and who would appreciate finer things/feelings in life he can</u> <u>expect the same from me and more. Most importantly there must be love</u> <u>and a strong chemistry between us.</u> I believe transparancy, commitment, <u>honesty and integrity</u> are the main factors in any relatio (Profile – F4)

(*remark: the word "relatio" in Profile F4 could probably be "relationship". But the subscriber just type until relation.)

Example 57:

<u>A well-educated guy who is in employment is preferred</u>. <u>Guy must belong to</u> <u>a decent and respectable family</u> and <u>must not have any bad habits</u>. People not fitting into these criteria need not contact. <u>Preferably settled in</u> <u>Bangalore</u>. <u>Age must be between 34 and 37 and less than 38</u> years. (Profile – F5)

Example 58:

well settled boy with good character (Profile – F19)

Example 59:

<u>Well educated, understanding, caring with a stable job and decent salary.</u> preferably bangalore based. widower/divorced. (Profile – F22)

Overall, 30% of the male subscribers seek for someone with tradition, and cultural qualities, while 70 % of the male subscribers seek for what is generally the main concern or attraction of the men in seeking for their potential life partners such as physical appearance, values of a homemaker, and intelligence.

4.5.2 Family Values

There are also other qualities that concern the subscribers when searching for a partner. There are subscribers seeking for someone who is more family-oriented. Example 60 to 63 shows that the male and subscribers are seeking for their partner who has family values. Such details will gain the attention of the opposite sex. These qualities are valued by the Brahmins. And, such qualities are one of the main values that anyone seek for in order to lead a happy life.

Example 60:

hi i'm looking for a <u>girl from a decent family</u>, <u>orthodox</u>, <u>religious minded</u>.. who is willing to lead a peaceful life. (Profile - M1)

Example 61:

Should be working. <u>God Fearing, Caring for elders</u>. (Profile – M27)

Example 62:

Better understanding in life, <u>to understand and adjust with the family</u> <u>members</u>. (Profile – M23)

Example 63:

Searching for a partner who will be understanding, friendly and caring. He should be social, open minded and jovial in nature. <u>He should give</u> <u>values to family members</u>. (Profile – F3)

In terms of family values, there were only 17% of the male subscribers who actually included such details in their profiles. They wanted their potential life partner to have such family value. Normally, such expectation will only be among the men when they are searching for their life partner. However, women are aware of what the male is searching for in their wife. Surprisingly, there was one female who stated such similar family qualities that her potential life partner should have. There was one female subscriber (3%) stated that her partner should give values to family members (as stated in example 63).

4.2.2 Domestic Qualities

The domestic qualities are very important qualities for any woman. Just like most Indians in the older generations would say, "to get into the heart of the husband, is through his stomach" and that refers to "advice" for all women on how to win the heart of their husband. It means that when the husband is back from work after a long working day, he would want to come home for some good food. Therefore, the wife must be a good cook. And with such impressive food that she is able to cook, she will be able to attract him more and win his love. And, it is the most important quality that the men would seek for when choosing a life partner. Such expectations of qualities are seen among the male subscribers' profiles. Example 64 and 65 refers to what the male subscribers have stated in terms of domestic qualities.

Example 64:

Expecting good looking, soft spoken, even temperament, adjustable type, more <u>importantly trained in cooking and domestic work</u>. Working or Not Working is there choice. (Profile -M26)

Example 65:

<u>Well trained in domestic work</u>.Enthusiastic, God fearing, gives due care and respect to elders, pleasing personality.'Yuvashree Kalabharathi' awardee.

Decision regarding higher studies, employment or home care is left to groom and his family. (Profile -F8)

Example 64 shows a request and description given by a male subscriber (M26), while example 65 is by a female subscriber (F8). There was only one male subscriber (3 %) who

requested for such quality, but there were four female subscribers (13 %) who willing added such qualities that would attract the opposite sex.

Referring back to the research questions (in Chapter 1), it can be stated that both male and female Brahmins have their own individual and original way to promote themselves in their profiles. Each profile is original and unique. These profiles are not just filled with words, but also with their feelings and desires of being true and honest as they can be.

Bhatia's promotional genre analysis moves was only used as a guide to see if the profiles match the moves used in job application letter. Out of the seven moves, only 5 moves were seen in use. However, only 4 moves were used by the male subscribers in their profiles which are move 1, 2, 3, and 6 (not in the order stated by Bhatia for job application letter). The female subscribers tend to use one move ahead more than the male subscribers. They use 5 moves in their profiles, which are move 1, 2, 3, 5, and 6 (not in the order stated by Bhatia for job application letter). These moves were not exactly in the order of the moves which were used in the job application letter. However, each move used in the Brahmins' profiles, do indicate some qualities of similarities to the moves stated by Bhatia. Besides that, there were also moves that overlap; and this is seen in both male and female profiles.

Even though the Brahmins now are highly educated as appears in their profiles and being modern just like the rest of us, there are some part of them that cannot be changed. This refers to their tradition, culture and their upbringing. When it comes to marriage, they seek for a suitable partner who is not just educated and in good profession; and who also meets with all the requested criteria; however they give great importance to their culture, tradition and upbringing of their potential partners. This is to make sure that their potential partners are raised with qualities of a true Brahmin. Both male and female subscribers are quite particular with their selection. The Brahmins, both male and female value someone who is traditional, cultural, and are taught with good values. They give importance to such value of qualities that represent who they are in the Indian society.

Great importance to such qualities is seen even this modern era, where mix marriages are very commonly seen even among the Asians. However, the Brahmins are very particular in preserving their identity of being the highest caste in the Indian caste system. The Brahmins now in this modern era seem to be more open in the sense that they go in search for partners who are educated and in good profession. The Brahmins still expect their potential partners to know the qualities of being a true Brahmin.

And, in order to preserve their status as being a Brahmin in this modern society where changes takes place from time to time, they choose their partner very carefully who knows about the qualities of being a true Brahmin even though they may be in a good profession.

Basically, the words used by the male subscribers in their profiles are such as religious minded; god-fearing; mentality to do '*pooja*' (prayers); follow the tradition; and culture oriented. While the words used by the female subscribers are such as faith in god; from

Vedic and traditional family; religious; and proud to be a Brahmin. These are the words that were used by both male and female subscribers in their profiles. It shows clearly how these modern Brahmins become serious and very selective as they can be when they search for their right partner, who can also preserve their identity of being a true Brahmin.

Although time has changed many things in life, however people do preserve their identity of who they really are and what their ancestors were in the past. And, this clearly appears in the Brahmins' profile (for both male and female profiles). Even though, the website itself shows that it is only for the Brahmins, however the researcher wanted to clearly see whether or not the Brahmins in the past who were with strong "priestly" qualities are similar with the Brahmins today, who have grown with changes in this modern world that we are living today.

Surprisingly, identity does play a main role, and the modern Brahmins do give great respect to their identity of being a true Brahmin and how particular they become when they search for not just a potential life partner, but also someone who will share their goal and journey in preserving their identity of being a true Brahmin. Their strong determination to preserve their identity of being a true Brahmin is clear seen in their profiles.

5. CONCLUSION

Generally, in terms of language, men are direct while women are indirect, especially when it comes to speech. Surprisingly, it also appears in their writing. But, when it comes down to written online profiles, some of the male subscribers are very direct while some are restricted to reveal their personal details and requirements. The female subscribers seem to show more direct approach just like a few of the male subscribers.

This paper has examined how subscribers use language to perceive themselves based on Bhatia's seven moves in promotional genre analysis. Bhatia stated seven moves in promotional genre analysis. The promotional genre analysis moves was used in analyzing job application letter, and it does show how the job applicants used methods in the order that Bhatia stated in his book, "*Analysis Genre: Language use in Professional Setting*" (1993). Such promotional moves were also seen in "Brahmins Matrimony" profiles. This Brahmins seem to show similar approaches in their moves.

Since Bhatia's moves are in the order of what was used in analyzing job application letter, so the researcher for this current study decided to use Bhatia's promotional genre analysis moves in analyzing profiles from "Brahmins Matrimony" website. The male and female Brahmin subscribers have their very own ways of writing. In terms of writing, especially when it comes to writing a personal advertisement, men and women tend to show their very own style of writing. Both male and female subscribers use different ways and approaches not just to reflect gender differences and gender identity, but it also indicates their personal identity that represents them as an individual. Even though there were many different styles of writing within both gender, but they still managed to create their profiles by adding and displaying what they feel and who they are through language. As Bhatia stated, such display of information reflects to individual's ambitious desire which focuses on "self-glorification". "Self glorification" is obviously seen in move 2 (which is *introducing candidature*) and move 3 (which is *offering incentives*).

In addition to that, both male and female subscribers show different style of approaches through language. For each criterion there are various ways of approaches through the choices of words that they choose to promote or advertise themselves. The promotions are based on details about the subscribers. As stated by Bhatia (p.66), product detailing and identification of the product reflects to a strategy in order to persuade others to buy the product. And, in a job application letter, the product is the "applicant". Therefore, the applicant needs to use language and creative ways to describe about him or herself. Details such as educational background; employment history; and also skills and talents would surely attract their prospective employers. And, this does relate to what Bhatia calls as self-promotion and self-glorification. With similar detailing, the current study on profiles of the Brahmins, also indicate similar detailing just like the job applicants.

And in this present study, both male and female Brahmins' profiles also use personal details to promote themselves just like the job applicants do. The male and female subscribers' profiles are set by the website as stated in chapter 4. Therefore, the information that the subscriber would need to fill in is not quite similar to what the job applicants are able to write freely. For example, they do not follow the letter format and formal way of writing. The subscribers use informal chat style as found in the currently popular "Facebook" and "Twitter". However, this did not stop them from expressing what they feel and what they wish for in their hunt for their potential life partners.

Since they have very limited way to write and express themselves in sections provided (which are set by the website), somehow Bhatia's promotional genre analysis moves are seen in their profiles. The subscribers have used Bhatia's moves in their writing, but not in the job application letter order as stated by Bhatia. They seem to combine 2 moves in each section in order to get their information about themselves and they are looking for in their potential life partners. For example, there seems to be an overlap between establishing credential and offering incentives. And, this is seen in both male and female profiles.

Based on that, when the subscribers describe about themselves they used move 1 (*establishing credentials*), 2 (*introducing candidature*) and 3 (*offering incentives*). However, when it comes to expressing the kind of potential marriage partners and qualities that they are seeking for, they seemed adamant and have obviously used move 6 (which is *using pressure tactics*). This indicates that they will not compromise on the kind of life

partners that they are looking for. And, this is also seen among both male and female subscribers' profiles.

As stated in chapter 4, the male subscribers use only 4 moves out of 7 moves. Move 4 (*enclosing documents*); move 5 (*soliciting response*), and move 7 (*ending politely*) were not used by the male profiles. While the female subscribers use 5 moves in their profiles. Only 2 moves were not seen in their writing which are move 4 (*enclosing documents*), and move 7 (*ending politely*). It is also important to state that both male and female Brahmin subscribers use used Bhatia's promotional genre analysis moves but in their own way (not in the order stated for job application letter). The analysis also shows differences in the way male and female subscribers advertise and promote themselves in the "Brahmins Matrimony" profiles.

Besides that, the Brahmins, like any other writers with various backgrounds use the standard language with qualities that reflect not just to themselves, but also to their culture and their background. Their style of writing and word choices are influenced by many factors such as individual or personal identity, caste and cultural background as well as with an addition to the modern writing as appears in "chatting". It also reflects to their life style and their individual behavior and identity.

Even though time shows changes and progress that we are currently heading in our everyday life, however when it comes to culture and upbringing somehow it has some kind of impact on us. And this appears among the Brahmins' profiles. Since the profiles are set by the "Brahmins Matrimony" website (<u>www.brahminsmatrimony.com</u>), the options and limited space, however did not stop them from writing about themselves and expressing themselves. Not all moves were used, but somehow their profiles do provide the basic information that will be useful for the viewers. Even though only some of Bhatia's moves (not all moves) were used by the Brahmins, but it was used in their own stylish way.

Finally, this analysis indicates that the Brahmins sense of identity is still intact. The Brahmins in the early days used to be very traditional and they are very particular about their priestly culture and tradition. Surprisingly, such identity is very obviously seen even among the Brahmins today in these modern days. Although the Brahmins (both male and female Brahmins subscribers) now are educated and in good profession and earning a good income just like the others, but they still aim to preserve their true identity of a Brahmin by specifying details (when describing how their potential partners should be) such as someone who is religious; knows how to perform prayers; and should be raised by the beliefs of being a true Brahmin.