

SOCIOCULTURAL IMPLICATIONS OF LANGUAGE: AN INVESTIGATION OF THE HINDRANCES CAUSED BY SOCIOCULTURAL FACTORS ON EXPRESSIVE DISCOURSE

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ABSTRACT

Language is a carrier of culture. It conveys all the information about culture in verbal and written forms. On the other hand, culture influences and shapes language. Language is intrinsic to the expression of culture. As a means of communicating values, beliefs and customs, it has an important social function and fosters feelings of group identity and solidarity. It is the means by which culture and its traditions and shared values may be conveyed and preserved. The following research had been placed within the socio cultural approach of discourse analysis in order to highlight how language is a cultural and psychological tool for getting things done. It further illustrated that how speakers construct the contextual foundations of their talk. It illustrated the influence of socio cultural factors on the structure, rhetorical devices, and choice of words of participants' written and spoken discourse. The following Qualitative study aimed to identify those socio cultural elements which implicitly influence one's expression of thought, emotions and perceptions and such expression of one's subjectivity servers as a manifestation of one's conscious identity. For that purpose, document analysis and semi-structured interviews was conducted among participants belong to different socio cultural background. The data was analyzed by using Fairclough three dimension model of discourse analysis. It was concluded that socio cultural

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factors do influence one's language in terms of their choices of words and it also causes hindrances to one's expression of Identity.

Key Words: socio cultural factors, expressive discourse, identity, perception, language implications, expression, subjectivity.

INTRODUCTION

Background of the Study

Language is a carrier of culture. It conveys all the information about culture in verbal and written forms. On the other hand, culture influences and shapes language. Different nations have formed different cultural norms and language patterns. However, there comes the problem: which one is the first cause? Is it cultural norms or language patterns? This question has been argued for a long time. Considered from different perspective, the answer will be different. As regards to the domain of lexicon, it will turn out that cultural norms are the first cause. Cultural norms decide the meaning and use of language from aspects such as environment, custom, religion, history and perspective of viewing things.

According to Sapir (1921), language is a purely human and non-instinctive method of communicating ideas, emotions and desire by means of voluntarily produced symbols. Language is a part of culture and human behavior. Through language, one's expression of thought, perspective, idea, belief and conviction can be revealed. Moreover, language also conveys human conduct and behavior patterns.

It is believed that language fulfils the aim of communication and expressing thoughts and emotions as well as greeting others, offering services and allows different actions to be carried out. Krech et al., (1962) elucidates the main ideas of using language from the following three characteristics:

- Language is the most important medium of communication;
- Language depicts both the personality of the individual and his historical background. Therefore it mediates between behavior, personality and cultural values.
- Language allows the progress and spread of society, ensures the permanence of societies, and the successful operation and control of a prominent social crowd.

It is clear that language plays a crucial role in developing, spreading and passing on cultural values thus enabling people to use words and symbols as a means of communication and self-expression. The use of language for an individual is so crucial that it is sometimes heightened by many scholars. Amongst these, a prominent one is the hypothesis of linguistic determinism which explores the relation shared by language and culture and holds many misunderstandings that account for problems while communicating across cultures. Thus, it is impossible to separate culture and language between humans. As Sapir explains, culture is an amalgamation of customs and religion which is hereditary for society and decides how people maneuver their life (Sapir, 1921). Language stands as a crucial part of every culture. To define language, it can be explained as, a system of random voiced symbols that promote communication amongst humans.

Statement of the Problem

The relationship between language and culture is such a relationship that cannot be denied as they both had a broad connectivity with each other. Language is a medium that is used to communicate and convey culture and cultural ties all over the world. Different ideas originate from differing language use within one's culture and the whole intertwining of these relationships start at one's birth. A person's opinions, his way of thinking and language all are figured by what it interacts with. Brooks explains that every person is similar to one another, on the outside and the inside; however differences arise when people communicate with other another in differences places in the world. The varying patterns are resultant of the behaviors that are either approved or disapproved in the group. The accepted behaviors become a part of the culture and language (Brooks, 1986). A person shapes their outlook of the world around them based on the differences in their language. Hantrais (1989) proposes the idea that culture happens to be the set of beliefs and rites that govern the operation of a society which follows one particular language as its source of expression. Hence, every person expresses their views according to their respective culture and the language that has been influenced by that typical culture. Emmitt and Pollock (1997) hold the idea that even a similar background and cultural system can change the way people view the world around them because of the languages they speak. This is according to Sapir-Whorf that states varying thoughts are instilled by using different kinds of languages. People are controlled by the use of their language that is one aid in expressing thoughts and ideas. Language also has its limitations and margins, which is why people who live under a similar cultural banner but speak different languages may hold varying beliefs and opinions. Still, language is interpreted through

culture and culture is revealed and conveyed by language from one generation to the next (Emmitt & Pollock 1997).

Discourse is a synonym of one's language as a signifier of identity or can be defined as an extended expression of one's thought & perspective, social background and individuality. It refers to the use of language regardless of its component or structure and it varies from person to person as well as from generation to generation according to the socio cultural boundaries, their experiences and social backgrounds which take part in the building of their thoughts, beliefs and perceptions. There are various types of discourse having different disclosed aims, objectives and motives. But all types of discourse serves as a concretion or building up of one's thought as well as a tool in the construction of conscious identity and distinctiveness. Foucault (1981) presents possibly the best definition of discourse. He says, "Systems of thoughts composed of ideas, attitudes, and courses of action, beliefs and practices that systematically construct the subjects and the worlds of which they speak."

Discourse is defined not only as a means of analyzing language but is a method of interpreting how people utilize language in everyday life as a tool for expressing different emotions including anger, love, happiness, persuasion, etc. It includes a discussion or examination of the ways in which, through the use of spoken and written discourse, people both 'perform' and 'create' specific social and gendered identities (H. Jones, 2012).

Discourse and ideology have an evident relationship that is between one's usage of language and his particular set of beliefs and ideas, cultural norms & values, social factors and assumptions about things such as what is good and bad or what is right and wrong. Ideologies provide us with models and representations of how the world is 'supposed to be'. Ideologies help to build a common worldview and sense of purpose among people in a particular group. It also confines the way people look at reality and tend to marginalize or eliminate altogether people thoughts and ideas, beliefs and values that do not match and fit into these models (H. Jones, 2012). Whorf believed that the aspect of thought and the process of thinking within a local community is not necessarily a psychological issue but is most part culture as culture has a great influence on one's thinking and perception. It is actually a matter of one especially interrelated aggregate and combination of cultural phenomena that we call as language. Whorf believes that the world as perceives prior to the organizing influence of language is a "kaleidoscopic flux of impressions" which receives its particular organization because within a speech community each member of

community is a party to an implicit agreement whose “terms are absolutely obligatory”, codified into language, and necessary for linguistic communication to occur (Mandelbaum, 1949).

The following research studies and identifies those cultural and social implications and inferences of language, or cultural agreement concealed and codified into language as stated by Whorf, which influence the expression of one’s thought, perceptions or emotions as a sign and symptom of conscious hidden identity. Here the relation between socio cultural factors and an individual’s expression, either written or spoken, was the underlying purpose of the study. In order to explain the purpose behind the study more deeply, the description and illustration of the variables involved are mandatory. Socio cultural factors include social and cultural elements of a particular territory or region. Although both are significantly connected & rooted with each other but they differentiate from each other as well. Social factors include the fundamental, elements or circumstances implicated by the society such as class, family, education, politics, religion, profession and economic institution where as Cultural factors are the attributes and characteristic implied by the culture of a particular society such as norms, values, beliefs, traditions, customs, conventions, mores, and taboos etc. Cultural factors revealed and illustrate the subjectivity of the citizens as it is something that has been internalized and developed over the years rather explicitly adopted or imposed by the society.

Among the diversity of discourse with distinct fundamental motives, expressive discourse serves as a tool of one’s expression of way of thinking, ideas, sentiments and emotion. It is a general term for writing or speech that focuses on the identity, individuality and/or the experience of the writer or speaker. Expressive discourse does not involve the presentation of facts or the motivating of others but is rather a reflection of our emotions and feelings which provide the groundwork for our expressions. James Kinneavy (1971) was the first to identify expressive writing as a form of discourse. He was interested in expressive discourse where the individual or person is not necessarily interested in conveying a fact, criticizing or convincing anyone, but instead simply to reveal & disclose his or herself. Here expression gives selfhood to the self. Thus expression is a central fundamental and most essential part of the being and actualization of the “I”. This aspect of the self is also deeply entangled with freedom. For one to be, according to Sartre, is for one to choose one’s identity and projects. Expressive discourse is more concerned with the meaning behind the words, the perceptions and thought patterns of the writer.

In other words, expressive discourse is a concretion and combination of an individual thoughts, ideas, emotions, perceptions, sentiments or subjective experiences. Thus, language and expression are not just acts or actions but manifestation and demonstration of our conscious identity and individuality. Therefore through written and spoken discourse analysis, the relation among social and cultural factors and one's expression of identity will be studied as language servers as a concretion of one's identity.

Significance of the Study

Human Beings do not live alone in objective world nor are capable of living alone in the world of social activity. Rather, they are completely disposed to the language which has become their medium of communication. It is a sham to believe that a person can become one with reality without using language or that language is just used to solve one specific issue related to communication and thinking. As a matter of fact, the entire world is a production of the use of language instilled by people unconsciously. These language habits constitute of social and cultural aspects and characteristics of the community. We see and hear and otherwise experience very largely as we do because the language habits of our community predispose certain choices of interpretation (Mandelbaum, 1949). That's why our expression is very much consciously or unconsciously influenced by our social as well as cultural background. The following research evaluates such predisposed choices of interpretation, implied by the culture and society; through spoken and written discourses of the participants belong to varied culture. Hence the research studies the impact of socio cultural factors upon one's language of expression and it also identifies socio cultural boundaries or factors which restrict an individual's expression.

Objectives of the Research

- To study the impact of socio cultural factors on one's expression.
- To evaluate the participants' competence to express themselves in expressive discourse apart from their social cultural boundaries.
- To identify socio cultural factors which influence participants' expressive discourse.
- To study the influence of socio cultural factors on the structure, choice of words and rhetorical choices of participants in expressive discourse.

Research Questions

- 1) What is the impact of socio cultural factors on participants' expressive discourse?
- 2) What might be the socio cultural factors that may cause the differences or similarities among the participants' expressive discourse?
- 3) Do socio cultural factors restrict participants' expression in their expressive discourse in order to place their views directly?
- 4) How socio cultural factors affect the participants' choice of words, structure or rhetorical choices in their expressive discourse?

Assumption

Social factors, cultural norms and traditions implicitly or explicitly influence our expression of identity manifesting through spoken and written discourse.

Language

A language is defined as by a dictionary:

"Communication of thoughts and feelings through a system of arbitrary signals, such as voice sounds, gestures, or written symbols. Such a system includes its rules for combining its components, such as words. Such a system as used by a nation, people, or other distinct community; often contrasted with dialect."

Thought & Language

Thinking is an integral part of human reality, though it is perceptibly linked to imagination as well. Often in our daily lives we come across sedentary moments when consciously or otherwise, thoughts and imaginations become an obvious part of our presence, thus creating an environment of sublime existence. This is a mental activity that fervently ponders within an individual mind. During these consuming bustles, we often tend to project our expressions through articulation or vocalization thus forming pretentious ambience. It is the language that we associate with such thinking that determines the shape of such thoughts. And the grammar, syntax, traits and

nuances of the language used during such activity, is what determines the thinking style of that individual. Whorf and Sapir speaking about linguistic determinism states that Linguistic determinism is the strong form of linguistic relativity (popularly known as the Sapir–Whorf hypothesis), which argues that individuals experience the world based on the structure of the language they habitually use. For example, studies have shown that people find it easier to recognize and remember shades of colors for which they have a specific name.

Identity

“The increasing (human) assurance that the internal similarity and continuity developed in the past is matched by the similarity and continuity of the conceived meaning for others, as confirmed in the concrete guarantee of a career” (Erikson, 1950).

Culture

Culture can be defined as, the arts and other manifestations of human intellectual achievement regarded collectively. It transforms the values, beliefs, ideologies and perceptions of that particular group or ethnicity that defines their way of life and existence. It acts as a backbone for evaluation and perception of idiosyncrasies pertaining to individualistic trademarks and development. The ways people react or emote to certain events are governed by the culture they are accustomed to which depicts the guidelines, expectations, rules and regulations of their surrounding and upbringing.

Expression

Expression can be defined as an outward projection of one’s thoughts, feelings, emotions and/or perceptions in a way more relevant to oneself or others thereby forming an avenue of communication through various methods like facial impression, body language, sign language, etc.

But amongst all the above-mentioned methods, language is considered as the most effective and concrete method of expression, designed as a tool of communication, a medium for self-expression, a tool for social adaptation and integration, as well as a tool to hold social control (Keraf, 1980).

Socio Cultural Factors

A cumulative convergence of social and cultural elements of a region results in socio cultural factors, although each is deeply embedded into the other. However, there is a thin aperture which broadly distinguishes each from the other in terms of clarity.

Social factors include the elements or circumstances implicated by the society such as class, family, education, politics, religion, profession and economic institution, whereas cultural factors are the attributes implied by the culture of a particular society such as norms, values, beliefs, traditions, customs, conventions, taboos etc. Cultural factors manifest the subjectivity of the citizens as it is something that has been internalized over the years rather explicitly and eventually adopted or imposed by the society.

Discourse

Discourse is a conceptual generalization of conversation within each modality and context of communication, whether written or spoken, and serves as a linguistic concretion of an individual identity.

According to Du Gay (1996), discourse can be understood as reference to:

... a set of announcements which allow a language to discuss a topic and the way it can introduce knowledge about a topic. Hence, the term refers to the creation knowledge and via language and a representation of the language to place knowledge and its method of changing social ways and bringing up new practices (du Gay, 1996).

Expressive Discourse

Expressive discourse involves exhibition of expression, express or implied, either in writing or speech pertaining to one's perception, thought, opinion or viewpoint. It does not essentially involve projection of facts, rather tries to reflect our emotions, thoughts or perspectives which forms a basis of our identity. Even though there are various categories of unique discourses, expressive discourse serves as the most potent form of the lot in terms of expressing ones' thoughts and emotions, focusing on the identity and experience of the writer/speaker. Here expression focuses on selfhood or the actualization of the "I", which is deeply intertwined with freedom. According to Sarte, for one to be, is to choose one's identity and projects.

There are three distinct schools of thoughts demonstrating the notion of expressive discourse. First of these, is the work Elbow, Macrorie and Kelly. Primarily pedagogics rather than theorists, they believe in unstructured writing with strong personal opinion and suggested free writing and journal as the most didactic method of expression, for students. However, they didn't use the term expressive, neither constituted such kind of writings as discourse. A second major influence on the notion of expressive discourse is the work of Kinneavy, who was the first to identify expressive writing as a category of discourse. His method focuses on the encoder or writer as the primary dispenser of discourse. The third major influence is the work of Britton, who, like Kinneavy, uses the term to identify a type of writing, distinguishable from others. According to him, it is imperative for all kinds of discourse. He sees expressive writing as a "mode of learning", a means of exploring and discovering as well as a category of discourse (Harris, 1991).

James L. Kinneavy in *A Theory of Discourse* (1971) argues that, through expressive discourse the self resonates with the world, resulting in a shared meaning rather than private meaning, which leads to some purposeful action ultimately. As a consequence, Kinneavy elevates expressive discourse to the same order as referential, persuasive, and literary discourse. But expressive discourse cannot be exclusive to the individual and also has to resonate with the societal agenda. Kinneavy's analysis of the American Declaration of Independence makes this clear. Contesting the claim that the purpose of the declaration is persuasive, Kinneavy traces its evolution through several drafts to prove that its primary aim is expressive: to establish an American group identity. Kinneavy's analysis suggests that rather than being individualistic and other-worldly or naive and narcissistic, expressive discourse can be ideologically empowering.

Relation among Thought, Culture, and Language

The relationship between thought, language and society is distinctively pragmatic, as each of them invariably influences the other, in the manifestation of conscious identity of an individual. Neither language, nor thought, is directly proportional to each other in terms of conceptual priority, but the two are comprehensibly linked in an innate way, as each requires the understanding of the other to be properly interpreted.

As Sapir Whorf (1921) laid out view on the relationship between language and thought:

...the background linguistic system of each language is not merely a reproducing instrument for voicing ideas but rather is itself the shaper of ideas. Here Sapir emphasizes on the rhetorical implications of language through the socio cultural predisposed codes of the community.

In “Language Reflects Culture,” an article written by Margaret Cote, she states that “language determines the way a person views the world” (Cote, 1985). She writes about how one culture sees and imagines the world differently than the other and goes on further, describing how she sees the world in two different ways, depending on the language she is speaking.

Influence of Culture on Language and Vice Versa

The concept of societal propriety is indispensably related to cultural propriety. For example, children from a particular society, learns to conform by the norms and standards of that particular society or perceptible ingenuity. Therefore, a language is also learned and used in such a context, drawing from the culture. For better resonance, it would be worthwhile to retrospect on the subject with cultural denotations. For the general mass, culture is a way and form of life indistinguishable from their learning and upbringing, therefore defining and demarcating their way of life and existence. It is what makes them gel with humans with similar foundation. Hence, culture guides the norms, practices, ideologies and customs of a similar demography, as language does for a community.

As a result, we can count the aspects of culture as follows:

- Culture facilitates human interactions.
- Culture satisfies basic human needs such as speaking.
- Culture has an effective power of gathering people under an umbrella.
- Culture tends to form a consistent structure in a society.
- Culture is, like language, learned and shared by all the members of a society.
- Culture is transmitted to new generations with the help of language.

Language as a Vehicle to Transmit Culture

There is a bilateral connection between language and culture. Language is created by different societies to voice human needs. The culture of a society is the foundation of its language and how you improvise the same. The communication styles, vocabulary, grammar of a language, are all able to reflect the unique culture of a place. As society and culture are devoid of each other, language becomes the evident epitome of its reflection. The traits and nuances of a culture shape the thinking style and cognition of its speaker. Down the line, it molds the culture of a particular place. Language also shapes human thought process and brings culture to society while it is also attached with culture's influence (Anonymous). As a result, a large number of the world's languages have been lost with the processes of colonization and migration.

"As languages disappear, cultures die. The world becomes inherently a less interesting place, but we also sacrifice raw knowledge and the intellectual achievements of millennia" (Davis.W, 1999).

Vygotsky Socio Cultural Theory

Vygotsky stated that language is man's greatest tool and it develops from social interactions, for communication purposes. According to Vygotsky (1962) language plays two critical roles in cognitive development. It is the mean by which adults transmit information to children. Language itself becomes a very powerful tool of intellectual adaptations.

According to Vygotsky, human learning is a social process and human intelligence originates from society or culture. He states that, social interaction plays a fundamental role in the development of cognition. Vygotsky believed everything is learned on two levels. First, through interaction with others, and then integrated into the individual's mental structure. According to him:

"Every function in the child's cultural development appears twice: first, on the social level, and later, on the individual level; first, between people (inter-psychological) and then inside the child (intra-psychological). This applies equally to voluntary attention, to logical memory, and to the formation of concepts. All the higher functions originate as actual relationships between individuals" (Vygotsky, 1978).

METHODOLOGY

Research Title

The title of the research demonstrates not only the main idea behind the conducted research but it also illustrates about the variables involved in the respective research. The highlighted title of the following research is “A study to investigate the hindrances caused by Socio cultural Factors on Expressive Discourse”.

Research Area

The research area or area of research is a broader term which demonstrates about the broader perspective of the respective research. It illustrates the subject matter under which the problem being investigated falls. The research area of the following research is sociolinguistics in which the impact of social and cultural factors on the expression of the participants was studied through discourse analysis. These expressions were studied through participants’ spoken as well as written discourse. So the relation among society, language, culture and identity was the underlying and concurrent theme of the research.

Research Paradigm

The paradigm of the following research is interpretive as the underlying motif of the research is to study the impact of socio cultural factors on one’s language, or expression, or discourse, as discourse serves as a concretion of one’s expression of identity. Hence the researcher tried to interpret the participants’ expression, with varied social context, through their written and spoken discourse in order to analyze or evaluate the required impact of social and cultural circumstances on one’s expression manifesting varied meaning and perception of reality rather than unanimous or objective body of reality. So the following research is concerned with the study of participants’ perceptions, thought patterns, apprehensions, attitudes and assumptions, with varied social and cultural context, which are the subjective elements to study. That’s why interpretive paradigm of research was employed in order to evaluate all mentioned characteristics.

Research Design and Methodology

Keeping in account the paradigm of the respective research, the research design of the following research followed Qualitative method of research as the following research aims to get the varied perception and meaning of reality of the participants influenced by their social and cultural circumstances. The respective research is concerned with the meanings, feelings, and perception of reality of the participants. It is not based on numerical data rather it is based on description which cannot be graphed. For such reasons Qualitative method of inquiry was employed in order to conduct research and to acquire the expected conclusion. Qualitative research is concerned with qualitative phenomenon involving quality. It investigates the 'why' and 'how' of decision making (S. Rajasekar et al., 2013).

Procedure of the Study

Population

The study is concerned to evaluate the impact of social and cultural factors on one's expression of identity exhibiting through spoken and written discourse. For the mentioned purpose the population of Punjab province was selected from which participants of Lahore and Faisalabad district were chosen in order to study that how social and cultural difference influences participants' thoughts, perceptions and expressions and how socio cultural differences generate differences within their spoken and written discourses. Such analysis was carried out through participants' spoken and written discourses.

Sample

The sample for the following research includes 4 lecturers and 4 medical experts. In this sample, 2 lecturers were selected from Lahore district and 2 were selected from Faisalabad district. Similarly 2 medical experts were from Lahore district and 2 were from Faisalabad district. For this sample, purposive sampling strategy was employed. For semi structured interviews, Random sampling was carried out in which total 20 participants were chosen from both districts containing 10 from Lahore and 10 from Faisalabad district respectively. So the sample size in total for the following research contains 28 participants from both districts for document analysis and semi structured interviews.

The sampling strategy for the following research was random and non random sampling. Random sampling was employed in order to collect data from the common citizens of both districts belongs to different age groups using semi structured interview instrument whereas Purposive sampling was employed in order to collect data from second language teachers and medical experts belong to both districts with varied social and cultural background. The purposive sampling technique, also called judgment sampling, is the deliberate choice of an informant due to the qualities the informant possesses. It is a nonrandom technique that does not need underlying theories or a set number of informants. Simply put, the researcher decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience (Bernard 2002, Lewis & Sheppard 2006). Whereas Random sampling means that each individual has an equal probability of being selected from the population, ensuring that the sample will be representative of the population (Creswell, 2009).

Instruments

For data collection purposes, two instruments or tools were employed:

Semi structured Interviews

For semi structured Interviews 20 out of 28 participants of the sample were taken and were asked questions by the researcher about taboo issues of Pakistani society or culture. The sample of the interview questions is shown in annexure part of the research.

Semi-structured interviews involve a series of open-ended questions based on the topic areas the researcher wants to cover. The open-ended nature of the question defines the topic under investigation but provides opportunities for both interviewer and interviewee to discuss some topics in more detail (Mathers, Nigel., Fox, Nick., Hunn, Amanda, 1998).

Document Analysis

In the following research, the participants were asked to write about various taboo issues of Pakistani society or culture based on their own opinions, perspectives, experiences thoughts or emotions. For this purpose 8 participants out of 28 of the sample were chosen including second language teachers and medical experts of both districts.

Qualitative content or Document analysis has been defined as:

“A research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns” (Hsieh & Shannon, 2005).

Data collection & analysis

First of all, the participants' consent was sought with the prior intimation about the data collection, specifying date, time and the venue. Data collection for document analysis was carried out through personal meeting with the participants and also through electronic mails. Participants were asked to write about 100 to 150 words on various taboo issues of Pakistani culture based upon their own opinions, experiences, or thoughts. Semi structured interviews were conducted from both district by the researcher personally or through electronic mails according to convenience, in which questions about different taboo issues of Pakistani culture were asked by the researcher respectively.

Interviews were taken in participants' first language and then translated and transcribed manually by the researcher in second language i-e, English. Written Documents were taken from participants in second language and the whole data i-e, interviews and documents analysis was carried out by applying Fairclough model of discourse analysis.

Discourse analysis DA is an approach which analyses the language beyond the superficial level of linguistic analysis. It analyzes the language by looking at its linguistic patterns as well as the social and cultural context in which the discourse takes place as it refers the language as a marker of one's identity. The aim or need of discourse analysis is to understand the social world and to understand the implications of certain meaning and world views within the social or cultural context.

Fairclough (e.g. 1992) has linked the three analytical stages to his definition of discourse. The premise underlying his analytical model is that language is social practice, or what he calls discourse. The accounts that people offer in social situations are seen as 'speaking' their social worlds; the relationship is reflexive – the social both constitutes and is constituted by the linguistic. He identifies three ways in which language operates as discourse: (1) as text; (2) as the social processes of producing and interpreting a text, or the interaction; and (3) as the social conditions for the production and interpretation of the text, or the social context. These dimensions of

discourse link directly to the three-stage approach he advocates for analysis, namely description of the text, interpretation of the relationship between the text and the social processes of the interaction, and explanation of the relationship between the social processes and the social context (Fairclough 2001). This tri-focal approach commits the analyst to ‘analyzing the relationship between texts, processes, and their social conditions, both the immediate conditions of the situational context and the more remote conditions of institutional and social structures’. At the text level, the description stage involves identifying and ‘labeling’ the linguistic features in the text, drawing on the machinery in Fairclough’s framework . The view is that the linguistic (e.g. vocabulary and grammar) and paralinguistic (e.g. rising volume and intonation) features are social in the sense that they are used by people in social settings. As such, they are socially determined and have social effects. At the level of social interaction, the role of the analyst is to interpret the participants’ meanings and understandings as they manifest in their linguistic choices in an interaction. The participants’ discursive choices are seen as responses to the social constraints which they consider to be operating in the particular situation. The third level of analysis, explanation, involves the analyst in re-describing the linguistic choices made by participants in terms of a particular theoretical orientation towards issues of ideology and power relations (Chouliaraki & Fairclough, 1999). This level relates to the third dimension of discourse and the understanding that the process of producing and interpreting texts is determined by the social and institutional structures that contextualize a situation. Of particular interest to the analyst is how participants’ assumptions about culture, social relationships and social identities are manifest in texts and work ideologically to either sustain, challenge or change existing power relations (Fairclough, 2001).

DATA ANALYSIS

Used in the context of communication, language is connected with culture in many ways. First of all, words that people utter relate to general experience. They are used for expressing facts, ideas or events that can be communicated because they relate to general knowledge of the world shared by all humanity. Words are used for conveying author’s attitudes, beliefs, thoughts that other people share as well. All in all, language is used for conveying cultural reality. But, members of community or social group do not only use language to convey an experience, they also use it to create one. It gets a meaning through means used by community

members in mutual communication. The way that people use oral, written or visual means creates meanings that are understandable to the group they belong to. This implies: speaker's tone of voice, accent, conversation style, gestures and face expressions. Cultural differences are distinctive in pragmatic ways of language use.

As we know that discourse analysis sees language as social practice, of meaning making and interpretation, comprising of various social and cultural factors. So in order to analyze the written and verbal discourse of participants of the respective research, following tables will provide a summary of various social and cultural factors of participants and the previously mentioned results on the basis of their analyzed discourse.

Table 1 provides summary about participants' socio cultural background and analysis of their written discourse. It includes the participants who volunteer for document writing from both districts.

Table 1

Sr. #	Gender	Age	Occupation	Hometown	Analysis
Document #1	Male	37yrs	Allopathic Doctor	Lahore	Use of first pronoun, medical terms, Direct and Critical Statements, Optimistic Approach and Liberal outlook, feministic approach.
Document #2	Female	23yrs	Allopathic Doctor	Lahore	Use of first person pronoun, confident in her views, direct statements, critical outlook, female cultural dogmas, role of gender.
Document #3	Male	31yrs	Lecturer	Lahore	Concluding Statement, Indirect opinion, Religious references, liberal and feministic outlook.
Document #4	Female	26yrs	Lecturer	Lahore	Use of first person pronoun, direct opinion, Critical and liberal outlook, feministic approach.

Document #5	Male	30yrs	Lecturer	Faisalabad	Indirect opinion, Religious references, conservative and submissive approach.
Document #6	Female	26yrs	Lecturer	Faisalabad	Use of first person pronoun, direct opinion, Critical outlook, religious references, bold choice of words, conclusive statements, feministic outlook.
Document #7	Female	30yrs	Allopathic doctor	Faisalabad	Direct opinion, Critical outlook, discussed pros and cons, medical terms.
Document #8	Male	34yrs	Allopathic doctor	Faisalabad	Indirect opinion, discussed social aspects, conservative outlook.

Table 2 provides summary about participants' socio cultural background and analysis of their spoken discourse. It includes the participants who volunteer for semi structured interviews from both districts.

Table 2

Sr. #	Gender	Age	Occupation	Hometown	Analysis
Interview #1	Male	28yrs	Architect	Faisalabad	Exaggerated opinion, emphasis on negative role of media, critical & liberal outlook, religious references, bold choice of words.
Interview #2	Female	45yrs	Lecturer	Faisalabad	Use of first person pronoun, direct opinion, bold choice of words, explicit & critical opinion.
Interview #3	Female	22yrs	Student	Faisalabad	Use of first person pronoun, shared personal experience, direct & vague opinions, reluctant attitude, religious experience.
Interview #4	Female	25yrs	Accountant	Faisalabad	Use of first person pronoun, direct opinion, liberal & critical outlook.

Interview #5	Male	21yrs	Student	Faisalabad	Direct & précised opinion, critical & liberal outlook, religious references.
Interview #6	Male	30yrs	Lecturer	Faisalabad	Direct & precise opinion, critical & liberal outlook.
Interview #7	Male	23yrs	Student	Faisalabad	Indirect & vague opinions, religious references, conservative outlook.
Interview #8	Male	28yrs	Employee	Faisalabad	Direct & precise opinion, reserved attitude, cautious choice of words.
Interview #9	Female	24yrs	Housewife	Faisalabad	Use of first person pronoun, indirect & exaggerated opinion, critical outlook, religious references.
Interview #10	Male	23yrs	Student	Faisalabad	Precise & vague opinions, conservative outlook, ambiguous choice of words.

Sr. #	Gender	Age	Occupation	Hometown	Analysis
Interview #11	Female	30yrs	Lecturer	Lahore	Use of first person pronoun, direct opinion, critical & liberal outlook.
Interview #12	Male	27yrs	Lecturer	Lahore	Use of first person pronoun, direct opinion, critical outlook.
Interview #13	Female	27yrs	Lecturer	Lahore	Direct & exaggerated opinion, critical & liberal outlook, use of first person pronoun, explicit choice of words.
Interview #14	Female	20yrs	Student	Lahore	Direct opinion, liberal & critical approach, direct choice of words.
Interview #15	Male	50yrs	University's HOD	Lahore	Indirect opinion, reluctant attitude.
Interview #16	Male	35yrs	Lecturer	Lahore	Indirect & exaggerated opinion, critical outlook, bold choice of words.
Interview #17	Female	20yrs	Student	Lahore	Direct & precise opinion, implicit choice of words.

Interview #18	Female	23yrs	Student	Lahore	Use of first person pronoun, vague opinions, indirect approach, ambiguous choice of words.
Interview #19	Male	40yrs	Businessm an	Lahore	Indirect & vague opinion, Implicit choice of words.
Interview #20	Female	60yrs	Lecturer	Lahore	Direct opinion, critical & liberal outlook, explicit choice of words.

The above mentioned table 1 and 2 demonstrates about the various social and cultural factors of each participant of the research. As this table helps to provide sort of a graph that what and which socio cultural factor influence participants' discourse more evidently, as it has been assumed earlier that Socio cultural factors implicitly or explicitly influence our expression of identity manifesting through spoken and written discourse.

According to the summary of data results presented in above mentioned table, the under consideration expressions of participants are subjective as it contains personal pronoun. Thus it depicts or manifests participants' identity through their discourse exhibiting their perceptions or outlook toward certain social and cultural taboos of Pakistani society.

If we see data results presented in table 1, we can clearly see that the occupation and cultural belonging has evidently influenced the discourse of participants as in document #1, the participant's occupation is medical doctor and the occupation or profession influence has been clearly seen in his choice of words where he has frequently used various medical terms in order to illustrate his view point. Similarly the influence of gender has also been analyzed in document analysis where the female participants has emphasized upon the security of women rights within the society whether it is co education or the right of taking consent in marriage. Use of first person pronoun, direct method of approaching the concerned issues and critical & liberal outlook is the common features found in the written of discourse of participants belong to Lahore district where as emphasis on religious reference and indirect way of placing their opinion is the most evident feature in the written discourse of participants belong to Faisalabad district. While the influence of age factor has not been seen in the written discourse of both districts' participants. Therefore in accordance to the following analysis, it is quite evident that in addition to social factors such as occupation and gender, cultural background highly influences one's expression and way of placing their opinion. It does influence the choice of words of participants as well.

Table 2 illustrates the summary of the result gathered from semi structured interview taken from the participants of both districts. If we talk about the influence of gender on one's spoken discourse, it has been quite evident from the abovementioned results that most of the female participants were quite confident and direct in voicing their opinion as majority of them use first person pronoun in order to voice their own instance directly. Their attitude towards discussed issues was not reluctant and some of them also shared their own experiences in regard to the discussed cultural and social taboos. On the other hand, male participants were quite reluctant and place their pinions indirectly. So it was the unexpected results of the research as it is a common outlook that males are usually more confident and direct in their views as compared to females but the above mentioned result signifies contrary to such general outlook.

Other than gender factor, the influence of participants' occupation has been clearly analyzed in participants' discourse. Most of the students, mostly males, have indirect way of voicing their opinions and their opinions were also vague and ambiguous. They struggled to put forward their clear or direct stance towards discussed issues. It might be the result of their age factor and life experience as well that they were unable to provide their own analysis on cultural and social taboos of Pakistani society. While the participants having other occupation like lecturer, accountant were more pronounced and direct in their opinions or stance against such social and cultural taboos. Their approaches towards these issues were more critical and liberal as they opposed or criticized the practice of such social and cultural taboos within the society. As the occupation of participants has made their stance direct and obvious, but at one instance the participant has also seen very reluctant to talk about such sensitive issue due to his occupation as he was the head of department of a female university. He reluctantly and cautiously gave answer of only single question and then excused to answer the remaining ones.

The most obvious and evident factor which has highly influenced the expression or discourse of participants' is their cultural belonging as the culture of both districts majorly differs. The participants belong to Lahore district were quite direct in their opinions as compared to the participants belong to Faisalabad district. From the above mentioned table, it can be clearly seen that the participants of Faisalabad district highly emphasized and mentioned religious references in order to justify or support their opinions whereas the participants belong to Lahore district stated their opinion in a quite direct and explicit way. Their choice of word was also more explicit, bold and obvious one as compared to the participants belongs to Faisalabad district.

CONCLUSION

From the above discussed data results, it has been evident that social variables as well as cultural factors influence one's expression of identity manifesting through his or her written or spoken discourse. In the light of above mentioned results of the following research, the following tenant can be concluded:

- i. Social variables such as age, sex, social class and place of residence affect the way people speak the way people speak and behave.
- ii. Culturally conditioned images are associated with even the most common target words and phrases which concern the target culture.
- iii. Understand how people conventionally act in the most common and crisis situations in the target culture.

In order to conclude the research outputs, research questions of the respective study are reviewed, which acts a fundamental role in the following research. The very first question of the research was that "What is the impact of socio cultural factors on participants' expressive discourse?" and the answer to this question lies within the whole analysis of the data's result. The impact of socio cultural factors is that it influences their discourse by affecting their way of approaching certain issues such direct or indirect opinion, their outlook such as critical, conservative or liberal as well as their rhetorical choices and choice of word.

The second research question was "What might be the socio cultural factors that may cause the differences or similarities among the participants' expressive discourse?". The answer to this question lies in the above mentioned table according to which the participants' age, gender, occupation and their hometown belonging has explicitly influenced their written as well as spoken discourse as well.

The third research question of the research was "Do socio cultural factors restrict participants' expression in their expressive discourse in order to place their views directly?". The answer to this question lies in the interview #15, where participant was so much reluctant to voice their opinion on such sensitive issues because of his occupation and position in his professional premises. This aspect has also been very evident in the discourse of other participants as well.

The fourth and the last research question was “How socio cultural factors affect the participants’ choice of words, structure or rhetorical choices in their expressive discourse?”. It has been already discussed above that the rhetorical choices of the participants vary with their varied social and cultural background. The discourse of doctors contains various medical terms where as the discourses of lecturers were more based on critical and liberal outlook. Similarly religious references were highly emphasized by the participants of Faisalabad district where as the participants of Lahore district placed their opinion quite directly without any religious references.

From all the above mentioned discussions, it follows that language and culture are closely related and intertwined and it could be summarized in following three hypotheses: 1) language expresses cultural reality, 2) language epitomizes cultural reality and, 3) language symbolizes cultural reality (Ponorac, 2010).

The following concluded results also support the socio cultural theory by Vygotsky in which he states that every child’s cultural development takes place on two levels: interpsychological and intrapsychological. Interpsychological means the psychological development takes place in the form of one’s perception or thought patterns through social interaction, where as intrapsychological means the development takes place inside the child as a result of all social and cultural variables available in his context.

Further, the Fairclough three staged model was employed for discourse analysis throughout the research analysis towards conclusion.

RECOMMENDATIONS AND LIMITATIONS

As the respective research is a qualitative study of impact of socio cultural variables upon participants’ expression or discourse whether it is written or spoken, so there would be no recommendations possible to eliminate that influence caused by socio cultural factors as it is natural phenomenon of one’s language development as stated by Vigotsky in socio cultural theory in which one’s language is an evident signifier of his social and cultural belonging manifesting his/her identity.

The limitation of the study is that it is only applicable to Pakistani context as this research is culture based so it is not applicable to other cultures. Another limitation of the research is the sample of the research in which the culture of only two districts of Pakistan has been analyzed and

their influence has been seen upon participants' discourse. Due to limitation of time and resources, the research has been restricted to these two district of Pakistan.

In order to make this research vast, one can compare two or more provinces of Pakistan in order to analyze the impact of socio cultural factors upon one's expression or discourse. Such research can also be implemented by comparing the culture of two countries in order to evaluate the influence of their social and cultural variables upon people's discourse and expression, manifesting their identity.

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