

A Comparative Analysis of Deontic Modality in Pakistani and British Newspaper Editorials

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Abstract

This study while carrying out the Corpus Linguistics thematic comparative analysis of selected deontic modal verbs and expressions occurring in the two corpora (Pakistani English newspaper editorials and British newspaper editorials) evaluates both linguistic and extra-linguistic features that govern the choices made by the speakers of the two varieties of English: British Standard English and Pakistani English. The data was converted to text files and manually perused through software AntConc 3.2.4w to extract commonly occurring deontic modals and quasi-modals for a comparative thematic analysis at sentential level. This helped to ascertain specific meaning in the context to comprehend which ideologies and opinions are most promoted by the two (Pakistani and British) press and how. The research concludes that though there is not any significant difference in the usage of modal markers by the speakers/ writers due to their proficiency in the language, the choices were pragmatically governed by the respective cultural norms within their respective communities and also reflect how they want to convey their opinion to the reader. This research, also significant for ESP / andragogical studies for modality, would help in observing various means of expressing meaning and successfully attaining objectives without apparently applying modality.

Keywords: *Corpus based, comparative thematic analysis, deontic modality, linguistic and extra-linguistic features*

1. Introduction

This paper primarily focuses on the presentation of modality in newspaper editorials. Though logicians restrict the term modality to ‘truth value’ of the proposition, in Linguistics, these are considered as the structures that in one way or the other evaluate the state of the affair and present “alternative possibilities for how things could be” (Fasold & Connor-Linton, 2006, p. 153). Human beings exploit this semantic-grammatical category to fulfil their strong tendency to make modal judgements and present concepts of possibility, necessity, and probability through their language. Major divisions of modality are epistemic and deontic (Palmer, 2003). Epistemic modality refers to speakers’/ writers’ judgement on the truth of the proposition i.e., making judgement about possibility or necessity of a probability (Palmer, 2003). Whereas, deontic modality indicates speakers’/ writers’ paradigm for “judgement of possibility including permissibility or necessity including obligation of an action, statement or event by a speaker and this is dependent on some kind of authority, often the speaker” (Palmer, 2007, p.7). Thus, it is the ability of the authority of the speaker (or some force) as opposed to the subject itself. Modality has also been defined as one of the categories of “stance” that is considered as speaker’s overt expression for judgement, emotions or attitude (Biber & Finegan, 1988; Bednarek, 2006) or a type of evaluation (Thompson & Hunston, 2000).

However, expression of modality is not a linear concept but a dynamic and multiple contextual subject that needs to be treated and interpreted both linguistically and extra-linguistically.

Linguistically, modality may be treated as a tool to perform interpersonal function to direct and control public's behaviour (Halliday, 2002, p. 200). Badran (2002) further elaborated Halliday's (2002) concept that modality is "the grammaticalization of speaker's [subjective] attitude opinions" (p.128). The subjectivity, however, in modality is representative of ideology in a discourse that embeds writers'/ speakers' attitudes towards power relations and/ or (their) confidence in presentation of the proposition in a particular manner (Sulkunen & Torronen, 1997, p. 45).

On the other hand, extra-linguistic elements that govern the decision of the newspaper editorials writers are socio-economic, 'communicative context' (Bednarek, 2006), and cultural factors. These factors govern their decision to use certain modal markers in lieu of the other modal verbs. One of the reasons for this can be what Leech (2003) proposed that modality has been "on the move" not only diachronically (ongoing modification in language use of modality) but also synchronically (changing use in different societies and cultures).

For the present research paper, I have looked at how (and when) 'must', 'should', 'need to', and 'have to' are interchangeably used in deontic sense in the British and Pakistani editorials. The research questions are:

- i. What are the substitute modal verbs and quasi-modals that can be considered carriers of modality and show equivalent deontic function of modal verb 'must'?
- ii. What are the embedded 'contextual meanings' reinforced through modal expressions that enrich the ancillary elements at sentential level in either of the corpora?
- iii. To what extent cultural and social constraints affect our choice of modal expressions.

2. Literature Review

There have been numerous studies (both synchronous and diachronic) on the use of modal verbs, modal markers and comparative use of these two by both the native speakers and learners. Latest studies have focused on how various verbal constructions also popularised as quasi-modals (Collins, 2009), shift in the use of modals and quasi-modals (Leech, 2011, 2013; Mair & Leech, 2006), diachronic study of modal verbs in British English (Leech & Smith, 2009), and comparative analysis of new Englishes (Collins & Yao, 2012).

In synchronic studies it has been observed that both native and non- natives tend to use modal verbs /expressions according to their resourcefulness (Salazar & Joy, 2011), context (Palmer, 2014), consciousness (Aijmer, 2002), diversity in languages (Warnsby, 2012) or preference (Tenuta, Olivera, & Orfano, 2012).

However, we need to separate the two types of changes and consider one. The diachronic changes may occur due to the grammaticalization, colloquialisation, or demographical influences of dominant variety of English (Mair, 2015, p.2). Whereas, the synchronic variations may occur due to contextual proficiency of non-native speakers (NNS) owing to language contact for a long time (Mehboob & Dutcher, 2013) or simply for the "regional, sociolinguistic and stylistic purpose" (Mair, 2015, p.6). Mair (2015) has also claimed the historical influence of American English on other varieties has affected the use of English modal. Moreover, Noel and Auwera (2015) have pointed out that there is an overall change in trend in use of modals and quasi-modals are

interchangeably used with modal verbs in newspapers.. In this context, Mair (2015) has concluded that evaluation of various corpora has revealed that broadly “genuine structural change” has occurred in the use of modals for ‘obligation’ and ‘necessity’ and progressively there is seen “decrease in must and the increase in have to” (p. 26). Moreover, use of modal verbs and quasi-modals varies genre to genre though overall there is a decline in the use of modals (Leech, 2011).

Here it would be appropriate to point out Halliday’s (1978) notion of language use comprises two important aspects the main purpose of that communication and the context in which that event is occurring. In addition, the pivotal role is played by the ‘interlocutors’ whose language is governed by factors such as power they exercise and position in society. Hasan (2009) has further elaborated on this concept by linking proficiency in language with context (of situation) and has stated that it metamorphoses with time, place and context. Therefore, with every interaction, the social context and hence appropriateness of behaviour in interactive practices depict variation that are interpreted by the readers/ listeners in their particular ‘domain’. Hence, the overall socio-cultural practices that are carried out in any given context by the interlocutors are governed by number of aspects. One of those is the ability to express their own world view that is comprehensible to the people of that culture. This supports Firth’s (1935) idea who proposed that each individual carried his cultural reality and applied it in communicative event. This has been further simplified by Nelson (2011) who claimed that context has both broad (cultural level) and narrow (social realities) aspect. In this regard, discourse-oriented tagging needs background knowledge and pragmatic understanding of context on the part of the researcher (Tognini-Bonelli, 2001) as corpus studies reveal contextual and ideological use of language(s) (Stubbs, 1996).

Moreover, sociolinguistic concept that takes into account both linguistic and extra-linguistic factors traditionally accepts “many alternate ways of saying the same thing” (Labov, 1972, p.188) that has also been called “semantic equivalence” (Weiner & Labov, 1983), “functional comparability” (Lavendera, 1978). This strategy is especially considered effective when aim is to express slightly different meaning or manipulate intensity in meaning through word choice (variant) resulting in “subtle semantic differences between variants to give rise to difference in social meaning” (Glass, 2015, p.79). Each variant might be asymmetrically entailed to the other, thus inter-related in meaning at some dimension. Therefore, the particular variant might convey certain social (or interpersonal) message in one setting that can be acceptable in the other social setting. For instance, choice of weaker or ambiguous form (such as ‘need to’ instead of ‘must’) for social reason that violates Grice’s conversational Maxim for the sake of subtlety in order to imply the reader/ listener must necessarily fulfill the obligation but due to social and cultural constraints speaker/ writer cannot openly challenge. Similarly, preferred use may be ‘must’ or ‘should’ but ‘have to’ or ‘need to’ are used to lessen the harsh impact of the imperative.

3. Methodology

The researcher compiled specialized corpora of Pakistani newspaper editorials (PNEd) and British newspaper editorials (BNEd) from 2012-2013. PNEd comprised of editorials from ‘Dawn’, ‘The News’, ‘The Nation’, and ‘Business Recorder’ and BNEd comprised of editorials from ‘The Telegraph’, ‘The Independent’, ‘The Sunday Times’, and ‘The Guardian’. Then the researcher calculated frequency of occurrence of modal verbs ‘must’, ‘should’, and quasi-modals ‘need to’, ‘have to’ in BNEd and PNEd. Once located, she assessed common collocates with these modals markers by searching bi-grams and tri grams on AntConc 3.2.4 w. Then finalized the most

common bi-grams and tri-grams in both corpora. Quantitatively, their occurrence in the data was calculated once the data was run through AntConc 3.2.4w. The quantitative analysis includes normalized calculation of collocates (n-grams) with above mentioned modal markers. After that modal verbs and quasi-modals expressing deontic modality were manually separated. Following that, thematic analysis was conducted with observations on role of culture in use (or avoidance) of certain modal markers in the two corpora.

Thematic analysis involved coding and encoding steps. These steps have helped in laying the foundation for analysis as it helps in organizing the data in such a way that assists the researcher in identifying and interpreting themes. Thus, a theme is “a pattern in the information that at minimum describes and organizes the possible observation and at maximum interprets aspects of the phenomenon” (Boyatazid, 1998, p.161). This synthesis was a linear procedure that involved iterative and reflexive process in qualitative inquiry of similarity in themes of both modal verbs and quasi-modals. The initial codes have been connected and verified. Moreover, contextual uses are indicated in the analysis. This coding is inductive coding as the themes emerged from the editorial writings. The analysis has helped reveal how these modal markers (and other lexical) are used to generate similar themes by the writers.

4. Analysis

The initial quantitative results have been summarized in the tabular form. Table 1 shows original occurrence of modal verbs and quasi-modals in the two corpora.

4.1 Quantitative analysis

Table 1: Modal verbs and quasi-modals in PNEd and BNEd

Modal verbs	Pakistani editorials	Occurrence/ 1000 words in Pakistani editorials corpus (241,521 tokens)	British editorials	Occurrence/ 1000 words in British editorials corpus (260,220 tokens)
Must	380	2	245	1
Should	435	2	587	2
Need* to	311	1	188	1
Has/ have to	211	1	186	1

The table shows that the normalized calculations do not present any significant difference in the use of all these modal markers in the two corpora. Moreover, these modal markers are used approximately uniformly and the frequency of occurrence of quasi-modals is not greater than modal verbs. The key reason for this is that editorials are opinionated writings in which modality regarding obligation and necessity is consistently expressed. However, the researcher has focused on deontic modality. In addition, as the most frequent occurring phrases are the stakeholders in a country, the focus has been upon how they have been used and in which context. Thus, table 2 displays both original frequency of occurrences within each corpus and original number as well as of normalized calculations of modal verbs/ quasi-modals collocating with the most common collocates (co-occurring words).

Table 2: Modal verbs and quasi-modals and most frequent collocates in PNEd and BNEd

Collocates (N-grams)	PNEd (must)	BNEd (must)	PNEd (should)	BNEd (should)	PNEd (need* to)	BNEd (need* to)	PNEd (has/ have to)	BNEd (has/have to)
Country(Britain/UK Pakistan) /Government/ State	37	15	36	16	17	-	5	-
Relative frequency/100 words	9.7	6	8.2	2.7	5.4	-	2.3	-
Prime Minister /Name of Prime Minister	2	12	-	-	2	-	-	-
Relative frequency/100 words	0.5	4.9	-	-	0.6	-	-	-
We	15	23	16	80	30	-	4	-
Relative frequency/100 words	3.9	9.3	3.6	13.6	9.6	-	1.9	-
Political parties	6	-	-	-	6	-	-	-
Relative frequency/100 words	1.6	-	-	-	1.9	-	-	-
Politicians	-	1	-	4	2	-	1	1
Relative frequency/100 words	-	0.4	-	0.6	0.6	-	0.47	0.53
Politicians/ officials by name	2	15	2	2	-	3	-	2
Relative frequency/100 words	0.5	6.1	0.4	0.3	-	1.5	-	1.07
Media/ Press	3	5	-	6	1	2	-	3
Relative frequency/100 words	0.8	2	-	1	0.3	1.06	-	1.6

The above table has shown relatively different results. The distribution of the selected modal markers (in the two corpora) and the co-occurring words (collocates) such as 'government', 'prime minister' show a marked difference. This variance has been analysed and answered in the qualitative part.

4.2 Qualitative analysis

Qualitative part includes analysis of both linguistic and extra-linguistic features.

4.2.2 Linguistic factors governing choices of modal markers.

The major factor involved in editorial writings is presentation of ideology implicitly or explicitly through discourse. The writers focus on not only giving their opinion but also how they perceive these are what their readers believe in too. In case it is the newspapers own belief, their stance would convey judgement and attitude of the general public. The themes/ ideologies they promote can be observed through the modal markers they choose. It has been observed that main focus of editorial writers are the stakeholders and their obligations and responsibilities to make their respective countries economically, politically and socially more stable and progressive than their present position. The stakeholders are addressed as ‘government’, Pakistan/ Britain or ‘state’. Furthermore, office-holders especially prime minister, other politicians, and government officials have also been addressed. Moreover, the reader (representative of the public) has been included in this responsibility. The examples from the two data have been illustrated in the tables below with brief explanation.

Table 3: ‘We’ collocating with must/ should/ need to/have to in PNEd and BNEd

Pakistani Editorial examples of ‘we’ must/ should/ need to/have to	British Editorials examples of ‘we’ must/ should/ need to/ have to
<p>We must extend a hand of friendship but there should be no hurry. Any compromise on the core issue of Kashmir would be met with stiff opposition (2013, June 2). [Editorial] <i>The Nation</i>.</p>	<p>Britain is not part of that process, so we must review our relationship with the Eurozone (2013, January 2). [Editorial] <i>The Telegraph</i>.</p>
<p>As citizens, we should be demanding a far greater focus on education, given that without this there can be little hope of progress (2013, June 13). [Editorial] <i>The News</i>.</p>	<p>We should not sacrifice civil liberties in a panic (2013, May 26). [Editorial] <i>The Independent</i>.</p>
<p>We need to think why so little was done to protect Rimsha and her family at home. We must consider what we need to do to stem the growing levels of apathy and callousness within our society (2013, June 30). [Editorial] <i>The News</i>.</p>	<p>When radicals are at college we need to make sure, at a most basic level that they are actually studying full-time. If they are drawing benefits we need to make sure we are not paying them to plot against us (2013, May 26). [Editorial] <i>The Sunday Times</i>.</p>
<p>We have to keep in mind that this will amount to giving a free rein to hardened criminals, and even others with a tendency for violence will feel free to kill (2012, November 3). [Editorial] <i>The Nation</i>.</p>	<p>In the meantime we have to be even more vigilant and ensure that our people and our national interests are protected. It should not be a merely defensive strategy (2013, January 20). [Editorial] <i>The Sunday Times</i>.</p>

In both Pakistani and British editorials ‘we’ is used mainly for the purpose of creating the notion of solidarity with the audience, rather the show of unity with the nation. Thus, in most of the sentences it projects the feeling of brotherhood and united nation in the face of problems beset by

the country. In some cases it is also a stylistic use of 'we' where writer and audience is inclusive (Glass, 2015).

In Pakistani editorials the writers use 'we' to point out moral obligations of a society such as restriction/ scrutiny of weapons issuance, protection of violence victims, trying to curb uprising trend of intolerance and growing callousness, dwindling economy resources, being on better relations with neighbours without compromising on issues such as Kashmir, terror attacks and adoption of safety measures to combat natural disasters. In British editorials, on the other hand, the concern was the impending recession in economy, how to grow economy and improve current income and generate more jobs, civil liberties and public privacy and security, Euro relations that should be only regarding trade association and to keep an eye on radicals. Overall, the greatest emphasis in Pakistani corpus is on terrorism in its various forms and in British corpus it is economy.

Table 4: 'Government'/ 'state' collocating with must/ should/ need to/have to in PNEd and BNEd

Pakistani Editorial examples of 'government' must/ should/ need to/have to	of	British Editorials examples of 'government' must/ should/ need to/ have to
The government must take its responsibilities towards ensuring education, and specifically gender parity in education, more seriously (2012, October 20). [Editorial] <i>Dawn</i> .		The Government must heed the warning [growing local gangs], or the violence, the criminality and the ruined young lives will go on (2012, October, 28). [Editorial] <i>The Independent</i> .
For the permanent resolution of the problem, the government should not have only settled the issue of circular debt but should have followed the steps which would not have allowed this phenomenon to re-emerge (2012, October 20). [Editorial] <i>Business Recorder</i> .		The Government should come to its senses before lasting economic damage is done (2012, December 30). [Editorial] <i>The Independent</i> .
The government needs to know that successive sharp ncrease in oil prices have made the lives of ordinary people very difficult and burdening them further may be unjust (2013, September 8). [Editorial] <i>Business Recorder</i> .		Focus on the economy. Britain needs to grow, generating jobs and improving incomes (2013, March 3). [Editorial] <i>The Telegraph</i> .
The government has to also stop relying on loans and come out of the debt trap for the economy to flourish (2013, February 24). [Editorial] <i>The Nation</i> .		Most importantly, the government has to set out a clear and convincing vision [regarding economic growth] (2012, October 28). [Editorial] <i>The Sunday Times</i> .

In the Pakistani editorials the recurrent themes are of what the main responsibilities of a government are. Though it is a tacit understanding that government or name of the country includes politicians and government officials, it is more pronounced in Pakistani editorials. Though in 'we' as a nation the emphasis was on national issues and moral obligations, in 'government' representing nation and office-holders the main stress is on steps to be taken to ensure better provision of facilities and amenities for the welfare of the public. In Pakistani

editorials the themes are improvement and increase in education to gain better status as a country internationally, interlinking of education and eradication of terrorism, security issues especially the safety of Pakistani nationals at stake due to drone attacks, substandard medicines, inflation especially hike in oil prices as compared to international market, economy and debt crisis, natural disaster management. Whereas, in British newspaper editorials, the stress is on feasible power energy policy to generate more electricity, international standing especially in the face of diminishing economy, social services role to end local gangs and related crimes.

Table 5: Prime minister' collocating with must/ should/ need to/have to in PNEd and BNEd

Pakistani Editorial examples of 'prime minister' must/ should/ need to/have to	British Editorials examples of 'prime minister' must/ should/ need to/ have to
<p>Nawaz Sharif and his advisers must be fully aware of these problems [power sector]. What they need to do now is show the sort of political will that is needed to overcome such difficult national issues (2013, July 14). [Editorial] <i>The News</i>.</p>	<p>Cameron must emphasise policies that will speed recovery: reduce taxation, slash the red tape that strangles businesses, grant National Insurance holidays for small employers taking on new staff, and do more to help low-income taxpayers (2013, March 3). [Editorial] <i>The Telegraph</i>.</p>
<p>Mian Nawaz should know that it is not just the Kashmiris, who feel disillusioned and let down by his unconditional overtures of friendship to India, but the Pakistanis are equally perturbed (2013, July 22). [Editorial] <i>The News</i>.</p>	<p>What Mr. Cameron needs to show is coherence. The financial crisis put an end to easy assumptions about sharing the proceeds of growth between tax cuts and public spending (2013, February 3). [Editorial] <i>The Sunday Times</i>.</p>

As it is clear from the above examples, the prime minister (a major stakeholder in any government) has not been explicitly mentioned, by designation or name, in Pakistani editorials in any sentence depicting strong deontic modality: 'must' or 'should'. There is only one instance and one can see there is hedging and sentence is formulated to obliquely remind prime minister of the possible reaction to his decision. In other sentences, his name co-occurs with his political party's colleagues. Hence, a sense of 'shared responsibility' is generated. However, in British editorials there is a very candid and forceful use of strong deontic modality for the prime minister. Writers have pointed out the greater burden of responsibilities of a government lies with prime minister such as EU and Britain relations, political awareness, and show of decisiveness in public welfare policies. These have been discussed by addressing state/ government as well as political parties' responsibilities in Pakistani editorials. There are certain other discrepancies such as in Pakistani editorials the politicians have not been individually addressed in any of these sentences. Only in two instances politicians/ government officials name collocate with modal verb 'should'. These are 'Rehman Malik' and 'Kaira'. There are frequent occurrences of 'political parties' instead. Whereas, in British editorials either party names are mentioned or politicians are

commented upon/ advised such as ‘Labour’ ‘Tories’ and ‘Lib Dem’. Moreover, there are twenty two occurrences of individual names (of officeholders) in British editorials, in comparison with only three such occurrences in Pakistani editorials, collocating with deontic modal markers. Instead, the ministries or designation have been addressed in the selected data from Pakistani editorials. Another interesting observation is that though major television Production Company in Britain (BBC) has been categorically mentioned in the British editorials, not a single Pakistani media house has been named. Again, a general observation and statements have been issued. The examples have been given in table below:

Table 6: ‘Must/ should/ need to/ have to’ with various collocates in PNEd and BNEd

Pakistani Editorial examples of must/should/ need to/ has to/ have to	British Editorials examples of must/should/ need to/ has to/ have to
<p>The present government and all political parties need to start mass awareness programmes and workshops at the district, tehsil and village levels through local party chapters and supporting NGOs (2012, October 7). [Editorial] <i>The News</i>.</p>	<p>British politicians should worry more about Rome than Eastleigh (2013, March 3). [Editorial] <i>The Sunday Times</i>.</p>
<p>In effect, all political parties must throw their weight behind these efforts by FBR because this may well reduce our reliance on foreign assistance and internal borrowing, policies that are highly inflationary, on the one hand and generate more revenue for development of the sadly deficient infrastructure sectors on the other (2012, December 16). [Editorial] <i>Business Recorder</i>.</p>	<p>Mr. Miliband [European Foreign minister] needs to summon up his courage, lay his Europhile cards clearly on the table and proceed from there (2012, December 1). [Editorial] <i>The Independent</i>.</p>
<p>Clearly, media houses need to refrain from airing such harrowing footage, which is tasteless and only adds to the mental agony of victims’ families (2013, May 12). [Editorial] <i>Dawn</i>.</p>	<p>The BBC must be more than a mirror held up to society, reflecting back what it thinks it sees (2013, March 23). [Editorial] <i>The Independent</i>.</p>
<p>Minister Kaira [Information minister] should know that Kalabagh is not political issue but an issue of very survival of the country (2012, December 2). [Editorial] <i>The Nation</i>.</p>	<p>Mr. Lansley [Health minister] must shoulder most of the responsibility for the current problems [of NHS] – although it was Mr. Cameron who appointed him in the first place (2013, May 26). [Editorial] <i>The Independent</i>.</p>
<p>Critics of course point out that the Ministry of Finance must put its own house in order and ensure that the tax system is non-anomalous, fair and equitable instead of taxing a product that is mostly used by the poor who travel by public transport, the middle and lower middle income earners (2012, December 30). [Editorial] <i>Business Recorder</i>.</p>	<p>But Mr. Osborne [Finance minister] must not be driven off course, even if they do suggest the country has entered a triple-dip recession (2013, April 21). [Editorial] <i>The Telegraph</i>.</p>

4.3 Extra-linguistic elements determining the use of particular modal markers.

There are certain extra-linguistic aspects that influence the choices made by writers of newspaper editorials. Such constraints govern any speech community and set the stance of that particular genre. The factors affecting editorial writings are socio-economic, communicative context, such as stereotyping, representative of organisation or a particular political parties, formal writing style and illusion of conversation (especially in editorials). Moreover, cultural and historical as well as geo-political context impact the choices. Hence, these factors can be observed in co-occurring words with certain (deontic in this case) modal markers in the given data.

i. Socio-economic aspect.

Socio-economic factor has been the major influencing factor for all kinds of publications especially for media. British public is known to be the third biggest newspaper buyers (O'Driscoll, 2000) and they have two diverse newspapers: tabloids and broadsheets. Tabloids are known as "popular press" and the broadsheets "the quality press" (Bednarek, 2005, p.13). The broadsheets has readership from middle-class and hence their language and content is distinct. The language is more formal and content (especially of editorials) is mostly concerned with economy, politics and moral and social issues. On the other hand, the Pakistani English newspapers cater to elite, and upper middle class who are also interested to read about political, social, moral and economic issues. The language is formal and the writers are also conscious that due to online publications of the same newspapers, the readership includes overseas Pakistanis and those interested in local geo-political happenings. Moreover, the newspaper organisations tailor their ideologies according to readers' interests.

ii. Geo-political factors.

Since 1979, there is an ongoing disturbance in Afghanistan. Due to one of the longest border and hosting refugees for these many decades Pakistan has been in focus around the world. This has intensified after 9/11 tragedy. In case of Britain, it was at one time the biggest empire in the world. It still has considerable influence and there is an ongoing issue of European Union and reluctance of Britain to be a full member. It has led to coining of new term: Brexit.

iii. Communicative Context.

This includes stereotyped image of both reader and writers. The reader expects certain stance from newspaper writers and writers assume to be spokesperson of the readers to the political parties and other government personnel. This leads to use of language according to shared contexts, beliefs, norms and culture. Hence, the demanding tone in most of the British examples and reconciliatory in Pakistani text. Secondly, the language of newspapers though is formal, there is an element of spoken discourse as if the writer is in direct communication with the reader and while talking to the reader writer is advising the stakeholders as per readers' demands. Thus, making their ideologies the truth beliefs of the reader/ audience.

iv. Cultural and historical context.

The conspicuous absence of use of strong deontic modal markers with prime minister in Pakistani corpus is due to cultural and historical context. Pakistanis still consider it rude to openly challenge those who are in power. Though the times are changing, press has been given considerable freedom, and due to contact with international media the spoken data is constantly shifting. However, in written discourse, the change is more gradual. Still, in Pakistani editorials one can

notice that wherever strong sense of obligation was to be placed, it occurred as shared responsibility by team, government or party instead of any individual. While in British editorials that government and parties have been addressed but the main addressees are individual office-holders. However, British press has been free and claims its right as the fourth estate of the government, it is forthright and candid to the point that may be considered discourteous in Pakistani culture.

5. Conclusion

The analysis of both the linguistic and extra-linguistic factors have shown that difference in use of modal markers is not due to lack of proficiency on part of Pakistani writers but due to the difference in the expectations of respective readerships of British and Pakistani newspaper editorials. This also reinforces the concept that the educated non-native speakers' community develop understanding and use modal markers and substitute quasi-modals proficiently in any given context. The themes are more or less same: political, economic, international relations and moral issues and these too are according to stereotyped anticipations of the readers. The choices are further limited or extended due to the socio-economic, geopolitical and particular norms of the discourse community sub-genre of newspaper editorials belong to. This research justifies that there is a great scope for future research on these sociolinguistic elements that shape the discourse in media.

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