

**A Multidimensional Comparative Analysis of  
Promotional and Informational Facebook  
Posts of Pakistani Influencers**

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**Abstract:**

The present study aims to investigate the language functionality in promotional and informational texts on social media within the Pakistani context. The primary focus is on exploring the distinctions between promotional and informational content on social media platforms. To achieve this objective, data is collected from 10 influential Facebook users in Pakistan, with a balanced representation of both informational and promotional content creators. The collected data forms a corpus, and an analysis is conducted using the Multidimensional Analysis Tagger (MAT) as the chosen corpus tool. The theoretical framework for this research is based on Biber's (1988) first five dimensions. The results indicate marked differences in language functionality between informational and promotional texts. Across all dimensions proposed by Biber, particularly in Dimensions 1 and 2, there are similarities in the language features of both types of content, emphasizing a commonality in written and formal language use. However, variations are evident in Dimensions 3 and 5, where promotional texts exhibit a slightly more sophisticated language structure and a greater prevalence of spoken or interactive language. This study is valuable for researchers, marketers, and content producers seeking a deeper understanding of the linguistic shades in influencer marketing on social media platforms like Facebook. The findings contribute insightful information for those interested in navigating the complexities of language use in promotional and informational contexts on social networking sites.

**Keywords:** *MDA, Promotional Genre, Informational Genre, Functional Dimensions, Scores, Corpus Analysis*

## 1. INTRODUCTION

In the dynamic realm of social media, Facebook serves as a vigorous platform connecting individuals globally and providing influencers with a powerful stage to disseminate information and promote products or ideas. This article digs into a comprehensive exploration of promotional and informational Facebook posts crafted by Pakistani influencers, utilizing a multidimensional comparative analysis. In recent years, influencers have evolved from trendsetters to impactful content creators shaping opinions. The diverse spectrum of content on Facebook encompasses both promotional posts recommending products or services and informational posts aiming to educate or engage the audience. Understanding how Pakistani influencers strategically navigate these two types of content on Facebook provides valuable insights into the dynamics of digital influence in the region.

The multidimensional analysis of promotional and informational text on social media, particularly focusing on lifestyle, offers a nuanced understanding of the ways in which language is used to convey information and influence user behavior. In this study, Biber's five dimensions—informational density, structural density, vocabulary range, information flow, and syntactic complexity—are applied to assess and compare the effectiveness of promotional and informational content in the realm of lifestyle on social media platforms. The research is underpinned by the premise that influencer marketing on Facebook serves as a potent avenue for brand promotion and information dissemination in the Pakistani context. By applying the Biber and MAT tool, encompassing dimensions such as engagement, reach, authenticity, content quality, and influencer credibility, the study aims to provide a holistic view of the multifaceted nature of influencer-generated content.

Multi-dimensional (MD) analysis is a linguistic research approach using statistical methods like factor and cluster analysis. It was developed by Douglas Biber in 1980s to examine variations in spoken and written registers of English. The process involves two key steps: identifying significant linguistic co-occurrence patterns and comparing spoken and written registers based on these patterns. A third step may involve identifying 'text types' – groupings of texts with maximally similar multi-dimensional profiles. This method provides a quantitative way to explore and categorize linguistic diversity, revealing underlying structures in language usage across different registers. (Biber, 2004).

Biber asserted that conducting register variation studies solely on individual linguistic features, rather than examining co-occurring features, is subjective and has the potential to be misleading. He advocated for a more effective alternative—multi-dimensional analysis (MD)—which is corpus-

based, quantitative, empirical, and comparative in nature. The MD approach underscores the importance of considering the simultaneous presence of linguistic features in register variation studies and underscores the limitation of relying on individual features to consistently differentiate among registers (Biber, 1988).

First applied to an examination of register variation in English, the MD technique for thorough research of register variation was then extended to other languages, providing a cross-cultural viewpoint. Additionally, it is employed to objectively detect the prominent linguistic co-occurrence patterns in a language. The degree of referential elaboration—which can be persuasive or argumentative—and the abstract versus non-abstract style are examined as underlying features of the co-occurrence patterns, along with involved versus informational production and narrative versus no narrative concerns. For various reasons, MD analysis is helpful in researching language variance. Because it is based on a collection of linguistic features rather than a single feature, it offers a thorough explanation. Using computer tools, it is used to examine a bigger corpus of naturally occurring discourse. Its cumulative findings can be applied to more datasets. It looks into all of the spoken and written registers in English as well as other languages using the same methodology.

The current analysis is based on first five dimensions purposed by Biber (1988).

Dimension 1: Involved vs. Informational Production

Dimension 2: Narrative vs. Non-narrative Concerns Dimension

Dimension 3: Explicit vs. Situation Dependent Reference Dimension

Dimension 4: Overt Expression of Persuasion/Argumentation Dimension

Dimension 5: Abstract vs. Non-abstract Style

A research was conducted on explaining the nature of the tasks encountered by incoming international students; the researcher took on a comprehensive linguistic description of the range of spoken and written registers at U.S. universities. Specifically, the research paper described a multidimensional analysis of register variation in the TOEFL 2000 Spoken and Written Academic Language Corpus. The analysis revealed that spoken registers were fundamentally different from written ones in university contexts, regardless of purpose. Some of the register characterizations were particularly surprising. For example, classroom teaching was similar to conversational registers in many respects, and departmental brochures and Web pages were as informational dense as textbooks. (BIBER, Conrad, Reppen, Byrd, & Helt, 2002)

Alvi, Mehmood, & Rasool (2016) conducted a research on English Newspaper editorial to investigate the linguistic variation. The research aimed to determine whether the language used in PE is a unique sub-register of English utilized in Pakistani newspapers. The multidimensional (MD) analysis technique is applied to answer this question. A wide range of issues covered by various authors are included in this diversified dataset, which is made up of 250 editorials from five prominent newspapers. In order to determine the main language patterns of co-occurrence, a factor analysis has been carried out and the resulting corpus is tagged for 67 linguistic aspects. Some of the linguistic and functional features of the Pak. Ed. corpus are defined using five textual dimensions. The information substance, narrative elements, situation-oriented references, degree of argumentative language, and abstract style are all provided by the dimensions taken together. When Pakistani and British editorials are compared, significant linguistic differences are revealed, and the Frontier Post is found to be the most similar newspaper to British newspapers in terms of editorial writing. However, the Dawn shows very different outcomes in every parameter save for the narrative elements. On the basis of these findings, it is suggested that linguistic variety can be found in Pakistani English editorial articles both nationally and internationally.

Rashid & Mahmood (2019) conducted a research on the examination of language identity of Pakistani academic writers of research article. Because of non-representative data and a lack of internal and external comparability, previous quantitative studies on academic writing in Pakistan have been unsatisfactory. Using Biber's (1988) five textual dimensions, this study examined the statistically significant linguistic variance within the disciplines of Pakistani research publications in order to identify the language of these articles as an academic writing register. The study's findings demonstrated how language used in Pakistani academic research articles is extremely impersonal, explicit, non-narrative, and non-persuasive.

A recent study analyzed Pakistani English written discourse, comparing newsletters from Pakistani universities and annual reports from human rights NGOs. Using Biber's (1988) multidimensional analysis and MAT software (1.3), the research found that the language of Pakistani English is informational on D1. Pakistani universities' newsletters scored higher than NGOs' annual reports on D1. Additionally, the study revealed the non-narrative nature of the selected written discourse on D2, with newsletters leaning towards broadcasts and annual reports towards personal letters. Newsletters were identified as more strongly non-narrative than annual reports. (Anwar & Irshad, 2021)

Tabassum, Mahmood, & Arif (2019) conducted a research on analysis of Pakistani learner's argumentative essays by using and it was a corpus-based research utilizing a statistical approach known as Multi-Dimensional Analysis (MDA) by Biber to examine the linguistic patterns of learner language. MDA had garnered significant appreciation due to its objective and empirical nature, systematically organizing common linguistic patterns and elucidating their functional associations. The MDA was executed at two levels, referred to as old MD and New MD. The focus of the research was solely on the second level (New MD). The findings revealed that in the writing of Pakistani learners, the predominant linguistic patterns were characteristically informational rather than argumentative. Instead of constructing arguments, learners demonstrated a greater inclination towards sharing information. Pakistani English, having historical roots from pre-partitioned India, had undergone communal, traditional, and dogmatic phases. Initially, individuals began learning English as a second language, inevitably integrating it into their social and cultural life.

A very recent study was conducted on linguistic variations in the Abstracts of dissertations. In this mixed-method, corpus-based studies, disciplinary variations in the abstracts of Pakistani dissertations across 16 disciplines were investigated using Biber's multidimensional analysis approach. The research was conducted on a specially developed corpus consisting of 72,702 words and analyzed using the MAT tagger. The findings indicated that, despite evident disciplinary variations, the abstracts predominantly exhibited characteristics of being informational, non-narrative, context-independent, and non-persuasive. Notably, distinct variations had emerged across disciplines in D3 (Dimension 3), D4, and D5, with Law standing out as a notable outlier. These results supported the idea that Pakistani English is a separate linguistic entity with unique characteristics. (Fatima, Siddique, & Ahmad, 2023)

Mahmood, Asghar, & Asghar (2018) conducted a study that aimed to investigate linguistic variation among genres of Pakistani Legal English by applying multidimensional analysis. In a legal context, language performed different functions, resulting in a variety of textual categories based on the purpose of communication and linguistic properties. To recognize the linguistic properties of any individual genre, a comparative study of genre categories was essential. The study was conducted on a sample of eight Pakistani Legal genres based on around two million words. Data were analyzed by applying Biber's (1988) model of Multidimensional analysis. Findings revealed variation in linguistic patterns. All categories were found to be significantly different along each dimension. It indicated that legal language was not a homogeneous phenomenon. It had a variety of linguistic features associated with different <https://journalsriuf.com/index.php/IJLL/index>

legal genres, so it had to be viewed in terms of goal, purpose, audience, and context (variables that affected the language choice).

### **1.1 Statement of the Problem**

In the realm of social media, particularly on Facebook, Pakistani influencers play a significant role in disseminating content. However, there exists a gap in understanding the effectiveness of their posts, specifically in the categories of promotion and information. This lack of insight hinders our ability to maximize the impact of social media strategies. Therefore, there is a need for a comprehensive investigation into the promotional and informational Facebook posts of Pakistani influencers to discern patterns, strengths, and areas for improvement. There is also a need to understand how language actually functions in promotional and informational content.

### **1.2 Purpose of the research**

The purpose of the present research is to explore the functionality of language in promotional and informational texts on Pakistani social media in terms of lifestyle. It also aims to analyze both types of texts comparatively and investigate how they match the dimensions presented by Biber. The research aims to understand how Pakistani influencers can improve their Facebook posts by comparing promotional and informational content. The goal is to provide practical tips for better social media engagement in Pakistan.

Following objectives are aimed to be fulfilled at the end of the research:

### **1.3 Research Objectives**

- a. To explore the language functions in promotional and informational texts related to lifestyle on Pakistani social media platforms.
- b. To examine the differences across promotional and informational texts related to lifestyle on Pakistani social media platforms.

Following questions are addressed in the current research:

### **1.4 Research Questions:**

- a. What language functions do promotional and informational texts related to lifestyle on Pakistani social media platforms perform?
- b. How do promotional and informational texts related to lifestyle differ from each other linguistically?

### **1.5 Delimitation**

The current research is analyzing the texts taken only from Pakistani Facebook influencers. The present research is also limited to data related to lifestyle.

### **1.6 Significance of the Research**

This research contributes to the academic understanding of language use and discourse in the context of lifestyle-related content on social media, particularly within the Pakistani contextual framework. The findings of this study can inform content creators, marketers, and advertisers about effective strategies for constructing promotional and informational content that resonates with the Pakistani audience, leading to improved engagement and communication. The research outcomes may offer valuable insights for policymakers interested in regulating or guiding the creation and dissemination of lifestyle-related content on social media platforms in Pakistan.

## **2. RESEARCH METHODOLOGY**

### **2.1 Research design:**

The current study is based on a mixed-methods research design because it needs both quantitative and qualitative analysis. In many of Biber's works, including "Variation Across Speech and Writing" (1988) and "Register, Genre, and Style," (2019) he emphasizes the importance of both qualitative and quantitative methods in linguistic research. Quantitative analysis enables systematic comparisons, helping to identify consistent patterns and variations in language use. It aids in identifying relationships between linguistic features and specific dimensions. By quantifying linguistic features, researchers can provide more healthy evidence for their claims about variation across registers. Furthermore, statistical methods can reveal which linguistic features are most salient in distinguishing one register from another.

On the other hand, Biber's dimensions involve a detailed analysis of linguistic features. Qualitative analysis allows researchers to provide detailed descriptions and explanations of linguistic phenomena, aiding in the development of a more comprehensive picture of language use. Qualitative analysis is essential for interpreting the linguistic patterns. It allows researchers to go beyond the numbers and understand the underlying meanings and communicative functions of linguistic features in specific registers or genres.

### **2.2 Sample Technique and Type:**

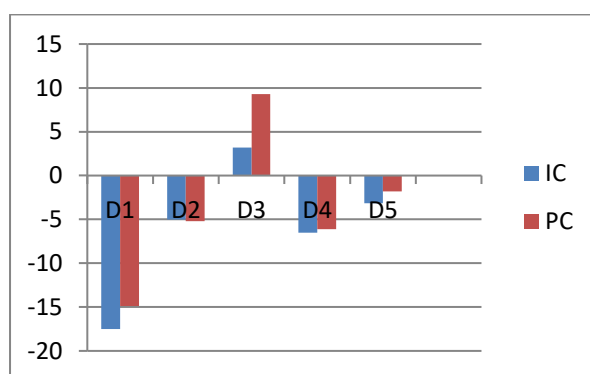
A random sampling technique is used for collecting the data for the research. Pakistani promotional and informational data of Social media texts on lifestyle are used as sample data in this study. Pakistani texts of Facebook posts regarding lifestyle are taken for the sample of the research. Cochran (1909) emphasizes the significance of random sampling in ensuring that the sample is



The multidimensional comparative analysis of promotional and informational Facebook posts of Pakistani influencers, employing Biber’s five dimensions (D1-D5) reveal distinctive patterns in the linguistic features of the two types of content.

Text Type	Dimensions 1	Dimensions 2	Dimensions 3	Dimensions 4	Dimensions 5
Informational	-17.50	-5.03	3.20	-6.50	-3.17
Promotional	-14.86	-5.22	9.29	-6.12	-1.80

Figure:2



### 1. Dimension 1 (D1 - Informational):

*Informational texts:* -17.50

*Promotional texts:* -14.86

The results suggest that the informational corpus exhibits a slightly more negative value than the promotional one in Dimension 1. This dimension often signifies the use of informational words and complexity. The negative value indicates a higher density of informational language in the informational posts, possibly reflecting a more informative and substantive content structure. The negative value in Dimension 1 for both informational and promotional corpora signifies a prevalence of informational language. However, the informational corpus exhibits a slightly higher negative value, indicating a more pronounced use of informational words. This suggests that when influencers share informative content, they employ a language rich in substantive details and factual information. On the other hand, promotional content, while still informational, might strike a balance with more persuasive elements to entice the audience.

## 2. Dimension 2 (D2 - Involved Style):

*Informational texts:* -5.03

*Promotional texts:* -5.22

Both corpora show comparable values in Dimension 2, suggesting a similar degree of linguistic involvement. This dimension often reflects the use of personal pronouns, indicating a level of engagement with the audience. The marginal difference might suggest that influencers maintain a consistent level of personal engagement, irrespective of the content type. The comparable values in Dimension 2 for both corpora suggest that Pakistani influencers maintain a consistent level of personal involvement across both informational and promotional posts. This involvement is often reflected in the use of personal pronouns, creating a sense of direct communication with the audience. The marginal difference implies that influencers strive to engage their audience personally, irrespective of the nature of the content.

## 3. Dimension 3 (D3 - Formal Style):

*Informational texts:* 3.20

*Promotional texts:* 9.29

Dimension 3 illustrates a stark contrast between the two types of posts. The positive value for promotional posts indicates a more formal style compared to the informational ones. This could imply that influencers adopt a more polished and formal language when promoting content, possibly to enhance credibility or align with brand messaging. Dimension 3 reveals a striking divergence between informational and promotional content. The positive value for promotional posts indicates a significantly more formal style compared to the informational ones. This suggests that influencers adopt a polished and sophisticated language when promoting products or services, potentially to align with brand messaging and establish a sense of credibility. The formality in promotional posts may serve to enhance the perceived professionalism of the influencers and the brands they endorse.

Here are some instances of data where the disparities are significant:

### Example of highest value of promotional data in dimension 3

File name: FB\_PC\_LFS\_04\_064

Value: 41.19

Dress for Success with Lawrencepur Workwear Collection! Elevate your professional style and make a statement at the office. Discover the perfect blend of sophistication and comfort.

### Example of highest value of informational data in dimension 3

File name: FB\_IC\_LFS\_05\_045

Value: 24.18

Immerse yourself in a world of flavor and beauty with our extraordinary tea set and tray, a true testament to the art of tea appreciation. Visit our outlets nationwide

#ZubaidasHomestore #TeatimeEssentials #uniquedesign #MultipleBrandsUnderOneRoof  
#NationwideOutlets #UnderOneRoof #HomeItems

## Figure: 3

<https://journalsriuf.com/index.php/IJLL/index>

Here is another example from the data of dimension 3

**Figure:4**

**Example of lowest value of promotional data in dimension 3**  
**File name:** FB\_PC\_LFS\_04\_001  
**Value:** -16.6  
**Pakistan's first dedicated EV showroom is Now Open at the Centaurus Mall Islamabad.**  
The Centaurus Mall has always been at the forefront of promoting innovation, community-friendly activities, and brands that prioritize environmental and financial efficiency for the local community. In a significant step forward, the mall has now opened its doors to the very first dedicated Electric Vehicle (EV) showroom in Pakistan. GuGo Motors, a prominent player in the EV market, has been selected by Tesla Industries to unveil their revolutionary GiGi EV on this platform. This is a pioneering move, marking the first exclusive EV showroom introduced by Tesla Industries in Pakistan. The GiGi EV boasts an impressive range of 220 kilometers with air conditioning while maintaining a remarkable operational cost of just PKR 5/kilometer, thanks to its 16.8 kWh battery. In terms of its pricing, the GiGi EV will be offered at a rate of Rs. 46.60 lakh, and when it comes to charging, the GiGi EV requires roughly 3 to 4 hours to complete the charging process. This step by the Centaurus mall demonstrates a commitment to sustainable transportation options and reflects a forward-looking approach to meeting the evolving needs of the community.

**Example of lowest value of promotional data in dimension 3**  
**File name:** FB\_IC\_LFS\_03\_001  
**Value:** -10.3  
Micro needling vs. Face P R P : Un cover the Truth Do not miss out, delve in to the details now in this post!

#### **4. Dimension 4 (D4 - Procedural Style):**

*Informational texts:* -6.50

*Promotional texts:* -6.12

The negative values in both corpora for Dimension 4 suggest a decreased reliance on procedural language. The marginal difference is indicative of a subtle similarity in the absence of step-by-step or process-oriented language in both informational and promotional content. Both informational and promotional corpora display negative values in Dimension 4, indicating a reduced reliance on procedural language. This implies that influencers, regardless of content type, tend to avoid excessive use of step-by-step or process-oriented language. The marginal difference suggests a shared tendency to keep content concise and avoid overly procedural explanations, maintaining a balance between clarity and brevity.

#### **5. Dimension 5 (D5 - Narrative Style):**

*Informational texts:* -3.17

*Promotional texts:* -1.80

In Dimension 5, this pertains to narrative style, both corpora showcase negative values. The subtle contrast implies that influencers, irrespective of the type of content they produce, uphold a relatively consistent narrative approach in their posts. The negative values observed in Dimension 5 for both corpora indicate a minimal dependence on narrative language, both in informational and promotional posts. While influencers integrate narrative elements into their content, the resemblance in values implies that they adhere to a relatively

uniform narrative style across various content categories. This discovery suggests that Pakistani influencers may lean towards a more direct and succinct communication style, opting for simplicity over intricate storytelling in their Facebook posts.

The analysis indicates that both promotional and informational texts share similarities across Bibber's dimensions, particularly in Dimensions 1 and 2. These dimensions highlight a commonality in the use of formal and written language. However, differences emerge in Dimensions 3 and 5, where promotional texts exhibit a more pronounced use of spoken or interactive language and a slightly more complex language structure. In short, the multidimensional analysis of Pakistani influencers' Facebook posts unveils a nuanced interplay of linguistic features in the realms of informational and promotional content. The higher density of informational language in informational posts underscores the influencers' commitment to delivering substantive and factual information. The marked formality in promotional posts reflects a strategic shift in linguistic style, likely aimed at enhancing brand credibility. While influencers exhibit a consistent level of personal involvement and maintain a balanced approach to procedural language, the divergence in formality emphasizes the nuanced strategies employed in promotional content.

#### **4. CONCLUSION**

In conclusion, the comparative analysis reveals nuanced differences in linguistic features between informational and promotional Facebook posts by Pakistani influencers. Informational content tends to exhibit a slightly higher density of informational language, while promotional posts demonstrate a more formal linguistic style. Despite these differences, both content types share similarities in terms of involvement, procedural style, and narrative style. The findings suggest that while influencers maintain a level of formality in both promotional and informational content, they tend to adopt a more engaging and interactive tone in promotional posts. Understanding these linguistic nuances is crucial for marketers and content creators aiming to tailor their messages effectively on social media platforms like Facebook in the Pakistani context. The study provides valuable insights for content creators, marketers, and researchers aiming to understand the linguistic nuances in influencer marketing on social media platforms like Facebook. Further research could delve into specific linguistic features within each dimension to uncover more subtle variations and refine strategies for audience engagement. Furthermore, more research could explore the impact of these linguistic features on audience engagement and brand perception in the context of Pakistani social media influencers.

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