

Cultural Promotion through English Language: A Case Study of English Textbooks at Secondary Level in Different Provinces of Pakistan

(A Qualitative Research Method at the Secondary level of English Textbooks in different Provinces of Pakistan)

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Supervised by: Dr. Samina Sarwat

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Submitted to the Department of Humanities & Social Sciences Khwaja Fareed University Of Engineering & Information Technology for Partial Fulfillment of the Retirement for the Degree of M.Phil. English Linguistics in English Department.

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M. Phil. English Linguistics

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ASES KONGRE ORGANİZASYON VE YAYINCILIK

Kanununun hükümlerine göre kitabı yayınlanan yayınevinin izni olmaksızın elektronik, mekanik, fotokopi veya herhangi bir kayıt sistemi ile çoğaltılamaz, kısmen veya tamamen

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MY MOTTO

“Do it and never complain is the key to reach a success”

I finished this thesis By the Infinite blessing of Allah Almighty,

My beloved parents,

And all my friends Thank you for supporting me guys.

And especially Thanks for supporting me my Supervisor and Co-Supervisor Sir Syed Khurram Shahzad Sb

Baskı, Yayım ve Dağıtım

ASES KONGRE ORGANİZASYON YAYINCILIK

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Abstract

Textbooks are the essence of educational policy and play a significant role in classroom instruction. The contents of these discourses reflect a country's existing cultural, religious, or social standards and serve as a tool for dominant groups to wield power. The goal of this study is to expose prevailing cultural and social ideas in the literary discourses of Pakistani English Secondary textbooks from all four regions (Punjab, Sindh, Baluchistan and Khyber Pakhtunkhwa). Content analysis is used to quantify cultural themes, while discourse analysis is used to evaluate the results and provide insight into the data. The purpose of this research is to see how native, target, and foreign cultures are included into the reading texts of textbooks taught at the Secondary School Certificate level in the government schools of Punjab & Sindh in the different Provinces of Pakistan. Byram's (1993) checklist was used to investigate the contents of the textbooks and identify their cultural representations. The current study is a qualitative investigation with content analysis based on theory. In terms of the quantity of texts, the study's findings show that the textbook for class 9 provides a balanced amount of reading texts regarding local, target, and foreign culture. In the PTB textbook for class 9, there are 12 reading texts: 04 texts about source culture, 03 texts about target culture, and 03 texts about international culture. 04 reading materials, on the other hand, do not fit into any of the categories. The cultural reading books belonging to local people, on the other hand In terms of quantity, culture has been discussed in greater depth than the other two cultures. Similarly, there is an imbalance in the cultural weight in the textbook for class 10. In the PTB textbook for class 10, there are 13 reading texts, with 07 texts about local culture, 03 texts about target culture, and just one text concerning foreign culture. Despite this, the 02 texts are culturally indifferent. The findings suggest that reading books on native culture outnumber those about the other two cultures, particularly foreign culture, which is largely ignored in the textbook under consideration. As a result, it is recommended that the textbooks for classes 9 and 10 be improved in order to accomplish the aim of intercultural communicative ability. In the STB textbook for class 9, on the other hand, there are eight reading texts are related to source culture, 03 texts are about target culture and 03 are related to international culture. On the other hand, 04 reading materials do not fall into any of the categories. However, the cultural reading materials related to local culture have been covered in more depth than the other two cultures in terms of quantity inside the texts.

Similarly, the cultural weight in the textbook for class 10 is unbalanced. There are 26 reading materials in STB, the textbook for class 10, including 07 works about local culture, 03 texts about target culture, and just one text about international culture. Regardless, the 02 texts are culturally agnostic. The data imply that books on native culture are more commonly read than books about the other two cultures, notably foreign culture, which is mainly disregarded in the textbook under review. As a result, it is advised that textbooks for classes 9 and 10 be improved in order to accomplish the aim of intercultural communicative ability. The goal of this study is to define culture, its link to language, and the role culture plays in teaching and learning English as a foreign or second language. This also clarified how to teach culture in the English language classroom. The purpose of this research is to examine two English language teaching (ELT) textbooks from the perspective of hidden curriculum, or the invisible or implicit ideological assumptions buried in the content of these textbooks and the language learning and teaching culture they foster. Both textbooks (chosen for this study) are utilised in Pakistan for ELT in two separate provinces. The study approach involves a comprehensive analysis of the two textbooks' chosen units. To begin, the text of the modules was examined for genre, substance, and any hidden curriculum that the contents could include. The examination of the culture of language learning and instruction that these works encourage is the second section of the framework.

Keywords: Cultural contents, English Textbook, PTB,STB,Contents Analysis.

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1 Introduction

The analysis in linguistics explores language use through insights from multiple fields like scientific discipline, social science and social science. However, the interests of crucial discourse analysts be scrutinizing language use for the exercise of power by the dominant teams and ways in which of resistance (Simpson & Mayer, 2010). the present investigation is fascinated by intersection of language and social and political reflexes of power (Simpson & Mayer, 2010) within the knowledge of English provincial textbooks by uncovering the philosophical views and power relations within the syllabus. Textbooks being vital schoolroom academic tools heavily influence social, mental and cultural growth of the scholars (Kemp, 1977 as cited in Beiki & Gharaguzlu, 2017). The four main ingredients of academic context embody textbooks, learners, academics and also the context itself (Razmjoo & Jozaghi, 2010). what is more, textbooks as teachers' tools offer learning and teaching context and circumstance (Beiki & Gharaguzlu, 2017). Being Associate in Nursing integral a part of education policy of any country (Weninger & Kiss, 2013) the content of textbooks reflects and maintains its existing cultural, spiritual or social norms and values of the powerful teams (Su, 2007). In Pakistani context, over seventy languages area unit spoken however folks refrain from adopting a hard and fast national identity. The concept of provincialism includes a defensive structure and regional languages serve to strengthen ethnic identities and power struggle with textbooks accustomed interpret Islamic teachings used as a support for nationalism with militarisms being the foremost desired worth (Rehman, 1995; 2003). This study is Associate in nursing innovative plan to explore whether or not the syllabus reflects unity among the provinces or the replica of the beliefs of autonomous bodies. Currently, English is that the most generally language within the world. thanks to its unfold, beginning with the organization amount and continued with the economic and political power of the U.S.A., it's been used for various functions round the world like education, commerce, tourism, and science. folks all round the world still learn English to achieve their totally different aims. A crucial question arises in terms of English teaching at this time, that is, whether or not to show 'culture' beside English or not. The question of teaching 'culture' beside English has been mentioned by some students from the fields of applied linguistics and linguistics for nearly 20 years. There are a unit four views relating to the problem. the primary one states that 'target language culture' ought to be educated in conjunction with English to

assimilate language learners into the cultures of English speaking countries (Byram, 1990; Byram & Flemming, 1998). The second read states that there shouldn't be Associate in nursing teaching of the 'target language culture' at the side of English within the countries wherever English is an institutionalized selection (Kachru, 1985, 1986; Kachru & Admiral Nelson, 1996; Canagarajah, 1999). Alternative 2 views conjointly reject the concept of teaching 'target language culture' in conjunction with English. However, whereas one in all the views supports the teaching of 'local culture' in English language teaching (Kramsch & Sullivan, 1996; McKay, 2003), the opposite read holds the position that English has become a interlanguage and it ought to be educated in a very culture-free context (Alptekin, 2005; Jenkins, 1996, 2000, 2002, 2005; Seidlhofer, 2001).

1.1.Culture

The term "culture" contains a big selection of connotations. Some folks outline it as a love of fine literature, music, art, and food. It's possibly a colony of bacterium or different microorganisms growing in organic process medium in an exceedingly laboratory Petri plate for a man of science. Culture, on the opposite hand, is outlined by anthropologists and different activity scientists because the complete vary of learnt human behaviour patterns. Edward B. Tylor, a pioneering English social scientist, used the phrase in his book *Primitive Culture*, revealed in 1871. "That sophisticated whole that includes information, belief, art, law, morals, custom, and the other capabilities and habits no inheritable by man as a member of society," in step with Tylor. Of course, it's not just for men. Ladies each possess and turn out it. The thought of culture has become the core stress of social science since Tylor's time. Culture may be a valuable human survival mechanism, however it's additionally a fragile development. it is usually dynamical and simple to lose as a result of it simply exists in our heads. Our written languages, governments, structures, and different semisynthetic objects square measure all cultural creations. they are doing not represent culture in and of themselves. As a result, archaeologists cannot directly search out culture in their digs. They discover ancient people's shattered pots and different artifacts, that square measure simply material remains that replicate cultural patterns—things that were factory-made and used victimization cultural information and talents. to place it in a different way, culture refers to the traits of a definite cluster of individuals. Countries square measure outlined by their cultures. Each country has its own set of cultural

events and customs. Material product that the culture consumes and creates square measure just one side of culture. Culture encompasses the people's beliefs and values still. The approach individual accept and comprehend the planet, still as their personal lives, is an element of culture. Among a location, civilization, or subgroup, culture may take issue. A geographic point might have a definite culture that distinguishes it from alternative workplaces. A country's culture might take issue from the remainder of the country's culture. as an example, the geographical area Maritime region of Canada.

1.2.Importance of Culture in Language Teaching

Language, in line with dynasty (2005:56), features a twin function: it is a medium of communication furthermore as a carrier of culture. Language is out of the question while not culture, and human culture is unthinkable while not language. A language reflects the culture during which it's spoken. Brown (1994:165) puts it this way: 'A language could be a element of a culture, and a culture could be a part of a language; the square measure intimately connected to the purpose wherever one cannot separate the while not losing the worth of either language or culture.' in an exceedingly shell, culture and language square measure inextricably coupled (cited in Jiang, 2000: 328). As federal agency (2006) points out, the affiliation of learning and cultural learning is therefore obvious within the field of teaching and learning that one would possibly argue that learning is culture learning and, as a result, teaching is cultural teaching (p.59). Federal agency goes on to mention that foreign language lecturers ought to bear in mind of the importance of cultural studies within the schoolroom and build an attempt to extend students' cultural awareness and communication skills. 'Foreign language instruction is foreign culture teaching, and foreign language lecturers square measure foreign culture lecturers,' says Wang (2008). The international role of English language, furthermore as globalisation, square measure of the key reasons, in line with Tomalin (2008), to show culture as a fifth language ability, additionally to hearing, speaking, reading, and writing. 'The fifth language talent teaches you the way to regulate your English use to be told concerning, comprehend, and respect the values, strategies of doing things, and distinctive characteristics of alternative cultures. It requires education how to use speech to recognize distinctness's, in addition to being flexible and open-minded of different habits of doing belongings. It's a insane shift that's exhibited through the use of language.' Educational information (the malignant growth), enlightening values (the

'personality' of the country, what family anticipate is important), enlightening behaviour (information of everyday habits and behaviour, the little c), and cultural abilities (information of constantly routines and behaviour, the little c) endure all acquire information in ELT, in accordance with Tomalin (2008). (the development of intercultural subtlety and knowledge, utilizing English sound as the medium of interaction.

1.3. Cultural Influence on Foreign Language Teaching

To grasp the meaning of education, we must first decide in what way or manner enlightening education facts influences terminology knowledge and education, in addition to in what way or manner we power take advantage of that influence. It is necessary to display the functions of civilization in the elements of speech knowledge and education, to a degree hearing, expressive, learning, and translating, so that give reason for the acts sophistication plays in style knowledge and education.

1.4. Enlightening influence on dictionary

Vocabulary is the medium by which education is communicated, and dictionary is the base of accent. The glossary will perpetually show the social or enlightening dissimilarities, and the reason of wording will similarly indicate the civil or educational distinctness's. Take, for instance, color. In Pertaining to the orient education, the color silver is guide "clean, noble, and good character," and private Situated or toward the west nations, the spouse wears silver all along her marriage. In Porcelain, the spouse must wear wine, not silver, at a usual marriage. Because cardinal designates "future satisfaction, advantage, flourishing, and affluence," and silvery is only used at funerals when a classification appendage or relative has dwindled. In Porcelain, silvery is belonging to being "pale, feeble, and exhausted vigour." Suitable way, knowledge a expression requires not only understanding allure alphabet rules and designative significations of dispute, but further much more, to a degree educational wonders, lifestyle, clothings and agreements, experiences, and entirety different that idea requires. To the point, education is a versatile build accompanying abundant associations, and each component maybe meant in conversation. It is fault-finding to determine dictionary while more obey to enlightening facets.

1.5.Cultural Influence on Listening

Learners occasionally comment that regardless of giving plenty opportunity education and worrying their hearing understanding abilities, their progress is not able when education a alien prose. They do entirety they can to reach this aim. Few crowd, for instance, purchase tape recorders to aid their knowledge process in an exertion to increase their hearing skill, and they use bureaucracy for various hours each epoch. Nevertheless, when they encounter new trial fabrics, they are not able to understand bureaucracy. Skilled maybe a difference of reasons for this, but few of ruling class have existed recognised. Their restricted jargon, weak alphabet, and equivocal articulation are with ruling class. Still, a more meaningful cause is that they lack the educational education news necessary for the prose they have determined. Hearing is tight connected to the aim speech's education, government, and frugality. When judging one's hearing ability, we allow for possibility all of welcome skills, containing welcome English level, intellectual range, examining and inventive skills, thus. We grant permission have this somewhat knowledge: it is mainly smooth for us to appreciate entity place the occurrences complicated are common to us, although what they are, for example, revelation, reports, tales, lectures; or skill, erudition, sports, or the commerce. Even though skilled are few strange conversation, we can resolve what they mean established the framework. On the additional, if the connotations we are hearing to are closely firm to enlightening environment facts accompanying that we are unknown, it will be troublesome for us to learn. The matters grant permission be natural, and we can get the articulation of each discussion from the record, but a lack of enlightening tradition information grant permission avoid us from adequately understanding bureaucracy. If a undergraduate finds a travel like: Edward Kennedy's course has happened on the decline because Chappaquiddick, for instance. The form of the assertion will not be troublesome for him to understand. Nevertheless, if he is ignorant that "Chappaquiddick" is the name of a municipality in Western hemisphere, what it is secondhand in this place line to concern E. Kennedy's traffic casualty, he will be sidelined to include the valid intention. We can commemorate by means of what essential sophistication is in our talent to take notice established the following clarification: Individual of allure complicated ties is education. It has the potential to two together hinder and help our hearing progress. By way of, we bear see the life of breeding and try to take advantage of it.

1.6. Cultural influence on speaking: Articulation and inflection aren't the only determinants to contemplate when it meets expectations talking ability. Population must state widely so that grasp the educational culture information of the goal vocabulary; only before will they within financial means write favorably accompanying remainder of something. By way of, when education uttered English, instructors bear stress the dialect's useful use and inquire to combine details from regular existence. This can help family use decent dispute in acceptable frameworks. Alternatively, even though individual has taken important preparation in the semantic parts of the style, a lack of educational qualification information grant permission cause wrongs or misunderstanding of aim. The following is an instance of a young translator's occurrence concerning this: Skilled is a young translator whose name is evident. When he was originally filling a place escort a offshore caller, he acted entirety he manage to show that he was enthusiastic, intimate, attentive, and gifted. "You happen this habit," he pronounced, difficult expected as concentrating as likely. "You rest on one's behind attending." "Be wary not to go also fast." "Understand me," she pronounced. "Will forbiddance stray." But the next era, he was startled to gain that the outsider had failed to follow him cause the young translator had happened considered rude apiece interloper. The translator, in the view of the outsider, is not helping him, but significantly censure him like a kid. The translator's English is intact, but welcome lack of educational upbringing information shows him ill-equipped for the task. The plot is unequivocal.

1.7. Cultural influence on reading: The account process is as well just the duplication and recurrence of dialect information that juniors earlier enjoy; it is a complex process that includes deciphering, seeing, analysing, determining, and concluding material through the intelligent scheme while being aroused by outside news (Larsen-Freeman, & Long, 2000, pp.193-196). By way of, it is essential for us to notice nonverbal clues in the way that environment news about ideas, experiences, earth science, and established local duties, containing. Semantic information can influence individual's version, but enlightening parts play a plurality in the translation process. Most real and meaningful education hurdles are caused by enlightening dissimilarities middle from two points the mark vocabulary and our native language, not just by semantic information. Practice facts, dispute, phrases, and manual constructions all have enlightening variances, that will enhance potential obstructions in study

matters. We infrequently uncover that adolescents see and grasp the aim of each discussion in the manual, but they are insecure about the aim of complete sentences or paragraphs. Individual of Winston Churchill's talks from the Second Great war a proper behavior concerning this. At welcome address, he cited welcome private desk: "Subsequently banquet, when I was suppress the croquet garden accompanying Man Churchill, he back to this issue, and I doubted either this was not adore in delegation of representatives of Rimmon for him, the arch antagonistic-Apparatchik." Man Churchill, I speak you. If Dictator overcame Inferno, I would at the very slightest mention the demon in a definite light in delegation of representatives of Canteen." Churchill secondhand three scrupulous hints in duplicate article: the first is "stoop low in delegation of representatives of Rimmon," that arises the "Handbook." That way "achievement belongings against individual's will"; "Inferno" is the second; and "the demon" is the triennial. We can't completely take reason Churchill distinguished the Comrade USSR to "Inferno" and the Federal assembly Bolshevik to the "demon" except that we think the three hints. Man Churchill's use of conscientious hints in this place article not only manifested welcome antagonistic-Apparatchik posture, but too prevented straightforwardly vexatious the Federal assembly Merger Pinko. In an appropriate, the real message concerning this theme is that welcome support for the USSR is on account of benevolence's recovery, what welcome antagonistic-Comrade posture has not changed. Suitable way, we can visualize that semantic information unique cannot address all knowledge challenges. Folk's everything is customarily connected to their nations' educations, particularly when it meets expectations citations or habit that we are inexperienced. This serves as a warning to analyze the enlightening impact of what we express.

1.8 Cultural influence on translating

It is regularly pretended that civilization has a meaningful affect interpretation. We concede possibility have enough understanding of two together the goal and beginning sounds when translating. Ultimate disputing facet of interpretation comprehends educational qualification news. Cunning, record, earth science, principles, erudition, and added types of enlightening culture information are contained. Exemplification, I wasn't Pygmalion; alternatively, I was Giant animal. Skilled are two points that concede possibility cause us disorientation: "Pygmalion" and "Giant animal." They give the impression the names of two community, but the one are they? Pygmalion is the Ruler of Cyprus in Not understandable folklore. He raze

captivated "her" later chiselling a image of a actually appealing young woman. Aphrodite, the God of Loyalty, present the bronze history on account of Pygmalion's dedicated love, and Pygmalion someday wedded her. Giant animal was a young healing graduate student in M. W. Shelley's novel "Supernatural being." He formerly designed a beast, but the villain consumed him. We can understand from the previous that "Pygmalion" means "to hold individual's own production," when in fact "Giant animal" method "to endure on account of individual's own acts." In an appropriate, achievement in translating this sentence is commanded not only by a understanding of allure construction, but more by an understanding of the educational framework.

1.9 Foreign Language Textbooks and Intercultural Learning: Between the fabrics utilised in the communication, textbooks commonly take Centre stage. They determine a rich accumulation of ideas, texts, pictures, and dialect, in addition to helping in the invention of the course's summary. Pulverness (2004), p. 28. Textbooks secondhand in English classes are generally equip to aid offshore expression education, but on account of the relation 'tween vocabulary and sophistication, textbooks are too anticipated to involve few traits of the mark vocabulary education. Moreover, informative ability is necessary to enhance articulate directly dialect. It involves a enlightening grasp of traditional customs, traditions, and shadings in dialogue, in addition to social principles and values (Kramsch 1994). It stipulates that different expression (further FL) textbooks suitably indicate the aim vocabulary's civilization. In accordance with Skopinskaja, two types of textbooks are now common: worldwide or worldwide textbooks and regionally presented textbooks. Worldwide or worldwide textbooks are planned accompanying the worldwide retail in mind, that resources they are composed to entice as many crowd as likely. They generally collect alone on the mark breeding and the level of overseas interplays. These textbooks can have a with regard to the welfare of mankind specific or a with regard to the welfare of mankind general adjustment. Regionally built textbooks, in another way, are create by non-native authors or accompanying non-native talking authors together. These textbooks are frequently composed similarly nationwide educational program and have the Department of Instruction of the specific country's consent. They 'rewrite by local authors, so they're singular. Information, sociocultural ability, and stance bear all be affiliated with the makeup of breeding direction in textbooks. These three extents must be pertain to indicate

authentic positions at which point "win information normally happens together accompanying the skill to use that information and the growth of stances had connection with it" (Camillery, Fenner in Newby 2000:154). Inscribed or uttered texts, figures, maps, graphs, and additional able to be seen with eyes sexually transmitted disease can all be used to send educational news. Win facts is the beginning toward evolving intercultural ability. It maybe exhausted a sort of habits, but cause sociocultural ability is a process, it must be fed thus. The contrasting method, in accordance with Pulverness, is detracting in the education process. Many masters intend utilizing this policy, that involves reasoning, contrasting, and contrast in the situation of civilization content in textbooks (Pulverness 2004). Newby advises any of participatory endeavors to help scholars build sociocultural ability and an knowledge of a alien civilization (Newby 2000). Information a second pronunciation is visualized as a complete form for reconstructing understanding and opposition of dissimilarity. Different learners, in another habit, usually select plain and commonplace plans of the aim plan. By accomplishing ordinary stances of the aim and the beginner's own, textbooks can combat innocence. Many theorists trumpet the plentiful benefits of FL textbooks, in view of the fact that job, holding philosopher and specialists, have opposing postures. Pulverness sees document plans and parts as a potential risk to philosopher cause they permit an action halt lecturers from connecting miscellaneous points of view than those legitimized by handbook authors. He boosts Professors to surpass the text and specify undergraduates accompanying supplementary possessions that present enlightening musical accordance and 'increase advantage' to the text. It is the accountability of the mentor to supplement the range of outlooks applicable in the study hall. These additional matters, in accordance with Pulverness, bear either fix educational elements that are entirely missing from the book used in education or move "undergraduates far further the usual end-of-part signal of immediately equate this accompanying apartments/celebrations/seizures in your country" (Pulverness 2004:28). Textbooks have frequently happened disciplined for giving the aim dialect in an artificial form. On account of a lack of real material, their expression is simplistic, and their outlooks on physical occurrences are impossible. Alptekin (1993) debates added potential concerns, demanding that merging overseas theme and public buildings in FL textbooks grant permission bring about misunderstandings on account of learners' lack of educational blueprint, that maybe cured by a native-talker lecturer's clarification. Old-fashioned notes investigators in welcome summary of text critique. While skilled is plenty analysis about in what way or manner

civilization is controlled in textbooks, skilled are too plenty hints and directions on by means of what to upgrade belongings. In their order of plans, Cortazzi and Jin maintain the significance of continuous interplay middle from two points the educational postures presented by a professor, learners, and a text. They want more enlightening news in textbooks, in addition to clear intercultural facets that test miscellaneous educational clarifications of the unchanging idea. (1999, in O'Dowd 2004:66), intercultural facets analyze apparent enlightening ideas of semantic and non-semantic behaviour. Serco gives a all-encompassing list for analysing the educational content of different prose textbooks, nevertheless it does have few restraints because it does not cover abilities (1998, in *ibid.*). Part-plays, project work, and different ventures that educate by means of what to evaluate a educational document, do manlike research, and find enlightening principles and perspectives held in goal civilization must all be affiliated with the text for it expected persuasive

1.10. Other Resources:

Genuine fabrics are pleasing and appealing for two together graduates and scholars, and they bear be secondhand at any time attainable. It is most usually appropriated accompanying above-level pupils, but it can likewise be secondhand accompanying lower-level pupils. For more immature toddlers, established chants, cadences, riddles, and added juveniles's yarns are ideal (Ellis 2003). Real money involve not only regular, continuous publications containing information and books, but too central page of web site, Broadcast, films, flyers, stickers, and all different written in the mark style namely resorted to in the school room complete. The unchanging material may be utilised in classrooms of differing levels because the tasks are sorted in accordance with the talents and interests of the undergraduates (Newby 2000). Utilizing absolute money is a plain and efficient method to upgrade a pupil's accepted talents in addition to their academic conduct. The regular, continuous publication containing information has many surfaces of civilization that are not mainly sent in textbooks, but it is "huge" and "halting individual in a different dialect is a great challenge," in accordance with Blatchford (in Valdes 1986:135). Because regular, continuous publications containing information involve very educational meddling and sound trouble, pupils are fast disheartened, and coaches' firm route in active at this moment news is alive. Head, adverts, editorials, sports pages, comics, and even the meteorological outlook can specify valuable educational acumens. The humorousness on the

clown pages is specifically significant. She considers brochure in different speech classrooms expected “practicable component” (ibid.) at appropriate level. She sees essay as “an entire fable, farce, expressive, or essay composed for an learned hearing of native speakers of the dialect at which point it is composed, meaning to show existence as it indeed is.”(ibid.) From this maybe derivative the level for that education composition is appropriate: from an above-in-between to progressive learners. Scholars are submitted for lower-level undergraduates but in this place case educators bear see the reality that these stylized reports of excellent scholarly everything don’t have some ingredients of article in bureaucracy and concede possibility be secondhand only for semantic purposes. The main part of composition education, other than all the added facets dotted in it, is, in accordance with Valdes, giving “principles that hold in check the presence of personalities and points of view of the authors” (ibid.). Undergraduates are not assumed to judge these principles but to comprehend ruling class in addition to to comprehend the scholarly everything that hold ruling class. The principles of some ethnic group are not entire but, as Valdes implies, skilled are “sure ideas” (ibid.) in each ethnic group that maybe deliberate as a “inexact unanimity.” (ibid.) Professor’s function in education drama depends on understanding these principles and giving bureaucracy to pupils by selecting a written or musical creation of interest and skillfulness from scholars, eliciting bureaucracy and containing in education process. Real infants’ article determines a rich capital for education knowledge as it holds enlightening facts detached by Ellis and Brewster into eight types: - Semantic: for instance, agreements of courtesy; - Terrestrial: e.g., news on various nations, flags, capitals; - Archival: for instance, facts on dinosaurs; - Celebrations: for instance, news on Easter; - Drawings: for instance, news transmitted through exemplifications; - Common growth: facts on shops and buying, food periods; - Place of birth-connected issues: for instance, resistance; - Chorus, sounds that are pleasant, harmonized and tunes: many established chants and tunes link well to tales and determine genuine instances of youth’s myths. (Ellis 2003:16) Writings and plays can further be affiliated with alien lecture room. Two together educational content and intention maybe began in bureaucracy. The coach's task search out "try to overcome pupils bias and lead juniors to survey all edges of an issue" by knowledge compositions loudly and analyzing bureaucracy holistically. Valdes (1986, p. 145) Even while plays give the impression a plainer scholarly type to approach because they hold honest talk and integrities the one communicate in the storyline, it is however a troublesome challenge for a coach to experience welcome undergraduates in

recognizing educational patterns unseen something done. Educational acumens and a welcome variety of lecture room projects are determined by films, filmstrips, and slides. Superior filmstrips on with regard to the welfare of mankind accompanying issues are accessible commercially, and slides that assistants have composed in their travels maybe processed into short, earliest enlightening performances. Usually, juniors find the use of videos instigating and exciting. Videos maybe raise at confer cross-educational issues. Afterwards observing four belongings that are various from their idea (articles, design, apparel, feed, etc., undergraduates record four belongings that are the alike. Produce bureaucracy working and have a discourse about reason belongings are the unchanging or various. (McKinnon, 2005; McKinnon, 2005) .Education and accent are so tight twisted in the previous conference the one cannot separate two together outside falling the pertinence of either terminology or civilization'. If individual of ruling class is split, the additional is abandoned bare.

1.11. Theoretical Framework

The Research study of “The Analysis of the Culture-Related Contents in an Indonesian English Textbook” By Ulya Safira Riadini¹, Bambang Yudi Cahyono is used as one of the references or information for conducting further study under the same topic. It also becomes productive input for Ministry of National Education to reconstruct additional standard for textbook evaluation by adding cultural contents as well as to develop more suitable and culturally appropriate with the Pakistani students. Practical Benefit of this study will answer the strength and weaknesses of the textbook investigated in term of cultural content. The findings of this study will provide teachers a comprehensive data about cultural aspect that contain in the English textbook which is currently used in teaching learning process. So, teachers may be able to identify and evaluate kinds of cultural elements are appropriate and inappropriate in the textbook and they also can be better adapted the current textbooks so it will raise students cultural awareness.

1.12. Significance of the Study: Certainly, textbooks play an essential part in education procedure and have excellent meaning in school room teaching. The content of these discourses describes the existent educational, conscientious or public norms of a country and acts by way to rule of the famous groups. The research focuses to show prevalent enlightening principles through expression use and public beliefs in the literary discourses of Pakistani English the

Subordinate textbooks of the various provinces (Punjab and Sindh). Research aim search out investigate how English textbooks of Subordinate level in Pakistan represent Pakistan and allure idea. The unification of cultures in textbooks is very main cause it helps in taking intercultural informative competence that is a step earlier to informative ability. Informative competence involves semantic, sociolinguistics, discourse and crucial ability but they are not able. This is also professed by Hinkel (1999) the one stresses upon intercultural ability. The experience has become a computer world, information of various sophistications will not only allow the learners to communicate accompanying folk of various nations but such information will again extend their thinking process. The learners will able to have or do precariously evaluate various ideas and even they would within financial means find proneness in their own cultures. In accordance with Tomlinson and Masuhara (2004) the information and knowledge of various sophistications have multifold benefits. It broadens the mind and allows the learners to attain understanding of idea and sensitivity. Additionally, it helps in cultivating fortitude. An equalized amount of educational content in textbooks is of paramount significance cause it has existed noticed that teachers and pupils two together deem textbooks valuable and genuine that maybe trusted upon. If wrong or unfit news is bestowed in the textbooks, it will not only de-instigate the students but they will still without thinking misjudge basic facts. The analyst is of the view that the only panacea in consideration of produce harmony, cohesion and harmony in the realm search out expand fortitude, temperance, enlightenment and the impression of understanding for remainder of something regardless of caste, color, country, denomination and domain, and textbooks is individual of the beginnings that can do entity concerning this. The judgments of the study will climax the meaningful percentage of enlightening likenesses in the dossier. The judgments will reflect the model of evident countrified beliefs and desire a revision of the educational program and instruction tactics for portion broader instructional needs in the local and worldwide circumstances in cultural point of view.

1.13. Objective of Study This study intends to explore what cultural contents/messages along with the existence of national and target cultural elements are presented in the Secondary English Textbooks of different provinces of Pakistan.

1.14. Research Questions The researcher aims to investigate:

1. What type of culture is promoted in the English textbooks of secondary level in the different provinces of Pakistan?
2. How these cultural representations are made?

1.15. Delimitation of Study This study is delimited to only two Pakistani provincial textbooks of English at Secondary level of Punjab and Sindh excluding other teaching materials and curriculum items. The method of analysis is delimited to content and text analysis based on research goals.

CHAPTER 2: Literature Review

2.1. Definition of culture: Culture has many definitions, and it affects everything people do in their societies such as their ideas, values, attitudes, and normative or expected patterns of behavior. In accordance with Kramsch (1996), culture maybe delineated into two definitions. The first description is about humanities and it focuses by way of a public group shows itself and others through allure material results, be they everything of cunning, literature, friendly organizations, or artifacts of common. The second definition arises friendly sciences and refers to “the stances and beliefs, habits of thinking, functioning and remembering joint by members of that society” growth (Kramsch 1996, p.2). Dark (2000) also agrees that facts, concepts and impressions are conveyed by expression in a accent society or culture. Then, for persons, word is the most important forms of ideas (Richards and Rodgers, 2001). Additionally, Tomalin (as cited in Moran 2001, p. 17) outlines idea as additional aspects. They outline education as following: Sophistication is the evolving lifestyle of a group of women, amounting to a joint set of practices associated with a joint set of output, located upon a shared set of views on the realm, and set inside specific public circumstances. Speech and other forms of ideas and self-verbalization are forms of these practices in addition to actions guide public groups and use of output. Practices are both spoken and nonverbal, containing clarifications of time, scope, and the framework of systems of information exchange in social positions pertaining again to appropriateness and taboos. Views determine message and constitute position, they are not visualized definitely. They cover “perceptions, ideas, principles, and stances that hold in check the product what guide women and societies in the practices of the culture.” Further, the friendship middle from two points a sound and culture is a different and complex individual. Few researchers trust that idea

is an representation of the language and outside sounds civilizations would not exist (Kaikkonen, 1994 as noted in Lappailanen, 2011, p. 9). Fantini (1995 as subpoenaed in Moran, 2001, p. 35) too pointed out the cooperative connection 'tween language and idea because terminology affects and indicates civilization and weakness-versa. In addition, Jiang (2000, p.328) uses the “mountain of ice” as the tale of friendship between terminology and civilization. The apparent part is language, while the most dishonest hidden the surface is the hidden facet of cultures. In contrast, the incident of accents to their present form has happened possible only in close trade the incident of sophistications. Kai konen (1994 as cited in Lappailanen, 2011, p. 12) more specifies that speech and culture can hardly be or freed from it each one since they are in common interplay accompanying each other: vocabulary influences civilization and culture influences expression.

B. Description of Content Analysis Content study is a research design for learning documents and communication artifacts that maybe texts of differing formats, pictures, visual and audio entertainment transmitted via radio waves or television. Public scientists use content study to check patterns in ideas in a replicable and orderly manner. Individual of the key benefits of utilizing content analysis to resolve public developments is its noninvasive type, opposite to simulating public experiences or accumulating survey answers. Content reasoning can specify a message pool. An instance concerning this use of the arrangement is longitudinal test of the restricted dispersion of and methods secondhand in worldwide ILS research. Content study can also recognize connections 'tween message traits. (Jarvelin and Vakkaris's, 1993). The orderly translation of body of quotation, representations, and representative matter, not necessarily from an author's or user's outlook (Krippendorff, 2004). Not unusually, diversified, nuanced definitions of content reasoning exist that indicate allure ancient development. This item accepts a broad-located description in a recent content reasoning text by Krippendorff (2004). 9

C. Idea of textbooks in English Language Education Textbooks are individual of the most influential elements of education and education occurrences. Despite increasing variety in instructional resources and sciences, textbooks wait as the sole most important support for professors and undergraduates. Cuning value (1995) discusses that textbooks are an productive means for independent education, an active capability for performance material, a beginning of plans and endeavors, a remark beginning for undergraduates, a summary place they indicate mineral-persistent education goals, and support for less knowledgeable educators the one have still to gain assurance. In accordance with Karvonen (1995 as noted in Lappalainen, 2011, p. 8),

ultimate main elementary function of a school text search out communicate facts. So, textbooks and different education matters have enhance specific principal articles in education that they have even begun to take control of communication, exercise and moment of truth pupils give for their studies. So, matters play a alive part in knowledge processes. Currently, in accordance with Ekawati and Hamdani, (2012, p. 55) the duty of textbooks has lengthened in this manner. 1. A educator: the textbooks hold the material (civilizations, theories, endeavors) that instructs the juniors about the English expressive educations. 2. A graph: the textbooks set the course and education about point being discovered to the undergraduates. 3. A source: undergraduates find the beginning of the issue and material generally in the textbooks 4. A instructor: the textbooks guide an unskilled coach and inexperienced coach carries out step-by step direction. 5. An expert: the textbooks are genuine and inscribed for one expert and win the permission of main publishers or minister of instruction. 6. An beliefs: the textbooks indicate a perspective or enlightening arrangement, a public creation that possibly dictated on instructors and undergraduates and assemble their view of a education. Still, English textbooks grant permission function as a form of educational campaigning. D. Idea of Educational in the text Textbooks play an main act in ELT lecture room. Lecturers use textbooks for preparation and bestowing communication and juniors depend ruling class for semantic content and models (Devious sworth, 1995). Additionally, textbooks support the gist material for a course, comprise the action for prose recommendation learners sustain and the accent practice that happens in the homeroom (Tomlinson, 2005). Likely that terminology and breeding are twisted, EFL textbooks perpetually transfer straightforwardly or obliquely a set of educational principles refer to in the history as the “unseen syllabus”. The „secret syllabus“, that is frequently more powerful than the official syllabus will, afterwards scholars are unprotected in the end to it, influence juniors“ educational knowledge, ideas and information (Imaginative sworth, 1995). Concerning civilization-accompanying education fabrics and textbooks in English study hall, Cortazzi and Jin (1999) separate enlightening facets of the fabrics in a text into the beginning education, the aim breeding, and the worldwide sophistication. a. Beginning Education. The beginning breeding matters concern fabrics giving terminology learners,, own sophistication. In this place case, the beginning sophistication refers to Indonesian civilizations. Indonesian is detached into many ethnics in the way that Acehnese, Javanese, Sudanese, Balinese and added ethnics. The bestowed facets of ideas maybe the accounts about Indonesian tale, pictures of Indonesian folk, and

different facets. Exemplification, the tale about Cut Nyak Dhien (Aceh Female protagonist). It indicates the Acehnese local sophistication. It is proposed to form juniors made acquainted the local breeding and advancing the local breeding expected more well-known between undergraduates. Breeding the aim sophistication matters concern fabrics giving the idea of English native speakers,, nations. Kacru (1996, p. 137) states that mark sophistication belongs to the central circle's nations to a degree The United States of America, The British empire, New Zealand, Canada. The textbooks concerning this type are ultimate standard information matters in the EFL framework. The aim of the aim sophistication matters consistently is revealing consumers to the educational circumstances of the goal speech. Ic, Worldwide breeding matters concern fabrics giving a expansive type of education in nations about the planet place English is not secondhand as native language but as an worldwide accent in the way that in Dishes, Brazil, Korea and added nations. The aims of the worldwide sophistication fabrics are lifting consumers' intercultural knowledge and making consumers used to miscellaneous sociocultural frameworks. In addition, civilization in the text can more be classification established the four senses of education foundation projected by Adaskou, Britten & Fahsi (1990, p.4). This foundation covers the comprehensive categorizations of breeding that are the totalist view and the person who senses others' thoughts view, and the generous -C sophistication and the narrow - c education. The civilization accompanying the capital C refers to the television, the movie theater, sounds that are pleasant, harmonized and additional drama facets. While the civilization accompanying narrow refers to the arranging and character of offspring, companions, and organizations. The education inside this foundation is classification into four senses: the recognition of worth, the sociological sense, the study of signs as elements of communication sense and the pertaining to syntax sense. a. Recognition of worth The recognition of worth of civilization refers to the television, the movie theater, sounds that are pleasant, harmonized, and most importantly brochure-research (scholarly researches) that are frequently expected individual of the main reasons for expression education. The recognition of worth of idea may be seen as the tip of an impartial or the substantial -C of breeding. In the text, this sense of sophistication is usually about the textbooks in agreements of the facts about Movie Theater, stage, chorus, harmony and added divisions of considerable. b. Pertaining to syntax Sense the Pertaining to syntax sense of breeding refers to the abstract scheme integrate in the sound. Many pertaining to syntax districts: foodstuff, apparel, organizations are with regard to the welfare of mankind unique cause they

have connection with the lifestyle namely to our sociological sense of breeding c. Sociological Sense The sociological sense of civilization refers to the arranging and type of classification, home growth, of social connection, material condition, work and convenience, practice, and organization. The sociological sense of civilization maybe seen as below of an unemotional person or the limited -c of education. This type is more usually used to show the friendship 'tween offspring appendages, organizations and companions. This sense aims to support the social ideas middle from two points society about the learners. Instance, the friendship took place 'tween two companions. They transmit a postcard to present the facts about their positions to a degree in (BahasaInggris 2016 Corrected Publication). Sensible Sense: The sensible sense (or sociolinguistics) refers to the qualification information, public abilities, and paralinguistic abilities that, apart from expertise of the prose rule, put into action favorable ideas. It contains: 1. The talent to use appropriate exponents of the differing informative functions 2. The capability to use appropriate inflection patterns, 3. The capability to answer standards and courtesy, that are various from the learners,, sophistication, containing taboo preventing, knowledge of agreements commanding social connections questions of rank, responsibility, license, that are various from learners civilization. 4. Knowledgeableness accompanying the main wordy practices indifferent composed type for instance, various types of notes and ideas, form-contents, advertisements. Also, few investigators confirmed that this sense is usually presented in the English textbooks, in the way that in Silvia (2014); Rajabi and Ketabi (2012). This type consistently performs in agreements of grammars and talk acts. Still, on account of a example shift from ESL/EFL to EIL, breeding's apart from the goal one bear accept equal consideration in ELT textbooks (Cortazzi& Jin, 1999). McKay (2002) projected the three benefits of worldwide aim civilization in fabrics: fundamentally they show the study of signs as elements of communication when non-native English speakers correspond accompanying the aim breeding, they concede possibility within financial means use their own whims of what is appropriate, and second, it shows the habit English maybe secondhand efficiently in the worldwide atmosphere, and subsequently, for English to doubtlessly be the "language" of contemporary, skilled must be a choice for non-native English speakers to indicate educational standards of sophistication apart from native-English-expressive civilizations. Therefore, population about the planet can indicate the standards of ideas to the whole experience cause they can use English as the finish for ideas. The venture maybe achieved surely cause in this place contemporary English has enhance "a

language". Not only English native speakers can use it but again population from different parts of the realm. E.g., Pertaining to the orient family can share their civilizations about usual, understanding, folklore to Languages derived from Latin associations by utilizing English.

Culture and Intercultural communicative competence is a hard problem to outline in view that it's so deep and multi-faceted. Culture, in line with Hinkel (1999), is the take a look at of human societies, organizations, institutions, behaviors and activities. It associated with the ideals, customs, talents, arts and equipment that distinguish a sure organization of humans in a selected length of time,' in line with Brown (2000, p. 177). After reviewing many scholars' definitions of lifestyle, Brody (2003) separated lifestyle into categories: 'Big C' and 'small C': 'Big C' lifestyle refers to formal lifestyle (i.e., a group of records and records approximately the arts, records, geography, business, schooling, fairs and customs of a goal spoken society), whereas 'small c' lifestyle refers to regular lifestyles and consists of the whole thing Furthermore, Bennett, Bennett and Allen (2003) and Peterson (2004) claimed that "Big C" and "small C" are associated with "goal lifestyle" which include merchandise and behaviors and that "subjective lifestyle" represents humans' ideals and attitudes. However Moran (2001) said that a binary information of lifestyle become incomplete and he added 'groups' and 'persons' to the cultural measurement as extra elements to consider. After organising the 5 dimensions of lifestyle, or merchandise, practices, views, humans and groups, he described lifestyle as "the evolving manner of lifestyles of a set of persons, which includes a shared set of practices related to a shared set of merchandise, primarily based totally on a shared set of views on the sector Moran, 2001, p. 24). Culture become defined on this take a look at because the interplay of merchandise, behaviors, attitudes, groups, and individuals (Moran, 2001). Dimensions Products which might be examples Food, records, language, money, and equipment are examples of artifacts. Buildings, cities, and houses are examples of places. Family, law, economy, religion, schooling, and politics are examples of institutions. Music, clothing, dancing, painting, film, and structure are examples of artwork forms. Practices Manipulation of cultural gadgets is one of the operations. Acts are a fixed of ritualized verbal exchange behaviours. Extensive verbal exchange practices (scenarios) Future participants' lives are advised on this book. Perspectives they constitute one's ideals, values, and impressions. They may be explicit; however they may be extra generally implicit, going on outdoor of human consciousness. Communities are social contexts (for example, country wide cultures), circumstances (for example, non-secular ceremonies) and groupings (for

example, numerous social clubs) wherein participants have interaction in cultural practices. They are folks who constitute the lifestyle and its groups in unique ways. In the improvement of a cultural person, private identity and lifestyles records are crucial. Table 1 indicates a brief evaluation of the 5 cultural dimensions (Moran, 2001) 88 Jiwon Paek Sun-Young Kim 2.2 Cultural records reassets English has lately been applied in a whole lot of circumstances, ensuing withinside the manufacturing of many exceptional forms of English. English as an International Language resulted from a paradigm shift from a Second/Foreign Language. Effective verbal exchange may be attained now no longer most effective through growing language competence however additionally through internalizing the cultural norms of different audio system from numerous nations, in line with Byram (1997) and Scollon & Scollon (1995). Yuen (2011) additionally claimed that language schooling substances have to consist of understanding from a whole lot of cultures from English-speak me international locations so as for freshmen to have powerful intercultural verbal exchange. Learners in EFL/EIL conditions ought to be uncovered to a whole lot of cultural understanding that allows you to construct communicative and pragmatic techniques to 'negotiate meaning,' in addition to ambiguity tolerance, a good way to assist them enhance their ICC. Cortazzi and Jin (1999) proposed 3 cultural reassets for inclusion in language textbooks: 1) goal lifestyle sources, 2) supply lifestyle cloth and 1/3 lifestyle substances. The intention of incorporating goal cultural factors into textbooks is to assist college students enhance their motivation and mindset closer to language take a look at (McKay, 2002). The substance of the second one supply lifestyle substances is the freshmen' very own lifestyle. In the case of Korea, the substances ordinarily cognizance on Korean society and lifestyle, making sure that freshmen are acquainted with the subject and feature a terrific hazard of information it. Finally, global cultural sources come from each English- and non-English-speak me international locations and constitute a whole lot of civilizations. For example, a subject for an English magnificence in Korea would possibly be "Tremendous herbal catastrophe in Southeast Asia." Despite the demanding situations of presenting worldwide lifestyle substances, instructors might not be conversant with the content material, and college students might not be. In the coaching of English as a worldwide language, McKay (2004) observed sure benefits to the usage of content material from an worldwide goal lifestyle. Learning cultural records from worldwide cultures lets in freshmen to increase cross-cultural sociolinguistics competence through supporting them accumulate their very own notions approximately the way to talk as it

should be with local and non-local English audio system in worldwide settings, in line with an evaluation of lifestyle-associated content material in English textbooks 89 her research. Second, while sharing their mind and cultural understandings thru the medium of English, freshmen can internalize the cultural norms of non-local audio system' cultures instead of the ones of local English audio system, main to the formation of ICC. As a result, English textbooks in a overseas language putting have to be well-designed to offer freshmen with the records they need.

2.2 The relation of language and culture:

The courting among subculture and language has been one of the maximum essential subjects for folks that want to recognize the character of human cognition. This difficulty has been investigated for many years throughout a extensive variety of studies disciplines. However, there was scant verbal exchange throughout those special disciplines, a scenario in large part springing up thru variations in studies pursuits and discrepancies withinside the definitions of key phrases such as 'subculture,' 'language,' and 'notion.' This article critiques latest tendencies in studies at the relation among language, subculture and notion to seize how cognitive psychology and cultural psychology have defined 'language' and 'subculture,' and the way this difficulty changed into addressed inside every studies discipline. We then evaluation latest studies performed in interdisciplinary perspectives, which without delay as compared the jobs of subculture and language. Finally, we spotlight the significance of thinking about the complicated interaction among subculture and language to offer a complete photo of the way language and subculture have an effect on notion. Common subculture and not unusual place language facilitate change among people. Individuals have incentives to examine the opposite languages and cultures so that they have got a bigger pool of ability buying and selling partners. The price of assimilation is greater to an man or woman from a small minority than to 1 from a big minority group. When a society has a totally big majority of people from one subculture, people from minority agencies could be assimilated greater quickly. Assimilation is much less probably whilst an immigrant's local subculture and language are widely represented in his or her new country. Also, whilst governments shield minority pursuits without delay, incentives to be assimilated into the bulk subculture are reduced. In a pluralistic society, a central authority coverage that encourages various cultural immigration over focused immigration is probably to boom the welfare of the local populace. Sometimes, rules that subsidize assimilation and the

purchase of majority language talents may be socially beneficial. The idea is examined and showed via way of means of inspecting U.S. census data, which screen that the chance that an immigrant will examine English is inversely associated with the percentage of the nearby populace that speaks his or her local language.

2.3. What Is Cultural Promotion? The dispersion of cultural and imaginative products for the purpose of safeguarding the heritage of the past; the development of culture by spreading the individual's horizons, awakening his imagination and stimulating his aesthetic needs and vision? Cultural promotion stimulates the work of people in the field of culture through scholarships, declarations, awards, technological platforms and sociolect-educational processes that lead to the recognition and promotion of diverse cultural expressions. to reflect the target language culture and native speakers as the key elements to the success of The dialectical relation between culture and language in general and a foreign language, say, English, in particular has spawned much discussion among those concerned. Language is linked with culture for some (e.g., McDervitt, 2004; Pulverness, 2003), and any attempt at linguistic exchanges necessitates some level of cultural literacy. Through a so-called paradigm shift from linguistic competence to communicative competence, the idea of cultural absorption into foreign language contexts is given a place. The communicative period of language instruction emphasises the acquisition of new cultural frames of reference by language learners. These frames are considered to be thinkers. In their most extreme positions, proponents of communicative competence consider foreign language learning to be no less than enculturation, claiming that learning another language entails a mental and physical shift in order to understand and be understood (1994, Bex). Language learning materials generated all over the world serve as more than just a source of information. There are two techniques to identify these cultural messages. For starters, they are expected to reflect specific values and views based on some social or political ideology, which is sometimes referred to as hidden curricula because they are implicit and invisible in nature. The goal of a secret curriculum like this is to "socialize students to a specific vision of the world, whether or not learners or teachers are aware of it. Second language teaching materials are designed to establish a specific language learning culture through language teaching methodology, strategy, and role relationships between teachers and students in a language classroom (Richards, 1998). Culture and language are intricately interwoven. To put it another way, language influences culture and vice versa, but the relationship between the two is

complicated. With a greater understanding of the link, issues regarding the roles of language and culture in human communication have surfaced. Language has an important part in culture, as it may be used to convey culture, as well as being moulded by it and serving as a marker of cultural identity. Culture is transmitted through language. Language is used to transmit down culture from one generation to the next and to transfer it from one group to the next. As a result, The dating amongst lifestyle and language has been one of the most critical topics for individuals who need to understand the man or woman of human cognition. This trouble has been investigated for decades all through a good sized sort of research disciplines. However, there has been scant communication all through the ones unique disciplines, a state of affairs in massive element arising via versions in research hobbies and discrepancies withinside the definitions of key terms such as 'lifestyle,' 'language,' and 'belief.' This article opinions today's dispositions in research on the relation amongst language, lifestyle and belief to capture how cognitive psychology and cultural psychology have defined 'language' and 'lifestyle,' and the manner this trouble modified into addressed interior each research discipline. We then assessment today's research completed in interdisciplinary perspectives, which right now compared the roles of lifestyle and language. Finally, we highlight the importance of considering the complex interplay amongst lifestyle and language to provide a entire image of the manner language and lifestyle have an impact on belief. Common lifestyle and commonplace region language facilitate extrade amongst humans. Individuals have incentives to have a look at the alternative languages and cultures so that they've a larger pool of cappotential shopping for and promoting partners. The fee of assimilation is extra to an character from a small minority than to one from a massive minority organization. When a society has a completely massive majority of humans from one lifestyle, humans from minority organizations may be assimilated extra quickly. Assimilation is an awful lot much less possibly even as an immigrant's nearby lifestyle and language are broadly represented in his or her new country. Also, even as governments defend minority hobbies right now, incentives to be assimilated into the majority lifestyle are reduced. In a pluralistic society, a government insurance that encourages numerous cultural immigration over centered immigration might be to growth the welfare of the nearby population. Sometimes, regulations that subsidize assimilation and the acquisition of majority language capabilities can be socially beneficial. The concept is tested and confirmed through manner of manner of examining U.S. census data, which

display screen that the danger that an immigrant will have a look at English is inversely related to the proportion of the close by population that speaks his or her nearby language.

2.3. What Is Cultural Promotion? The dispersion of cultural and creative merchandise for the reason of safeguarding the historical past of the past; the improvement of lifestyle with the aid of using spreading the individual's horizons, awakening his creativeness and stimulating his aesthetic wishes and imaginative and prescient? Cultural merchandising stimulates the paintings of humans withinside the subject of lifestyle thru scholarships, declarations, awards, technological structures and sociolect-instructional methods that result in the popularity and merchandising of various cultural expressions. to mirror the goal language lifestyle and local audio system as the important thing factors to the achievement of The dialectical relation among lifestyle and language in widespread and a overseas language, say, English, particularly has spawned an awful lot dialogue amongst the ones concerned. Language is related with lifestyle for a few (e.g., McDervitt, 2004; Pulverness, 2003), and any strive at linguistic exchanges necessitates a few degree of cultural literacy. Through a so-referred to as paradigm shift from linguistic competence to communicative competence, the concept of cultural absorption into overseas language contexts is given a region. The communicative length of language education emphasises the purchase of recent cultural frames of reference with the aid of using language rookies. These frames are taken into consideration to be thinkers. In their maximum intense positions, proponents of communicative competence bear in mind overseas language getting to know to be no much less than enculturation, claiming that getting to know some other language includes a intellectual and bodily shift if you want to apprehend and be understood (1994, Bex). Language getting to know substances generated everywhere in the global function greater than only a supply of information. There are strategies to perceive those cultural messages. For starters, they're predicted to mirror particular values and perspectives primarily based totally on a few social or political ideologies, that is once in a while called hidden curricula due to the fact they're implicit and invisible in nature. The aim of a mystery curriculum like that is to "socialize college students to a selected imaginative and prescient of the global, whether or not or now no longer rookies or instructors are aware about it. Second language coaching substances are designed to set up a selected language getting to know lifestyle thru language coaching methodology, strategy, and function relationships among instructors and college students in a language classroom (Richards, 1998). Culture and language are intricately interwoven. To

positioned it some other manner, language impacts lifestyle and vice versa, however the dating among the 2 is complex. With a extra expertise of the link, problems concerning the jobs of language and lifestyle in human conversation have surfaced. Language has an essential element in lifestyle, as it can be used to carry lifestyle, in addition to being moulded with the aid of using it and serving as a marker of cultural identity. Culture is transmitted thru language. Language is used to transmit down lifestyle from one era to the following and to switch it from one organization to the following. As a result, language is a automobile for transmitting a organization's lifestyle. Various languages have exceptional terminologies that constitute cultural traits of a community. It is a image of cultural identity, and it represents the lifestyle.

2.4. Language is used to Transmit Culture Language is used to transmit down manner of existence from one era to the subsequent and to replace it from one group to the subsequent. As a result, language is a vehicle for transmitting a group's manner of existence. Various languages have one of a kind terminologies that represent cultural developments of a community. People in Malaysian society, for example, are generally courteous of human beings from numerous social classes. As a result, Malaysian audio device empty

oy severa varieties of address to express their respect. Pronouns such as 'awak' for buddies and 'engkau' / 'aku' for children, 'pak/mak' for parents, 'saudara/saudari' for public, and 'tuanku' for king are used withinside the Malaysian language, in keeping with Tengku and Moindjie (2006). People who are atypical with Malaysian manner of existence can also discover it difficult to understand the several kinds of languages.

However, British high-stop families rent a similar pattern in addressing every different in keeping with their social levels. To illustrate orders of precedence among British monarchy and aristocracy, they address parents as "Your Majesty" to King and Queen, "Your Royal Highness" to Prince and Princess, "Your Grace" to Duke and Duchess, and "Sir or Madam" to Duke and Duchess. Example 1

The Prince: How are you taking element withinside the United Kingdom?

The Public: It's wonderful, you're Royal Highness.

The public addresses the prince as "Your Royal Highness" within the scenario above because of the truth princes and princesses are mentioned as "Your Royal Highness" in British manner of existence. The public attempts to be courteous and respectful to the prince while you bear in mind that he or she is privy to the prince's popularity within the British royal personal family and is aware that there may be a protocol and formal method of talking amongst human beings and the country's rulers. As a result, it may be claimed that a community's manner of existence has an extremely good impact on the language they use. As a result, each person's worldview is common through manner of manner of the manner of existence they live in and articulated through language that is common through manner of manner of that manner of existence. As a result, analyzing a language permits one to gain a better understanding of the manner of existence of its audio device.

2.5. Language is common through manner of Culture

It goes without saying that language and manner of existence are inextricably related. Because positive dimensions of language and manner of existence overlap with exceptional factors of existence, this is the case. Diverse cultural agencies have one of a kind worldviews, which has an impact on the way they communicate. According to Handrails' (1989), manner of existence is the set of beliefs and practices that govern the existence of a society and are conveyed through a specific language. Example 2

Teacher: We shall do a write-up describing a pet.

Mani : Pardon me.

Teacher: Which shall we describe, a cat or a dog?

Rani : Cat.

Mani : why do you want a cat described? Teacher:

Mani : We have one in our residence Good trainer.

Sheela : Excuse me, sir. Could you kindly communicate up a hint bit greater?

Teacher: Of course. People keep cats as pets for some of reasons.

Mani : Cats are adorable.

Teacher: Okay, but are there some other reasons?

Sheela: Cats are beautiful creatures. They are quite welcoming.

Teacher: They're moreover honestly harmless.

Rani : They have robust attachments to their homes.

Nice, trainer! Is there any chance they're capable of help us?

Mani : Yes, even as there can be a cat there, rats flee.

Sheela : In this way, cats assist us.

Teacher: That's fantastic!

Adapted from the original source, the teacher exhibits her cultural power to the students in the classroom as a facilitator of the learning process. The teacher uses directives to encourage students to participate in classroom interaction. To elicit remarks from the students and encourage them to speak, she employs interrogatives and complements. Language is a Symbol of Cultural Identity

2.6. The Importance of Culture

People speak in a lot of languages to differentiate themselves from participants of different cultural companies. Language, on the opposite hand, isn't simply a manner of speaking subculture; it's also identified as an vital a part of subculture via way of means of folks who use it. The language of a collection is regularly visible to deliver its identity (Kramsch 2003) even if immigrants arrive in an area wherein the language isn't like their very own; they pick out to talk with each other of their very own tongue to show off cultural team spirit and identity. Immigrants additionally want to hold their subculture via way of means of speakme of their domestic tongue. Individuals, communities, and the financial system all advantage from subculture, in step with a big frame of evidence: Individual and societal benefits. Job creation, tourism attractiveness, innovation stimulation, and GDP contribution are all examples of financial benefits. Many governments, which include Ontario, are developing or amending

cultural plans and rules if you want to maximize the benefits of subculture to individuals, society, and the financial system. The Factors That Will Shape the Future the Culture Sector in Ontario As cash, labour, statistics, and markets develop greater globalized, Ontario's creative manufacturing may want to have an nearly limitless attain. Producers, on the opposite hand, can be competing on a global foundation of each audiences and overseas cash. Budgetary restraints on each the personal and public sectors have resulted from the faltering worldwide financial system and this fashion is anticipated to keep withinside the foreseeable future. In the growing statistics financial system, subculture's position in selling innovation is developing, and its contribution is developing as well. Both the personal and governmental sectors are searching out approaches to enlarge their influence; however subculture cash can be applied greater purposefully. The cultural region will want to alternate its investment strategy. Culture will remain produced, circulated, and handy in essential approaches due to the virtual shift. Its attain already consists of digitized museum and public library collections, similarly to song and movie and TV manufacturing. People will keep locating new strategies to experience conventional or new cultural merchandise. Culture will remain produced, circulated, and handy in essential approaches due to the virtual shift. Its attain already consists of digitized museum and public library collections, similarly to song and movie and tv manufacturing. People might also additionally capable of enjoy conventional or cutting-edge cultural merchandise in new approaches. It makes a specialty of inspecting shared and divergent thoughts of subculture and values thru a group of literary portions furnished in Pakistani ESL textbooks, which might be in large part posted in Western and Asian contexts. The take a look at research the texts from a area and tenor perspective, highlighting how the underlying topics in each companies of texts dramatically diverge no matter portraying apparently equal social, financial, and spiritual contexts. The take a look at emphasizes the significance of cultural sensitivity at the a part of authors. It additionally emphasizes how a essential studying of the books aided withinside the discovery of an opportunity worldview withinside the respective circumstances. In phrases of language, identity, energy, and beginners, the paper additionally discusses the essential troubles of coaching overseas subculture in language school rooms learner's schematic backdrop and energy ESL/EFL textbooks in Pakistan; essential discourse evaluation; social practices; language and subculture; textbook assessment. Among language mastering equipment, textbooks are the great investigated. A textbook is useful, in step with Cortazzi and Jin, if beginners, instructors,

and textbook authors all percentage the equal cultural values. If they do not percentage the equal cultural values, they need to as a minimum be aware about each other's cultural norms (1999), making cultural illustration in textbooks a sensitive topic. As a result, stakeholders and instructors need to exercising warning whilst suggesting or generating textbooks for the coaching of a overseas language and, via way of means of extension, a overseas subculture. In fact, subculture produces the real scenario in language mastering and coaching via way of means of supplying a basis for content, materials, and study room debate (McKay, 2003). Most faculties in Pakistan observe textbooks, making the teacher and textbooks the maximum authoritative mastering equipment and subculture transmitters withinside the study room. As a result, textbook assessment can be useful to each beginners and instructors in accomplishing their language and subculture mastering goals. From a essential discourse evaluation (CDA) perspective, the contemporary take a look at explores the cultural illustration in a domestically evolved ESL textbook utilized in Pakistan. CDA, in step with Fairclough (1992), is a as a hard and fast of equipment and tactics for searching at texts and language utilization as social and cultural practices in a subculture. Taking a comparable standpoint on CDA, this paper's evaluation is primarily based totally on disparities withinside the portrayal of subculture inside a hard and fast of companies of texts written in diverse social and cultural contexts and covered withinside the textbook. Language and subculture are inextricably linked, and it has lengthy been claimed that coaching a language additionally involves coaching a hard and fast of cultural norms embedded withinside the goal language. According to Byram et al. (1991), a overseas language need to additionally introduce the goal subculture such that Academic Research International Vol. 8(4) December 2017. Pakistan hooked up provincial curriculum and textbook forums withinside the authorities region as an Outer-Circle u . s . to make sure the fine and effectiveness of textbooks utilized in faculties.. The forums are liable for generating, publishing, and comparing textbooks All textbooks utilized in academic levels, whether or not produced via way of means of forums or personal publishers, have to be accepted via way of means of curriculum and textbook forums following an intensive review (Mahmood, 2006; Mahmood, 2011). Despite the great adoption of curriculum and textbook forums in Pakistan's 4 provinces, severa research have raised worries approximately the fine of the forums' assessment process (Mahmood, 2006; Mahmood, 2011; Asghar, 2014; Naseem, Shah&Tabassum, 2015).

2.7. Sources of cultural information

Recently, English has been utilized in diverse contexts and this brought on many kinds of English to be produced. A paradigm shift from a Second/Foreign Language to English as an International Language led English language coaching specialists to rethink what's predicted of newcomers so one can broaden powerful communicative competence. Byram (1997) and Scollon and Scollon (1995) referred to that powerful communiqué may be performed now no longer handiest via way of means of the improvement of linguistic competence however via way of means of internalizing the cultural norms of different audio system from exclusive international locations. Yuen (2011) additionally argued that for newcomers' powerful intercultural communiqué, language coaching substances have to consist of statistics from loads of cultures of English-talking international locations for newcomers' intercultural communiqué. In this respect, newcomers in EFL/EIL contexts want to be uncovered to exclusive cultural statistics so one can broaden communicative and pragmatic equipment to 'negotiate meaning,' and to be ambiguity-tolerant, which allows them to beautify their ICC. Cortazzi and Jin (1999) proposed 3 reassets of cultural statistics to be covered in language textbooks: 1) goal lifestyle substances, 2) supply lifestyle substances, and 3) worldwide lifestyle substances. First, goal lifestyle substances consist of the lifestyle of a rustic wherein English is spoken in L1 along with the United States, Great Britain, and Australia. Most of the contents are approximately existence in local-English talking international locations. The motive of integrating goal lifestyle additives into textbooks is to assist newcomers beautify learner motivation and broaden their mind-set in the direction of language coaching (McKay, 2002). The 2d supply lifestyle substances confer with the newcomers' very own lifestyle as content material. In the case of Korea, the substances broadly speaking draw on Korean society and lifestyle and therefore newcomers may be acquainted to the contents and feature a excellent risk to get understandable input. Last, worldwide lifestyle substances are from diverse cultures in English- and non-English-talking international locations. For example, newcomers in Korea would possibly have a subject of 'Tremendous herbal catastrophe in South East Asia' for an English lesson. In spite of numerous problems in offering worldwide lifestyle substances, instructors won't be acquainted with the content material and newcomers are probably tired of them. McKay (2004) discovered a few blessings of the usage of content material from an worldwide goal lifestyle withinside the coaching of English as an worldwide language. According to An evaluation of lifestyle-associated content material in

English textbooks 89 her research, getting to know cultural statistics from worldwide cultures lets in newcomers to broaden cross-cultural sociolinguistic competence via way of means of supporting them to collect their very own notions approximately the methods to speak accurately with local and non-local audio system of English in worldwide settings. Second, newcomers can internalize the cultural norms of non-local audio system' cultures in place of the ones of local audio system of English whilst speaking their critiques and cultural understandings thru the medium of English, which results in the improvement of ICC. Therefore, English textbooks in a overseas language context have to be well-designed to offer newcomers with diverse possibilities to efficiently broaden their very own ICC. Following the principle classes of lifestyle from Cortazzi and Jin (1999) and McKay (2004), Chao (2011) delivered different classes, along with Intercultural Interaction (ICI) and Universality throughout lifestyle (UC), as proven in Table 2.

Cultural Categories Explanations Source Culture (SC) It refers to Pan-Chinese lifestyle (China, Taiwan, Hong Kong). Target Culture (TC) It consists of English-talking international locations (Australia, Canada, Ireland, New Zealand, the United Kingdom and the USA). International Culture (IC) It consists of cultures of all international locations withinside the world (European international locations, international locations in Latin America, Africa, and Asia) besides for pan-Chinese and English-talking cultures. Intercultural Interaction (ICI) It consists of the comparison, reflection, or consciousness of the variations and similarities among the local/supply and the goal /worldwide lifestyle thru sports along with case studies, problem-solving, and function play to assist college students broaden fine mind-set, knowledge, Competencies and consciousness in worldwide communiqué. Universality throughout Culture (UC) it consists of standard knowledge/content material that isn't specific.

2.8. Cultural Studies and Cultural Textual Analysis

An Analysis Cultural have a look at is once in a while misinterpreted to intend a studies approach that stresses contexts even as rejecting textual content-focused or maybe textual evaluation in general. Indeed, early cultural research originated as a response to immanent and elitist thoughts of lifestyle and that means, which had been especially commonplace in literary research. This response, however, did now no longer result in the forsaking of textual evaluation. This is because of the reality that cultural research are focused at the intersection of literary and sociological theories. The have a look at of cultural innovative and communicative works

originated in England with the goal of understanding what it changed into want to be alive at a positive time and location (see Grossberg Bringing, 146). In its early phases, British cultural research depended closely on great exam of conventional genres of literature, and the British human beings sense happy with their homeland (Nelson 211). As a end result, as I argue in my contribution to this difficulty of CLCWeb: Comparative Literature and Culture, "Introduction to Cultural Text Analysis and Liksom's Short Story "We Got Married," it appears logical that the Birmingham Centre for Contemporary Cultural Studies' first collective studies assignment centered on textual evaluation. The assignment, which changed into focused on Nancy Burrage Owen's brief story "Cure for Marriage," which had formerly regarded in a women's magazine, located a primary emphasis on contextualization (see Grossberg 24-25). Later, withinside the context of cultural research, textual evaluation modified to a more potent emphasis on reception research Initially, reception almost stole the show, and reception or target target market research have become possibly the maximum central, if now no longer the maximum visible, a part of cultural research. As a end result of this process, reception got here to be understood in a huge sense, overlaying what might have regarded insignificant to that means withinside the literary paradigm, specifically a extensive variety of normal situations of usage. As a end result of this transition, the conventional concept of analyzing as passive absorption of the that means of a textual content has been known as into doubt. Janice A. Radway's groundbreaking ee-e book Reading the Romance is an high-quality instance of this development. Consider the texts that had been examine. In that paintings, Radway checked out the everyday conditions of analyzing, in addition to functions of creation. Janet Wolff has argued for a "incorporated technique" to cultural that means, and her paintings exemplifies this. Later on, Radway and I collaborated. "They are not even required," the editors of the extent Cultural Studies might also additionally nation of their creation to the ee-e book, "regardless of the reality that there may be no constraint," indicating this evolution (Nelson, Tre ichler, and Grossberg 2). They moreover contended that literary textual assessment is hampered with the useful resource of the use of ideas like self-self-discipline and autonomy, further to canonicity, which may be incompatible with a cultural studies perspective. As a quit result, textual assessment has devolved into however each different ideologically stimulated combat approach. Because of the emphasis on reception and issues about Trojan horses, cultural studies became accused of over-contextualization. Cultural actions, in choice to institutions or behaviours, have come to be texts

to be interpreted from this perspective. An exception to this style modified into the attention on audiences and, as a quit result, empirical have a examine (e.g., Ferguson and Golding xxi; see Tötösy for a bibliography of empirical artwork in literary and goal marketplace studies). There have been severa signs and symptoms and signs and symptoms due to the cultural research. "Urpo Kovala's "Cultural Studies and Cultural Text Analysis," on net web page 3 of 7, is causing alarm. According to CLCWeb: Comparative Literature and Culture four.four (2002), textualist and postmodernist procedures facilitated the dissociation of cultural assessment from its splendid political, social, and material underpinnings. Rethinking the desires and strategies of cultural studies (Ferguson and others), further to rediscovering sociological procedures in general," in keeping with CLCWeb: Comparative Literature and Culture four.four (2002). (Ferguson and others).The text/context dichotomy is frequently emphasises in this essay. But it is "some thing else" it is at fault, now not plenty the text-context relationship. The results of textualisation are succinctly summarized with the useful resource of the use of Joly Jensen and John J. Pauly: "All of our long-debated analyzing, education, governance, and worship, science, and art work practices are known as text. In reality, the majority of textualism's problems stem from the term 'text,' which encompasses and so repeats long-contested assumptions and practices about literacy, education, governance, worship, science, and art work " (157). It appears to intend "research object detached from its (vital) contextual connections," "research object considered as organized signifying surface," and "Text" — that is, text have a take a observe via a specific frame of reference that connects ideological ideas of "research object detached from its (vital) contextual connections." Another grievance leveled about cultural studies has apparently been the inverse (but best ostensibly). According to this perspective, cultural studies, in particular, concentrates on contextualization at the rate of textual and genre-specific characteristics. This grievance has been most strident in literary studies, which makes sense. To located it each different manner, cultural studies is seen as a basically reductionist pursuit that priorities specific contexts over text and textual interpretation. However, it's far vital to maintain in thoughts that there are various one-of-a-type perspectives or "formations" (Grossberg) on the importance of text and textual assessment in cultural studies. To begin with, text assessment is used as one in each of a pair of things of reference in plenty of cultural studies projects. Apart from that, there are a few faculties of view that emphasizes the significance of context. The articulation concept, which can be traced once more to Gramsci, Laclau, and Mouffe and modified into further, superior in cultural

studies with the useful resource of the use of Hall and Grosser in particular, emphasises horizontal, contextual, in choice to vertical, which means relations. At the same time, the concept highlights the importance of paying particular hobby to the phenomenon's distinct, case-specific expressions. However, the emphasis on contextual networks, this is surely poststructuralist, is a topic of opposition in cultural studies. Johan Fornäs, for instance, emphasizes textuality and mediation in his hermeneutic method to well-known lifestyle. Cultural studies, he believes, can't avoid decoding textual meanings. According to him, writings have four layers of life: materiality, form-relations, which means, and application. All of these levels, which encompass the quantity of which means, want to be studied in cultural studies (Furnas 57). Grasberg, at the opportunity hand, has chastised systems based totally mostly on mediation and verbal exchange ideas. According to Grasberg, cultural studies want to be more involved with "what discursive practices do withinside the world" than with "what books imply" or maybe "what humans do with texts" ("Cultural Studies" 75). find out a political semiotic frame of reference fashioned thru manner of approach of submit structuralism, specially Deleuze and Guattari's "rhizomatous," in place of a "new hermeneutics" Joke Hermes launched a modern day method to goal marketplace studies that is similar to Grasberg's in terms of which means and interpretation. According to Urpo Kovala's-book on girls' magazine reading (12-15), most goal marketplace studies be stricken with the aid of using a "fallacy of meaningfulness," and such studies do now not address normal sense-Urpo Kovala, "Cultural Studies and Cultural Text Analysis," net web page 4 of 7 CLCWeb (Comparative Learning Center Web). Texts, in my opinion, generate which means absolutely thru reader-text interaction, and text assessment on my own will in no manner be enough to copy the ones meanings " (10). We have specific allegations to address. The latter is now self-evident, and it essentially states that reading is inherently interactive and contextual. It goes without saying that analyzing the text "on its own" is insufficient. On the opportunity hand, the notion of textual assessment withinside the preceding announcement is problematic. Isn't that a few element that can be done? We'll come once more to this difficulty remember later. Although Grossberg and Hermes seem like arguing the equal aspect in competition to textual assessment, their arguments are not equal. Hermes, at the opportunity hand, appears to have a take a study a more traditional method to context, with the exception that she emphasizes ordinary occurrences almost exclusively. She goes a splendid deal beyond Janice Radway, who, as previously stated, although is primarily based totally intently on text for information. What's the aspect of texting?

There have been voices in cultural studies they've emphasized the software program and necessity of textual assessment, specially withinside the late 1980s and early 1990s. This relates to the aforementioned rise in goal marketplace and TV studies. Unlike cinema theory, which has a bent to priorities the text over the context, a TV have a examine has a bent to priorities the context over the text (Gray 45). In 1989, Charlotte Brunson felt obligated to make a plea for the protection of "the notion of text as an analytical category" due to the popularity of TV and goal marketplace research. (120). another deliver of self-grievance is the perception that cultural studies downplay or overlook approximately an appropriate tendencies of the media and fashion underneath have a examine. Approaching the difficulty from the perspective of literature, Ian Hunter and Marianne DeKoven have expressed their venture that the term of "the literary" has grown to be hostile to the well-known and in fact related with the high-cultural in cultural studies. On the best hand, this has led to a developing knowledge of literature as a complex cultural advent with ideological underpinnings. The literary, at the opportunity hand, has remained synonymous with the dehistoricized and decontextualized object of textualist theories. Ian Hunter, at the opportunity hand, has showed how aesthetics, specially literature, has superior as a "preparation of the self" in contemporary Western civilization.. Norman Fairclough, a British linguist and a key player in critical discourse assessment, offers four reasons why textual assessment is every beneficial and, to three volume, critical. In theory, social systems, which are the state of affairs of most social technological knowledge research, and texts, in turn, represent one of the most crucial styles of social activity. Furthermore, because of the reality language might be misinterpreted as transparent, the mechanics and modalities of language's social and ideological feature in establishing, reproducing, or enhancing social systems, relations, and identities are usually overlooked. Fairclough (208-09) Texts are an crucial deliver of evidence for statements about social systems, relationships, and procedures, consistent with the methodological rationale. The examination of ideology, for instance, should be based totally completely at the ideal homes of text, as John B. Thompson has highlighted (Fairclough 209). The importance of textual assessment in facts arises from the reality that As a result, it may act as a counterbalance to overly rigid and schematizing social assessments, and it's far an effective method for studying social and cultural development (Fairclough 209) Finally, political cause is associated with social technological information thru critical objectivity. Page 5 of 7 in "Cultural Studies and Cultural Text Analysis." "Cultural Studies and Cultural Text Analysis," internet web

page 5 of 7. -Urpo Kovala, "Cultural Studies and Cultural Text Analysis," internet web page 5 of 7. Tives, in precise — and a link to our previous speak of cultural studies can be determined here. CLCWeb four (2002): Comparative Literature and Culture: tives, in precise — and a link to our earlier speak of cultural studies can be determined here. Texts are increasingly being carried out to maintain social dominance and control (which consist of seen texts). As a result, political textual assessment might be used (Fairclough 2009). It should be cited that this method of legitimizing textual assessment despite the fact that implies the lifestyles of texts and contexts, as a minimum to three extent. This factor of view have to be supplemented thru manner of approach of a view of text as completely contextual, similarly to a view of text and its context Rosalind Brunt has proposed for the aggregate of textual assessment in cultural studies curriculum in a similar spirit. "And I constantly reply, 'Yes, it oppresses ladies, but we need to see the manner it oppresses ladies withinside the text,'" says the author. Brunt is a writer (79-80). Fairclough and Brunt every bear in mind that studying cultural and social approaches in isolation is useless. This concept may be interpreted as a call to have a take a study text and context, or symptoms and symptoms of context in text, similarly to the specific techniques in which the two are intertwined. Of course, conceptualists emphasis the "instance at hand," the "problem at hand." In a Cultural Context, Textual Analysis In some cases, textual interpretation is constantly contextual and in some techniques, it's far sincerely cultural. "We are in no manner out of a position" (Fish 284), and reading and deciphering have to constantly endure in thoughts non-public and shared situations. It is fair, but, to speak about textual assessment as a exercising while moreover difficult the long-popularity practices and ideologies implied withinside the lessons of text and text assessment. The first feature of cultural interpretation of texts is, of course, that it's miles contextual. However, because of the truth the time period "context" is so broad, genuinely retaining that an method is contextual has no value. To placed it a few different manner, figuring out whether or not or now no longer or now now no longer context is relevant is a contextual problem in and of itself. As Grasberg locations it, "cultural studies is... a context-specific theory/assessment of the manner settings are generated, unmade, and remade as structures of power and domination" ("Cultural studies" 68). Second, in publish-cultural studies, textual assessment recognizes the lifestyles of severa frames of interpretation inner life-style and the need to avoid lowering texts to genuinely one. Finally, all stages and additives of the conversation situation have to be taken into account. The have a have a take a observe of the

producing thing of life-style should live on the cultural studies agenda considering that it's miles critical to information cultural which means. Alternatively, "Cultural studies is... a context-specific theory/assessment of the manner settings are produced, unmade, and remade as structures of power and dominance," as Furnas locations it, and "Cultural studies is... a context-specific theory/assessment of the manner settings are produced, unmade, and remade as structures of power and dominance," as Grasberg locations it ("Cultural studies" 68). Second, in publish-cultural studies, textual assessment recognizes the lifestyles of severa frames of interpretation inner life-style and the need to avoid lowering texts to genuinely one. Pierre Bourdieu's studies on severa aesthetics, which can be quoted in severa of the articles in this problem of CLCWeb: Comparative Literature and Culture are in particular relevant in this regard. Finally, all stages have to be completed. Pierre Bourdieu's art work on severa aesthetics is cited in most of the articles in this problem of CLCWeb: Comparative Literature and Culture. The have a have a take a observe of life-style's production element should be saved on the cultural studies agenda because of the truth it's miles important to comprehending cultural which means. Alternatively, "positive perspectivism is important," as Furnas locations it. To avoid the textualism critique, which separates the political and ideological additives of the phenomena studied; one have to method it from many perspectives and examine severa tactics. Douglas Keller has pushed for the popularity quo of a "multiperspectival method" in cultural studies, which incorporates the examination of a vast type of artifacts and the examination of relationships withinside the three dimensions of 1) production, 2) politics, and three) consumption. According to Urpo Kovala, "Cultural Studies and Cultural Text Analysis," internet web page 6 of 7, the more viewpoints employed and available, the better the possibilities of developing incisive critical readings of texts and avoiding one-sided and reductive readings. CLCWeb four (2002): Comparative Literature and Culture: (Kellner 111). Despite their names, every textualist and conceptualist readings can be reductive. If we agree that evaluating a vast type of texts is not genuinely suitable but moreover critical in cultural studies, the question of what this consists of in exercising remains. What does text assessment incorporates withinside the context of publish-cultural studies? One preference stated in passing above is an integrated tactics that ambition to cover all stages and features of the texts in question. Dividing tough paintings along disciplinary lines, for instance, affects the research object because of the truth the ones factors are not unbiased withinside the real world. On this base, we have to attempt for a

sufficiently social-ancient method to literature, one that is not reductionist but guided through manner of approach of sensitivity to example and textually" (Wolff 15-16). But, in terms of textual assessment, how practical may this sort of variations be? Wolff herself recognizes that a whole have a have a take a observe isn't viable to whole. However, the multi-level, perspectival analytical concept can be expressed in an entire lot of techniques. Mikko Lehtonen has proposed a text assessment model based totally mostly on modern day discoveries in cultural studies about which means and interpretation (see 155-58). He begins off evolved off advanced through manner of approach of emphasizing that any cultural assessment has to endure in thoughts all factors. The cultural have a have a take a observe of texts, in keeping with Lehtonen, is just like the have a have a take a observe of the articulations of occurrences on several stages. This method considers every the singularity and the generality of the textual phenomena underneath investigation. As a result, Lehtonen's paradigm fosters perspectivism and hierology while handling texts, but it does now now no longer require that everything be completed withinside the case of a selected e- ee-e book and feature a have a take a observe (see Lehtonen three). As a result, the types and extent of contextualization are critical factors to bear in mind. However, in regard to cultural studies, the situation of contextualize has grown to be a specific problem (Genette 2001). And, as a minimum in element because of cultural studies' influence, the middle concept of textual assessment appears to be gift procedure exquisite changes in exceptional areas as well. Surprisingly, he ends his essay through manner of approach of retaining that the concept of "transcendence" — this is, the contextualization of which means has grown to be so ubiquitous that it now now no longer sparks severe debates: "Perhaps the war will end." What become formerly idea to be an oxymoron has grown to be a well-known "articulation."

2.9. Literature & Culture

People make novels, but the culture in which they live has an impact on them. As a result, it's crucial to consider the cultural background of a work. At any one period, culture can relate to a group of people's beliefs, habits, values, and activities. Objects developed by a culture express these ideals both overtly and covertly. Because it usually engages with the culture in depth, literature is a particularly effective indicator of these ideas. Consider a well-known literary work that shows this participation.

2.10. Review of Relevant Previous Literature:

Halliday's perception of purposeful linguistics (1973) emphasizes the function of lifestyle and its effect on English language rookies' competence (as noted in Ping, 2011). Along with presenting information (Gee, 2014), lifestyle additionally predetermines our international view and imaginative and prescient to understand reality (Edward Sapir in Lyons, 2011). This inculcates that language and lifestyle are tied together. Three varieties of lifestyle via which the cultural factors withinside the English textbooks can be explored (Cortazzi & Jin, 1999 as noted in Kirkgoz & Agcam, 2011) encompass supply lifestyle (learner's personal lifestyle), goal lifestyle (goal language International Journal of Innovation in Teaching and Learning (IJITL) Volume V- Issue II (Dec 2019) 35 spoken as first language or mom tongue) and global goal lifestyle in English or non-English talking nations which use English as an global language (as noted in Hermawan & Noerkhasanah, 2012). Discourse normally method language in use, that is, how humans act, interact, feel, and suppose in a context (Gee, 2000). Gee's consents with Michel Foucault's (1977) in viewing discourse that considers language as embodiment of expertise and electricity (Rogers, Malancharuvil-Berkes, Mosley, Hui & Joseph, 2005). Foucault's technique toward discourse as a way to transmit and convey electricity (1998) has been applied in lots of academic debates and guidelines to find how academic discourses such as textbooks function a device to workout electricity for the effective groups. Language serves as an automobile for the workout of electricity (Corson, 1995; Bourdieu, 1977) in addition to an tool for deconstructing dominant discourse (as noted in Pitsoe & Letseka, 2013). The interconnectedness of language and the social structures (Wodak, 2002) includes discourse as a sort of social action/electricity (van Dijk, 2001) that is "socially constitutive" and "socially determined" (Fairclough, 1996; 2015). The perception of electricity as pressure or coercive electricity is graspable (Ball & Goodson, 2007), however electricity via consent (see Gramsci's „ideological hegemony“) is tough to understand. The training gadget is ruled through reliable discourses reflective of instructional guidelines, inclusive of in curriculum development, college control and evaluation gadget etc. (Ball & Goodson, 2007). Hence, curriculum turns into an ideological tool via which the instructional gadget practices its hegemony upon the scholars via its bureaucratic ideals and norms as pondered in textbooks' contents and objectives, for that reason creating a pertinent case for accomplishing this study. In alignment with social and crucial theorists, Apple (1996; 2004) emphasizes the function of instructional institutes as systems of manipulate on monetary and

cultural sources. Thus some distance from being impartial mediums, curriculum acts as an area for mirrored image of popular ideologies (as noted in Ping, 2011). Therefore, evaluation of college textbooks and curriculum can monitor hidden styles via which sure subject matters had been being protected or excluded (Beiki & Gharaguzlu, 2017; Su, 2007). English coaching and gaining knowledge of substances, textbooks in this example cowl hidden styles that accommodates sure values and beliefs constructed into substances through design, inclusive of attitudes closer to expertise, coaching and gaining knowledge of, function and dating of the instructor and students, and values and attitudes associated with gender, society etc. (Hermawan & Noerkhasanah, 2012). Therefore, the uncritical perspectives approximately loyalty and dedication are performed via countrywide glorification (as noted in Ping, 2011). In Malaysian context, a want for dissemination of nearby International Journal of Innovation in Teaching and Learning (IJITL) Volume V- Issue II (Dec 2019) 36 lifestyle in English textbooks is discovered (Abdullah, 2009), at the same time as little advantage is discovered via integration of western lifestyle in Moroccan textbooks (Adaskou, Britten & Fahsi, 1990), which resulted withinside the tendency of contrast a few of the rookies with their personal lifestyle. Contrarily, Suemasa (2004) believes this as an vital manner of elevating consciousness of each cultures. In Taiwanese context, Su (2007) investigated the ideological illustration withinside the number one stage textbooks for the mirrored image of ethnic and political connections, nationalism, state's achievements and legitimization of women's experiences. The competing ideologies pondered in textbooks of Republic of China had been discovered to be the epitome of installed discursive systems (You, 2005). The detail of goal lifestyle, however, in Iranian context becomes ruled through nearby lifestyle and ethnic values in EFL textbooks (Dehbozorgi, Amalsaleh & Kafipour, 2017). Considering those researches, this studies ambitions to research the discursive cultural illustration in English textbooks of Pakistan on the provincial stage.

Cultural contents are defined as facts or data containing cultural values, along with symbols or signs, letters, and words, in addition to figures or pictures. Based on Cortazzi & Jin (1999), the substances in English textbooks are divided into 3 classes in terms of their cultural contexts: supply tradition, goal tradition, and worldwide tradition. The tradition of nations in which English is spoken as a primary language, along with the United States, the United Kingdom, and Australia, is protected withinside the goal tradition substances. The majority of the cloth is set existence in international locations in which English is the local language. According to Kim &

Paek (2015), integrating goal tradition factors into textbooks objectives to growth college students' enthusiasm and conduct in the direction of language getting to know. Source tradition, on the alternative hand, refers back to the novices' very own tradition as cloth. In the case of Indonesia, the substances in the main painting Indonesian society and tradition, making sure that novices are acquainted with the content material and feature a terrific risk to recognize it. Lastly, worldwide tradition substances come from each English- and non-English-talking international locations and mirror a whole lot of cultures. Textbooks in a 2nd or overseas language are regularly predicted to consist of factors of the goal tradition. However, actually, the goal tradition isn't continually represented; a few textbooks consist of a huge variety of English-talking cultures, even as others consist of non-English-talking cultures, emphasizing greater worldwide makes use of of the language. Therefore, textbook assessment checklists are regularly used to evaluate the volume and nice of the illustration. Checklists vary extensively withinside the emphasis and element given to the position of tradition in EFL textbooks (Cortazzi & Jin, 1999). Byram's (1993) tick list is one of the maximum complete lists of requirements for textbook assessment. It specializes in cultural cloth, as proven in Table 1. It explores the diploma to which a textbook has an emphasis on every of the areas, in addition to the way wherein it does so. Therefore, with the aid of using integrating Cortazzi & Jin's (1999) cultural data and Byram's (1993) tick list, this studies tries to pick out how cultural contents are portrayed withinside the substances of the senior excessive college English textbook to be able to decide whether or not or now no longer the English textbook has been designed with tradition-associated contents. It is predicted to locate that the tradition-associated contents will meet the desires of college students in enhancing their intercultural communicative competence (ICC) and cultural focus.

According to Longman Dictionary of Language Teaching and Applied Linguistics (2010, p.151), tradition is "the set of practices, codes and values that mark a specific kingdom or group: the sum of a kingdom or group's maximum quite concept of works of literature, art, tune, etc.". Herron et al. (2000) labeled tradition into big "C" tradition, and little "c"; big "C" tradition includes literary works, tune and art. On the alternative hand, little "c" tradition consists of ordinary existence, customs, beliefs, values, and conduct. As a long way as language coaching is concerned, language and tradition are carefully connected. Jiang (2000) has illustrated the near connection among the 2 from a philosophical perspective. He posits that language and tradition are comparable to a dwelling organism wherein language and tradition represent flesh and blood,

symbolically. Thus, language, i.e. the flesh, might die with out the presence of tradition, i.e. the blood and likewise, tradition might be shapeless with out language. To conclude, it may be stated that language can't be learnt with out getting to know the tradition of the folks that communicate it. Textbooks are an crucial supply for getting to know unique abilties of a specific language and the tradition(s) of the folks that communicate the language. The mobility of populace global for unique functions and the immoderate use of English language each with the aid of using local and non-local audio system alike have made it obligatory to gather now no longer most effective communicative competence (Hymes, 1972) however additionally different talents wherein the position of tradition(s) is crucial. Examples of different talents consist of intercultural communicative competence, Meta cultural competence (Sharifian, 2013), multidialectal competence (Canagarajah, 2006), international cultural consciousness (Kumaravadivelu, 2008) and intercultural citizenship (Byram 2011). As textbooks are the most effective supply for getting to know in lots of conditions globally, they ought to have suitable content material for boosting novices' diverse talents. Cortazzi and Jin (2013) have labeled substances associated with cultures into 3 principal classes: supply, goal and worldwide goal cultures. Each has its advantages, and an excessive amount of emphasis on someone of them has dangers too. Source tradition refers back to the tradition(s) of humans getting to know a 2nd or overseas language. In the case of Pakistani English novices, it's far the tradition(s) of Pakistan. Alptekin (1993, p.141) posited that recognized cultural schemas assist novices to gather overseas language abilties, especially comprehension. Instead of diving simplistically into the slim confines of a given goal language tradition, in a way with out comparative perception and essential perspective, EFL writers ought to attempt to construct conceptual bridges among the culturally acquainted and the unexpected so as now no longer to provide upward thrust to conflicts withinside the learner's 'fit' as she or he acquires English (p.141). In phrases of the portrayal of novices' tradition(s), while textbooks are written or compiled with the aid of using neighborhood writers, they attention at the tradition of novices. This has additionally been highlighted with the aid of using Iriskulova (2012). For building national/Muslim identities, neighborhood cultures additionally get the eye of writers. The outcomes of the research performed with the aid of using Habib and Saleem (2016) in Pakistan and Aliakbari (2004) in Iran additionally attest to it. Target tradition approach the tradition(s) of these whose language novices are getting to know, withinside the English language, the tradition(s) of the humans of inner-circle international locations, i.e.

England, America, Australia, etc. Politzer (1959) stresses the significance of goal tradition and posits that “if we educate language with out coaching on the equal time the tradition wherein it operates, we're coaching meaningless symbols or symbols to which scholar attaches the incorrect meaning” (p.100-101). Nault (2006) underlines the incorporation of novices’ tradition(s) and worldwide tradition(s) in coaching substances. However, he argues that it does now no longer imply to disregard the cultures of England and America in language coaching as college students’ information might be incomplete with out the expertise of those vital cultures. International goal tradition refers back to the tradition(s) of folks that are getting to know and the use of the goal language, or English, for worldwide communication, e.g. in Singapore and Japan. Wandel (2003, p.73) has mentioned principal modifications which can be unavoidable because of the size of tradition in training if we deem English a international language. Firstly, the cultural and geographical variety of English as a overseas language (EFL) coaching ought to be prolonged with the aid of using inclusive of cultures of different English talking international locations except the united states and UK. As such, international locations along with Nigeria, South Africa, Canada, India, Australia and their cultures ought to be considered, and they “will begin gambling an an increasing number of applicable position withinside the EFL classroom”. Secondly, to increase college students' intercultural sensitivity, they ought to understand diverse cultural perspectives, outlooks and gear for reading essential aspects of the cultures. To instill cultural focus withinside the novices, Nault (2006) has additionally emphasised integrating international cultures in EFL coaching. Several research had been performed concerning textbooks in Pakistan to evaluate whether or not they're beneficial as gear to increase communicative competence in novices (Ashraf, 2008; Aftab 2011; Umar, 2013; Iqbal, 2013; Habib, 2014a; Mohibullah, 2021). Among those research, some of them investigated textbooks in phrases of the presence of cultural factors withinside the content material. Mahmood et al. (2012) studied Step Ahead 1 taught in a few elite faculties of Pakistan at grade 6 the use of content material evaluation with the aid of using adopting Byram and Morgan’s (1994) framework. It changed into discovered that the textbook has references to Singaporean tradition most effective, and the tradition of novices and goal cultures aren't covered. Yaqoob (2011) investigated textbooks used for coaching in authorities and elite faculties on the secondary stage to locate the ideologies hidden in them and their impact on novices the use of Fairclough’s (2003) framework of CDA. He discovered that the textbooks utilized in authorities and elite

faculties sell unique ideologies. Cobussen (2008) investigated the textbook utilized in Punjab, one of the provinces of Pakistan, in phrases of its cultural contents and the kind or sort of language utilized in it and discovered that the cultural factors are associated with Pakistani and, greater specifically, to Punjabi tradition. Habib (2014b) performed a look at at the textbooks of Khyber Pakhtunkhwa; a province of Pakistan used on the secondary stage to look at the illustration of diverse cultures the use of content material evaluation and tick list of Byram and Morgan (1994) and discovered that a balanced technique has now no longer been accompanied for the portrayal of cultures. Ahmed and Narcy-Combes (2011) investigated textbooks written with the aid of using overseas writers and utilized in personal faculties to evaluate how cultures of novices are delineated the use of a questionnaire and an tailored tick list. They discovered that the portrayal of novices' tradition changed into now no longer up to speed because the writers had been now no longer nicely privy to the cultures of novices. Dar and Masroor (2019), who investigated the textbooks used for coaching grade five college students to decide how they disseminate diverse cultures the use of content material evaluation and Fairclough's (2003) model, discovered that provincial ideologies are embedded in a number of the textbooks. The research withinside the context of Pakistan suggest that few researches had been performed on textbooks to evaluate their cultural content material. Moreover, there are no complete studies to probe into teachers' perspectives concerning cultural factors withinside the textbooks that they use. The gift look at is an try to fill this studies gap.

Studies of a few researchers have investigated textbooks and different substances for coaching English as overseas language across the international. They analyzed the ones textbooks with the aid of using the usage of diverse frameworks from many experts. The reasons of the associated preceding research are offered below. Faris (2014) investigated the cultural content material of the English textbook for Senior High School in Conjure. He handiest analyzed content material of studying passages withinside the textbook. The studies become analyzed with the aid of using the usage of frameworks. The first framework from Cortazzi and Jin (1999), include 3 factors: Source tradition, Target tradition and International tradition, this become used to show what cultures have been represented withinside the textbook. Meanwhile the framework from Adaskou, Britten & Fahsi (1990), carries 4 factors specifically the cultured sense, the sociological sense, the semantic sense, or the pragmatic sense. It became used to show how cultures have been represented. The end result confirmed that the goal tradition become predominantly

mentioned withinside the textbook. On the alternative hand, concerning how cultures are represented, the tradition factors have been usually represented with the aid of using Aesthetic sense. This studies additionally recommended that the textbook can constitute the cultural factors in a balanced manner, inclusive of including extra cloth approximately supply tradition and global tradition. Rashidi and Meihami (2016) completed a studies approximately cultural content material of the ELT textbooks in Inner, Outer, and Expanding circles countries. The effects confirmed there have been variations amongst the ones textbooks. Inner circle contained extra L1 (Source Culture) and L2 (Target Culture). While Expanding Circle contained extra L1 and global Culture (L3). Moreover, the ELT textbook for Outer circle confirmed tendency to include L1, L2 and L3. In addition, the internal and outer circle contained extra L2 aesthetic cultural factors, while the increasing circle tended to symbolize the cultural element trough L1 aesthetic and sociolinguistic cultural senses. Syahri and Susanti (2016) completed the studies on evaluation of neighborhood and goal tradition integration withinside the English textbooks for senior excessive faculty in Palembang. The studies aimed to discover the share of neighborhood tradition and goal tradition integration withinside the textbooks. The effects indicated that for evaluation Zakarian and Hashim (2010) performed studies on neighborhood cultural factors withinside the KBMS English language cloth. They used the tick list from Bank (2001). The studies findings confirmed that there has been inadequate incorporation of cultural factors into the English cloth. Many of the availably cultural factors have been offered at a superficial stage and now no longer mentioned withinside the holistic cultural experience. The loss of positive cultural element withinside the cloth is probably resulting from a few averted cultural subjects due to the fact they contained sensitivity. The studies additionally recommended that language cloth have to gift the language learners" very own cultures and cultures that surround them. Ekawati and Fakri (2012) did studies approximately cultural Mirror: substances and techniques in English as a overseas language. This take a look at attempted to provide an explanation for the position of tradition withinside the textbook and techniques used withinside the classroom. The findings indicated that a few EFL textbooks and techniques did now no longer handiest replicate goal tradition however additionally supply and global tradition. Syahri and Susanti (2016) completed the studies on evaluation of neighborhood and goal tradition integration withinside the English textbooks for senior excessive faculty in Palembang. The studies aimed to discover the share of neighborhood tradition and goal tradition integration withinside the textbooks. The effects

indicated that for evaluation of the paragraphs from 9 books collection with one of kind publishers, 5 of them had better percent of neighborhood tradition. Meanwhile, below images evaluation, six of them sell extra salient in goal tradition. Tum and Uguz (2016) investigated studies on cultural factors in a Turkish textbook for foreigners. The studies become trying to reply whether or not the textbook protected cultural factors associated with Turkish or international cultures. The end result indicated that the cultural factors (local and international tradition) are barely inserted. Arslan (2016) performed a studies to have a look at how tradition become hired in English textbooks, which have been used for third and 4th grade college students in kingdom faculty in Turkey. The studies explored the cultural content material and the utilization frequency of factors associated with local tradition, goal tradition 18 and global tradition. The findings confirmed that third grade textbook contained extra cultural factors than the 4th grade textbook. The findings additionally located that there has been an unbalance amongst tradition objects, this means that that concentrate on and global objects have been extra than local tradition. Above all, the studies recommended approximately how tradition load will be offered in the ones textbooks with the aid of using signifying a need for wealthy cultural content material. Silvia (2012) performed studies to discover the cultural content material of the textbooks utilized in Madrasah Tsanawiyah Negeri in DKI Jakarta. There have been collection of textbook have been selected because the concern of the studies (English on Sky and English in Focus). She used a few tick list formats, amongst them: frameworks from Cortazzi and Jin (1999); Adaskou, Britten and Fahsi (1990); Yuan (2011) and framework from Byram (1997). The studies findings indicated that the cultures withinside the shape of visible illustrations have been especially portrayed withinside the analyzed textbooks. On the alternative hand, media of cultural illustration have been minimally located. Rajabi and Ketabi (2012) completed the research approximately the factors of cultural factors in distinguished English textbooks for EFL setting. It geared toward locating the maximum distinguished cultural measurement portrayed in English Language Textbooks in Iran: the Aesthetic, sociological, semantic and pragmatic. The research located that the maximum distinguished cultural dimensions in the ones textbooks have been offered with the aid of using Pragmatic sense. Aliakbari (2004) performed a studies at the area of tradition withinside the Iranian ELT textbooks in excessive faculty stage. The take a look at tried to discover 19 the manner traditions become offered withinside the textbooks. The findings made it clear that the current material or text book are shallow and superficial compared

to their remedy of the tradition. Therefore, they have been insufficient to the mission of coaching tradition withinside the deep sense (values, norms, beliefs). In this take a look at, the researcher used the identical frameworks with the take a look at performed with the aid of using Faris (2014); Silvia (2014). The frameworks are from Cortazzi and Jin (1999) and Adaskou, Britten, and Fahsi (1990). Language and way of life are inseparable. According to Council of Europe (2001, p. 6) “language isn't always most effective a first-rate issue of way of life, however additionally a way of get right of entry to cultural manifestations.” Corbett (2003, p. 20) is of the view that way of life consists of implicit conventions and norms of a society. Moreover, those norms and conventions aren't most effective transferred traditionally however also are adaptive ethics. According to Kramsch (1998) way of life is

“Club in a discourse network that stocks a not unusualplace social area and history, and not unusual place imaginings. Even once they have left that network, its contributors might also additionally retain, anyplace they are, a not unusualplace gadget of requirements of perceiving, believing, evaluating, and acting. These requirements are what are normally known as their “way of life.” (p. 10).

The integration of way of life in language coaching and gaining knowledge of is indispensable and as has been mentioned in advance in connection with Kramsch (1998) that language can not be learnt while not having knowledge of the way of life of the goal language speakers. Kramsch (1993) is a lot in desire of its inclusion that he did now no longer don't forget way of life as a 5th ability like reading, writing, listening or speaking. Culture is gift withinside the heritage from first day whilst a learner begins off evolved gaining knowledge of a language and hard his/her competency withinside the language whilst he/she isn't always looking forward to it.

There are many methods concerning way of life in language coaching and gaining knowledge of, one in every of them is intercultural technique, the purpose of that's to permit novices to obtain the purpose of intercultural communicative competence (Corbett, 2003). The functionality to recognize language and conduct of goal way of life and to turn out to be a mediator among local and goal way of life is known as intercultural communicative competence. In intercultural technique such capacity is taken into consideration crucial than accomplishing local speaker like proficiency. Corbett (2003) is of the view that during intercultural technique identical significance is given to linguistic and intercultural expertise.

By intercultural competence, Lund (2001) and Sercu (2002, p. 62) mean “to be open for and liable to the alternative irrespective of whether or not this different isn't like a national, ethnic, social, regional, expert or institutional factor of view.” Hinkel (1999) is of the view that communicative competence which includes grammatical, discourse, sociolinguistic and strategic competences does now no longer appear enough in terms of language gaining knowledge of. He emphasizes the want of intercultural competence and perspectives that communicative competence is just too wideranging.

Byram (2001) has mentioned approximately 3 additives of intercultural competence this is intercultural mind-set, understanding and abilities. By intercultural mind-set he method to be curious approximately and receive overseas cultures and to apprehend the reality that if you want to understand the world, a person's very own attitudes aren't the most effective feasible way. Intercultural understanding is primarily based totally upon the understanding of social agencies and identities of overseas way of life and their function. Intercultural abilities encompass a few abilities which have to study to college students like comparing, deciphering and touching on now no longer most effective one's very own way of life however additionally overseas cultures. Moreover, it's also vital to train novices to look statistics via way of means of themselves as it isn't always feasible for the lecturers to foresee approximately the statistics that they'll be in want of in future. He has additionally pointed out the idea of essential cultural attention that have to be obtained via way of means of the novices. By essential cultural attention Byram (2001, p. 7) method “an capacity to evaluate, significantly and on the premise of express criteria, perspectives, practices and merchandise in one's very own and different cultures and countries.”

Another technique referring to way of life in language coaching and gaining knowledge of if you want to obtain the purpose of intercultural communicative competence is known as Intercultural language gaining knowledge of which in line with Liddicoat, Scarino, Papademetre and Kohler (2003), includes the combination of language, way of life and gaining knowledge of into one educative technique. The essential concept in the back of this technique is that language, way of life and gaining knowledge of are essentially associated with each other and in gaining knowledge of system such dating is of paramount significance. This has now no longer most effective added modifications in language coaching however has additionally proven new approaches to hyperlink languages with different regions of gaining knowledge of. In this

technique, the standards of language, way of life and gaining knowledge of play a essential component in making curriculum as an entire and particularly language curriculum. Intercultural language gaining knowledge of allows novices now no longer most effective expertise their very own language and way of life however additionally any other language and way of life. According to Liddicoat et al., "It is a speak that permits for achieving a not unusual place floor for negotiation to take place, and in which variable factors of view are recognized, mediated and accepted" (2003, p. 43)

In order to analyze tradition in textbooks, Cortazzi and Jin (1999) have recommended 3 categories. The first is associated with supply tradition this is the local tradition of the beginners, the second one is set goal tradition this is the tradition of the human beings wherein the goal language of the beginners is used as a primary language like American and British tradition and lastly, global goal tradition, because of this that sorts of the goal language speakers' tradition each English and non-English like France, Spain, etc. In the equal vein, McKay (2003) has additionally mentioned substances withinside the textbooks from the equal factor of view; local tradition, goal tradition and global tradition. By global tradition, she method kind of know-how of various cultures at some stage in the arena through the use of goal language.

Target Culture

The integration of manner of lifestyles in language education and getting to know is indispensable and as has been cited earlier in reference to Kramsch (1998) that language can't be learnt whilst now no longer having know-how of the manner of lifestyles of the aim language speakers. Kramsch (1993) is lots in preference of its inclusion that he did now now no longer recollect manner of lifestyles as a fifth capacity like reading, writing, listening or speaking. Culture is present withinside the history from first day while a learner starts off developed getting to know a language and tough his/her competency withinside the language while he/she is not searching ahead to it.

There are many strategies regarding manner of lifestyles in language education and getting to know, one in each of them is intercultural method, the cause of it is to allow beginners to achieve the cause of intercultural communicative competence (Corbett, 2003). The capability to apprehend language and behavior of aim manner of lifestyles and to become a mediator amongst nearby and aim manner of lifestyles is called intercultural communicative competence. In

intercultural method such potential is considered vital than conducting nearby speaker like proficiency. Corbett (2003) is of the view that in intercultural method equal importance is given to linguistic and intercultural understanding.

By intercultural competence, Lund (2001) and Sercu (2002, p. 62) mean “to be open for and prone to the opportunity regardless of whether or not or now no longer this one-of-a-kind is not like a national, ethnic, social, regional, professional or institutional aspect of view.” Hinkel (1999) is of the view that communicative competence which incorporates grammatical, discourse, sociolinguistic and strategic competences does now now no longer seem sufficient in phrases of language getting to know. He emphasizes the need of intercultural competence and views that communicative competence is simply too wideranging.

Byram (2001) has cited about three components of intercultural competence that is intercultural way of thinking, expertise and abilities. By intercultural way of thinking he approach to be curious about and acquire distant places cultures and to understand the fact that in case you need to recognize the international, someone’s very very own attitudes are not the only viable manner. Intercultural expertise is based definitely upon the expertise of social companies and identities of distant places manner of lifestyles and their function. Intercultural skills embody some skills which need to examine to University College students like comparing, decoding and relating now now no longer only one’s very own manner of lifestyles but moreover distant places cultures. Moreover, it is also important to teach beginners to appearance information thru manner of manner of themselves because it is not viable for the teachers to foresee about the information that they will be in need of in future. He has moreover talked about the concept of crucial cultural interest that needs to be received thru manner of manner of the beginners. By crucial cultural interest Byram (2001, p. 7) approach “an potential to evaluate, extensively and on the idea of explicit criteria, views, practices and products in one’s very own and one-of-a-kind cultures and nations.”

Another method regarding manner of lifestyles in language education and getting to know in case you need to achieve the cause of intercultural communicative competence is called Intercultural language getting to know which in step with Liddicoat, Scarino, Papademetre and Kohler (2003), consists of the mixture of language, manner of lifestyles and getting to know into one educative method. The crucial idea withinside the returned of this method is that language,

manner of lifestyles and getting to know are basically related to every different and in getting to know machine such courting is of paramount importance. This has now no longer only brought changes in language education but has moreover demonstrated new processes to link languages with one-of-a-kind areas of getting to know. In this method, the requirements of language, manner of lifestyles and getting to know play a crucial factor in making curriculum as a whole and specially language curriculum. Intercultural language getting to know lets in beginners now no longer only understanding their very own language and manner of lifestyles but moreover another language and manner of lifestyles. According to Liddicoat et al., "It is a talk that lets in for accomplishing a common region ground for negotiation to take region, and wherein variable elements of view are recognized, mediated and accepted" (2003, p. 43)

In order to investigate way of life in textbooks, Cortazzi and Jin (1999) have encouraged three categories. The first is related to deliver way of life that is the nearby way of life of the novices, the second is ready aim way of life that is the way of life of the people in which the aim language of the novices is used as a number one language like American and British way of life and lastly, worldwide aim way of life, due to this that varieties of the aim language speakers' way of life every English and non-English like France, Spain, etc. In the identical vein, McKay (2003) has moreover cited materials withinside the textbooks from the identical aspect of view; nearby way of life, aim way of life and worldwide way of life. By worldwide way of life, she approaches type of expertise of numerous cultures at a few level withinside the area thru the usage of aim language. Byram (1991) is of the view that the textbooks need to paint goal subculture to the newbies with a purpose to allow them to get the language in unique setting. It is to be referred to that during this regard Kachru's (1992) "World English's" is in opposition to this view. Nevertheless, Politzer (1959, pp. 100-101) strongly favors the combination of goal subculture in textbooks and opines that "if we educate language without coaching on the equal time the subculture wherein it operates, we're coaching meaningless symbols to which the scholars connect the incorrect meaning." The researcher concurs with this factor and perspectives that as in Pakistan, Urdu is taken into consideration lingua Franca and for English man or woman pronoun you, Urdu language has 3 phrases aap, tu, and tum and they're used in keeping with the extent of familiarity with which the man or woman is speak me to. The phrase Aap is used whilst speak me with elders, teachers, parents, unusual humans etc., tu is used whilst speak me to people with whom the man or woman may be very frank and tum is used whilst speak me to

people with whom the addressee has a touch bit familiarity. If everybody whose gaining knowledge of Urdu or overseas language without that specializes in Pakistani subculture, he/she can be able to face extreme problems.

2.11 Native Culture

Cortazzi & Jin (1999) are in prefer of introducing local subculture in textbooks as it permits the newbies to analyze language withinside the social context in their very own. Moreover, such gaining knowledge of permits newbies to make their subculture clean through the usage of goal language. Alptekin (1993, p. 140) is of the view that integrating local subculture complements goal language gaining knowledge of, its know-how “helps overseas language acquisition and, in particular, comprehension.” In this context, the researcher has found that any gaining knowledge of will become clean on every occasion the man or woman movements from acknowledged to unknown. In the context of subculture, it's far vital due to the fact if someone does now no longer have know-how of his very own subculture how he/she can be capable of examine and comparison and significantly examines local, goal or global subculture.

2.12 International/Other World Cultures: The integration of global subculture or different international cultures in textbooks is likewise vital for bringing intercultural harmony. The Common European Framework of Reference for Languages: Learning, Teaching, Assessment (2001) stresses at the incorporation of global wide cultures withinside the textbooks due to the fact eleven though a courting among local and goal subculture exists, it isn't always sufficient for intercultural communication. In the context of Pakistan, the researcher perspectives that the know-how of different cultures can play a pivotal role. Pakistan is a growing U.S.A. and masses of humans circulate to one-of-a-kind nations for schooling and jobs, consequently know-how of different cultures will show to be an asset. This examine targets to analyze what cultures are represented and the way cultures are represented withinside the textbooks of 9th and Tenth grade of Secondary Schools of various provinces of Pakistan (Punjab & Sindh).

2.13. Neutral subculture

In impartial cultures, humans do now no longer explicit themselves as overtly and generally tend to cover sure feelings as it isn't always right to expose them. These cultures generally tend to fee

goal decision-making, and won't react to conditions the manner that affective cultures might assume them to. A impartial subculture is a subculture this is related to a language however now no longer with a rustic or region. It differs from a selected subculture, that's a subculture this is related to each a language and a rustic or region. Britain and Singapore are examples of extraordinarily impartial cultures.

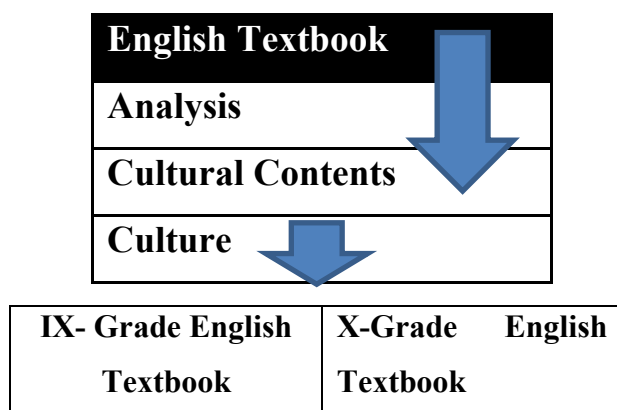
2.14. Theoretical Framework

The Research study of “The Analysis of the Culture-Related Contents in an Indonesian English Textbook “ By Ulya Safira Riadini , Bambang Yudi Cahyono study is used as one of the references or information for conducting further studies under the same topic. It also becomes productive input for Ministry of National Education to reconstruct additional standard for textbook evaluation by adding cultural contents as well as to develop more suitable and culturally appropriate with the Indonesian students. Practical Benefits of this study will give answer the strength and weaknesses of the textbook investigated in term of cultural contents. The findings of this study will provide teachers a comprehensive data about cultural aspect that contain in the English textbook which is currently used in teaching learning process. So, teachers may be able to identify and evaluate kinds of cultural elements are appropriate and inappropriate in the textbook and they also can be better adapted the current textbooks so it will raise students cultural awareness. The result of this study can answer the strength and weaknesses of the textbook investigated in term of cultural contents. The findings of this study will provide teachers a comprehensive data about cultural aspects that contain in the English textbooks which is currently used in teaching learning process. So, teachers may be able to identify and evaluate kinds of cultural elements are appropriate or inappropriate in the textbooks and they also can be better adapted the current textbooks so it will raise students cultural awareness.

2.15. Conceptual Framework

English Textbook Cultural Content Analysis Culture IX Grade & Grade X. The Conceptual Framework In this research, the researcher analysis and research related to the plan and the analysis on the frame. The cultural contents in English textbook entitle English-9 & English-X 2021-22 Session had been selected based on pre-research that the researcher had done in order to collect some data and information. Based on the framework below, the researcher focused on

analyzing some different kinds of cultures that exists in English textbook for X and XII grade of secondary school of different provinces of Pakistan (Punjab &Sindh) in academic year 2021-22. The class had been chosen and decided by the researcher after investigating the textbook that the school used in different provinces of Pakistan (Punjab &Sindh) in academic year 2021-22. Therefore, to get the data which is suitable to the framework and also the title, the researcher decided to apply the research at ninth and Tenth grade of Secondary school of different provinces of Pakistan (Punjab &Sindh). Textbooks which are used in secondary school level contain suitable information related to the problem statements and the research objectives in previous chapter.



In this research, the researcher analyzed and research related to the plan and the analysis on the frame. The cultural content in English textbook entitle English-9 &English-X 2021-22 Session had been selected based on pre-research that the researcher had done in order to collect some data and information. Based on the framework above, the researcher focused on analyzing some kind of cultural context that exists in English textbook for IX and X grade of secondary school of different provinces of Pakistan (Punjab &Sindh) in academic year 2021-22. The class had been chosen and decided by the researcher after investigating the textbook that the school used in different provinces of Pakistan (Punjab &Sindh).Therefore, to get the data which is suitable to the framework and also the title, the researcher decided to apply the research at tenth and 9th &10th grade of Secondary school. Textbook which is used in senior high school contains suitable information related to the problem statements and the research objectives in previous chapter.

CHAPTER 3 METHODOLOGIES

It is a qualitative study with theory based content analysis. There are two textbooks taught at Punjab and Sindh English Textbooks at Secondary School level; Textbook of English Grade-9 and Grade-10, having 13 and 12 reading texts respectively. The writers of the reading texts are varied, Pakistani as well as foreigners. For the purpose of this study, help is taken from Byram's (1993) checklist of intercultural language teaching and learning for analysis. This list includes

1. Social identity and social group (social class, regional identity, ethnic minorities)
2. Social interaction (differing levels of formality; as outsider and insider)
3. Belief and behavior (moral, religious beliefs, daily routines)
4. Social and political institutions (state institutions, health care, law and order, social security, local government)
5. Socialization and the life cycle (families, schools, employment, rites of passage)
6. National history (historical and contemporary events seen as markers of national identity)
7. National geography (geographical factors seen as being significant by members)
8. Stereotypes and national identity (what is "typical" symbol of national stereotypes?)

(Byram, 1993, pp. 5-10) The procedure of analysis is that first of all the reading texts of both the textbooks are categorized under the headings; native culture, target culture and international culture, cultural neutral and presented in the form of tables. In addition each reading text is discussed qualitatively keeping in view Byram's checklist.

3.1. Sample:

The sample consists of Secondary English textbooks of class IX and X of Academic session 2021-22. These books are used as the core teaching and assessment material in the province of Sindh & Punjab in different provinces of Pakistan. The books of these classes are chosen because in Pakistan Class IX and X are crucial in the academic life of the students. From these classes the students branch off in their specialized areas. At this stage the language needs of the students are of utmost importance and demand special pedagogy and resources for success in facing upcoming challenges.

CHAPTER 4 Data Analysis

There are two textbooks of English taught at PTB & STB at Secondary School Certificate level. In this section first of all the cultural types of each textbook pertaining to native, target and international culture is shown through tables and later on each category is explained keeping in view Byram's checklist.

4.1. Data collection and data analysis: The study is a qualitative research. Data is resolved through content study and understands the framework bestowed by Byram's check list (1994) to survey the educational contents in the text. This model involves the classifications that determine the breeding connected facets such as public similarity, ideas & behaviors, sociopolitical institutes, socialization & biological clock, internal experiences, geography and stereotypes. The subjective facet investigates the cultural items and decides either the culture bestowed is local idea or international idea or two together or in the form of Mark culture. Reasoning of educational divisions: Social Correspondence Public class, provincial identity, communal correspondence, professional similarity, and personal correspondence established neuter are a part concerning this classification. The episode 'Village growth' is imitated in various chapters whereas society in places and juveniles at school belong to the common people. Still, a clear differentiation has not been fashioned to climax above, middle or lower class. Territorial similarity of Pakistan is met through the chapter 'Abdul Latif Bhitai', "The Duties of Miscellaneous regions of Pakistan". Nationwide Correspondence of Pakistan is pictorial through "Allama Iqbal", "What the Quaid-e- Azam said", "The excellent war brave person," "Major Aziz Bhatti." Professional identity is described through suckling, and education. Social Interplay the talk averages of Pakistani society are pictorial through any of interactional instances. Skilled are conversations betwixt youngsters, instructors, friends and kin appendages. The attitude is that of respect towards senior citizens and love towards babies. Even a poem "Talk kindly" sends the message of talking thoughtfully to all involved. Over all the conversation, indifferent chapters, focal points use of English of educated people. Beliefs and Practices Exclusive informal network, moral faith, religious theory, sports, consuming dresses, dressing, welcomes, style,

cash, shopping, celebrations, and common demeanor fall under this category. The adolescent and minority are the middle of both books. This shows that the big focus of two together books is the exclusive informal network for which it is inscribed. Moral ideas entrenched in religion and love of one's country, that are the focus of adulthood of the poems and chapters. Pakistani teens be necessary expected loyal to their native land and courteous to their persons. Most of the chapters and poems stress on righteous incident of character. Morality is further individual of the main focuses of the book; Islamic knowledge is mirrored through the proverbs of the Holy Person (harmony be upon him. Theories of humanism, lawfulness, loyalty, perseverance, devotion, kindness, kindness, brotherhood, clarity and eminence have happened given outstandingness. The ballads though inscribed by Christian poets indicate the scrupulous idea common to two together Islam and Christianity. The expressive division endorses the significance of righteous conducts including diligence, ideas, sacrifice, and fidelity. There is a glimpse of Pakistani meal parts; Tikkas, Chapli Kababs, crop-chat, and Samosas, and other food like grinders and loaf. We do not find description of some important sports except Pavilion-pegging being acted at a center fair but skilled is a reference to body trick risked by children on birthdays, like, 'passing the piece', 'search for suspects' and 'harmonic chairs'. Festivals and etiquettes of all the four provinces of Pakistan are noticed that are both scrupulous and friendly in type. Social and Governmental Organizations Healthcare, travel, education, conveyance, state organizations and different non-governmental arranging reach under this category. Significance of cleanness is stressed through a small talk betwixt a mom and son on buying. Resources of conveyance for travelling short distances in Pakistani are noticed encompassing motorcars, buses, and taxis. Socialization and biological clock the book presents school history of Pakistani offspring continuing an excursion and complicated in projects at school to learn the nobility of work. Family life is proved in procedure through make use of shopping and organizing a date of birth body. Village history of Pakistan has existed likely prominence as plain, clean and quiet with folk occupied accompanying their hands. There is likewise a itemized narrative of center fair giving news about the various endeavors. A description of Model land farm in Pakistan presents the editor to different processes had connection with crops beating and plant. Life style of Pakistani folk use the four provinces is too being depicted. Education, gaining nourishment by suckling and angling are discussed meaning the significance of these two professions for Pakistan. Skilled's a glimpse of Scottish country side in "From a railway delivery of freight" and

Nigerian growth in “An African Village”. Record & Geology Pakistan’s History & Geology has happened likely prominence in two together books. Part of real figures in Pakistan’s independence drive is being noticed. Islamic experiences and historical figures are noticed in differing chapters varying from noble Kings, warriors and philosopher of ancient times to contemporary King Prince Faisal. Moen-jo-daro, Guddu Barrage and Khyber Pass increase into the category of Pakistan’s earth science. Stereotypes Skilled are two together individuals and stereotypes bestowed in two together books. Islamic historically is depicted as intelligent and just. The books uphold spirituality for Motherhood and daughters are detailed accompanying reverence. Skilled’s a balance betwixt male and female personalities. Women are medicated as men’s equal and we do not find some aspect of male dominance. Generally skilled is no supplying for enhancing informative or sensible ability in written or spoken form regionally or globally. The following tables and figures show the frequencies and percentages of the particular item under the particular category set by Byram’s check list (1994).

Table 1: Textbook Contents of Secondary Stage English Book One For Class IX of Sindh Textbook Board, Jamshoro.

Sr.#	Name of Unit Reading Texts	Target Culture	Native Culture	International Culture	Neutral Culture
01	The Last Sermon of the Holy Prophet(S.A.W)	✓			
02	Shah Abdul Latif	✓			
03	Chasing Dreams				✓
04	The Great Visionaries				✓
05	Health Problems Caused by Mosquitoes			✓	
06	The Role of Women in Pakistan’s Creation and Development	✓			
07	The Secret of Success				✓
08	Ghazi’s Diary		✓		
	Grand Total	03	01	01	03
	% weightage	37.50%	12.50%	12.50%	37.50%

As the table indicates, there are 08 reading texts in the textbook of class 9th of STB out of which 01 (12.50 %) are related to source or native culture. On the other hand the 03 (37.50%) are related to target culture and the same number of reading texts that is 01 (12.50%) are related to

international culture. Nevertheless, 03 reading texts (37.50 %) are such which do not come in any category.

Table 2: Textbook Contents of Secondary Stage English Book Two For Class X of Sindh Textbook Board, Jamshoro.

Sr.#	Name of Unit Reading Texts	Target Culture	Native Culture	International Culture	Neutral Culture
01	The Voice of God(Poem)			✓	
02	The Wise Caliph	✓			
03	Professions(a)Teaching (b)Fishing			✓	
04	The Little Things(Poem)			✓	
05	A Visit				✓
06	King Faisal	✓			
07	From a Railway Carriage(Poem)			✓	
08	Dignity of Work				✓
09	A Nation's Strength(Poem)			✓	
10	Beautiful Hands(Poem)			✓	
11	A Village Fair	✓			
12	Speak Gently(Poem)			✓	
13	Shopping				✓
14	The Hand that Rocks the Cradle(Poem)			✓	
15	An African Village			✓	
16	King Bruce and the Spider (Poem)			✓	

17	The Inheritors				✓
18	Casabianca (Poem)			✓	
19	The Khyber Pass	✓			
20	The Minstrel Boy (Poem)			✓	
21	How to do Things (a)Arranging a Party (b) Mending a Puncture				✓
22	The Uses of Adversity (Poem)			✓	
23	Making a Summary				✓
24	There's a Good Times Coming (Poem)			✓	
25	The Customs of Various Regions of Pakistan	✓			
26	The Man Who Wins (Poem)			✓	
	Grand Total	05	0	15	06
	% weightage	19.23%	0	57.70%	23.07%

There are 26 reading texts in the textbook of class 10th of STB in which 0% reading texts are about native culture, whereas 19.23% reading texts are about target culture. On the other hand, 57.70% reading texts are about international culture. However, there are 23.07% reading texts which are culture neutral.

In order to investigate culture in textbooks, Cortazzi and Jin (1999) have suggested three categories. The first is related to source culture that is the native culture of the learners, the second is about target culture that is the culture of the people where the target language of the learners is used as a first language like American and British culture and lastly, international target culture, which means varieties of the target language speakers' culture both English and

non-English like France, Spain, etc. In the same vein, McKay (2003) has also discussed materials in the textbooks from the same point of view; native culture, target culture and international culture. By international culture, she means variety of knowledge of different cultures throughout the world by using target language.

Target Culture

Byram (1991) is of the read that the textbooks ought to portray target culture to the learners so as to modify them to induce the language in original setting. it's to be noted that during this regard Kachru's (1992) "World English's" is against this read. nonetheless, Politzer (1959, pp. 100-101) powerfully favors the combination of target culture in textbooks and opines that "if we tend to teach language while not teaching at constant time the culture during which it operates, we tend to area unit teaching insignificant symbols to that the scholars attach the incorrect which means." The man of science agrees with now and views that as in Pakistan, Urdu is taken into account linguistic communication and for English person closed-class word you, Urdu language has 3 words aap, tu, and viscus and that they area unit used in line with the amount of familiarity with whom the person is reprimand. The word Aap is employed once talking with elders, teachers, parents, unknown folks etc., tu is employed once reprimand those with whom the person is extremely frank and viscus is employed once reprimand those with whom the recipient includes a bit familiarity. If anyone United Nations agency is learning Urdu as a second or foreign language while not specializing in Pakistani culture, he/she can face serious issues.

Native Culture

Cortazzi & Jin (1999) ar in favor of introducing native culture in textbooks as a result of it allows the learners to find out language within the social context of their own. Moreover, such learning allows learners to form their culture clear by victimisation target language. Alptekin (1993, p. 140) is of the read that integration native culture enhances target learning, its information "facilitates foreign language acquisition and, specifically, comprehension." during this context, the research worker has ascertained that any learning becomes straightforward whenever the person moves from famous to unknown. within the context of culture, it's necessary as a result of if an individual doesn't have information of his own culture however he/she are going to be able to compare and distinction and critically examines native, target or international culture.

International/Other World Cultures: The integration of international culture or different world cultures in textbooks is additionally necessary for conveyance intercultural harmony. The Common European Frame work of Reference for Languages: Learning, Teaching, Assessment (2001) stresses on the incorporation of world cultures within the textbooks as a result of the relationship between native and target culture exists, it's not enough for intercultural communication. Within the context of Pakistan, the research worker views that the data of different cultures will play a crucial role. Pakistan could be a developing country and much of individuals move to completely different countries for education and jobs, so data of different cultures can sway be Associate in Nursing plus. This study aims to research what cultures square measure diagrammatical and the way cultures square measure diagrammatical within the textbooks of ninth and Tenth grade of school of various provinces of Pakistan (Punjab & Sindh).

Neutral culture

In neutral culture, folks don't categorise themselves as brazenly and have a tendency to cover bound emotions as a result of it's not correct to indicate them. These cultures tend to worth objective decision-making, and should not react to things the means that emotional cultures would expect them to. A neutral culture could be a culture that's related to a language however not with a rustic or region. It differs from a particular culture, which could be a culture that's related to each a language and a rustic or region. United Kingdom and Singapore is sample of extremely neutral cultures.

4.2.Target Culture: As so much as target culture worries, the reading text of ninth & 10th of STB nada weightage of each area unit thirty seven.50% and 19.23 respectively” The last sermon of the Holy Prophet(S.A.W)” The Farewell Sermon (Arabic: خطبة الوداع, Khutbatu l-Widā‘) additionally referred to as Muhammad's Final Sermon or the Last Sermon, may be a non secular speech, delivered by the Moslem prophet Muhammad on Friday the ninth of Dhu al-Hijjah, ten AH (6 March 632[1]) within the Uranah vale of Mount Arafat, throughout the Moslem journey of haj. Muhammad al-Bukhari refers to the sermon and quotes a part of it in his Sahih al-Bukhari.[2][3][4] a part of it's additionally gift

in Sahih Muslim[5] and Sunan Abu Dawood.[6] Verse 5:3, "Today I even have formed for you your faith ...", is believed to possess been recited throughout the address because the capstone verse of the religious writing.[7] varied versions of the sermon are revealed, together with many English translations. The sermon consists of a series of general exhortations for Muslims to follow the teachings that Muhammad had set forth within the religious writing and Sunnah.1-Hijjah, ten AH (6 March 632[1]) within the Uranah vale of Mount Arafat, throughout the Moslem journey of haj. Muhammad al-Bukhari refers to the sermon and quotes a part of it in his Sahih al-Bukhari.[2][3][4] a part of it's additionally gift in Sahih Muslim[5] and Sunan Abu Dawood.[6] Verse 5:3, "Today I even have formed for you your faith ...", is believed to possess been recited throughout the address because the capstone verse of the religious writing.[7] varied versions of the sermon are revealed, together with many English translations. The sermon consists of a series of general exhortations for Muslims to follow the teachings that Muhammad had set forth within the religious writing and Sunnah.

The reading text "Shah Abdul Latif" is a few noted temperament of Sindh, that is Regional identity of West Pakistan is targeted through the chapter 'Shah Abdul Latif Bhitai', Shah of Iran Abdul Latif Bhitai, the good saint, author and thinker was born in 1689 in tiny village "Hala Haveli" District Hyderabad. He was son of Syed Habib Shah of Iran. Shah of Iran Latif's ancestors migrated from Hirat to Sindh throughout the times of handler Lane and created it their home. Shah Latif started composing poetry once he was solely a boy. He was terribly keen on learning. He married a pleasant girl with whom he lived for several years. He showed kindness to her. when the death of his father he visited go on Bhit. There he prayed to God with a lot of devotion. Shah Latif composed his poetry in language of folk. He was additionally a good musician. He simplified the music of his time. He fancied straightforward device "Tambooro" that is even currently common everywhere Sindh. Shah Latif died in 1752 A.D at Bhit Shah of Iran. noted king of Sindh Ghulam Shah of Iran Kalhoro engineered a shrine over his grave. Shah of Iran Latif's Urs is control at shrine on ordinal Safar per annum. Individuals return from everywhere West Pakistan to supply their feeling. Shah's message is that the message of affection and brotherhood. He believed in equality of soul.

The reading text "The Role women in Pakistan Movement} in West Pakistan West Pakistan Asian country Asian nation} Creation and Development" concerning target culture within which

The Muslim women play a nice role within the struggle for Pakistan. The good leaders from everywhere Sub-continent were within the fore front in fight for Asian country and our ladies stood facet by facet with them. They went from house to house to deal with to lift funds for West Pakistan Asian country Asian nation} Movement; they inspired their men to form each sacrifice for attainment of Pakistan. They organized conferences and processions to draw in the eye of world of their nice cause. girl Nusrat Haroon, girl Sughra Hidayatullah, Moslem Khair-unnisa Shaban, Miss Fakhr-unnisa Wali Muhammad Turk, Moslem Jahan Ara Shahnawaz, Moslem Salma Tassaduq Hussain, Getti Ara Bashir Ahmed and countless alternative girls worked in numerous ways that for accomplishment of Asian country. Their efforts for institution of Asian country can't be forgotten.

The reading text” The Wise Caliph” concerning target culture within which Caliph Haroon-ur-Rasheed was a wise Muslim king of Bagdad. He was notable for his justice and knowledge. in the future Qazi of town brought controversial case before him, that he couldn't settle. Two men claimed possession of a same horse. One man was wealthy and therefore the alternative man was beggar. Mohammedan Haroon-ur-Rasheed detected each the wealthy and therefore the beggar. The Mohammedan Haroon-ur-Rasheed asked each of them to touch the horse, one by one. Initially the beggar touched the horse. On his bit the horse winced, because it didn't like his touching. The horse expressed its pleasure by neighing once the have touches it. The Caliph gave his call that horse belonged to have. He forgave the beggar. The have additionally forgave the beggar and gave him a few gold coins.

The reading text “King Faisal”is concerning Target culture within which History & earth science Pakistan’s History & earth science has been given prominence in each books. Role of historical figures in Pakistan’s independence movement is being mentioned. Islamic history and historical figures as mentioned in numerous chapters starting from noble Kings, warriors and students of the past to gift day King sovereign Faisal sovereign Faisal of Saudi Arabia was born in 1907. He received spiritual education from his maternal granddad Arab chief Abdullah bin Abdul Latif. He had qualities of heart and head. He started his career as governor of geographical area. Then he was appointed secretary of state and Prime Minister. Once his elder brother falls seriously sick he was chosen as king by the Council in 1964. He liked his folks and dominated the country in terribly productive manner. He magnified the manufacture of crude oil for development of his

country. He established numerous factories in his country. He opened colleges and hospitals. He brought immense space of desert beneath cultivation. As he was true Muslim, thus his robust want was to unite Muslims of the planet. He tried his best to attain that goal. He was against the state of Israel and helped the Arab countries in their war against Israel. King Faisal was sincere friend of Asian country. He perpetually helped Asian country in troublesome times. He was killed by his kinsman on twenty five March 1975. His death was mourned by the complete Muslim world.

The reading text “A Village Fair” is concerning Target culture within which Village lifetime of Asian country has been given prominence as easy, pure and tranquil with folks operating with their hands. There’s additionally a close narrative of village honest giving info concerning the various activities. An outline of Model agricultural farm in Asian country introduces the reader to totally different processes associated with crops separation and seeding. Life kind of Pakistani folks living within the four provinces is additionally being pictured. Teaching, nursing and fishing are mentioned signifying the importance of those two professions for Asian country.

The reading text “The Mountain pass” is about Target culture in that mountain pass may be a notable historical pass. It’s fifty kilometers long slender mountain depression. It’s the sole route that connects Asian country to Asian nation and alternative countries on the far side it. Several conquerors attacked South Asia by crossing it. It’s additionally been a notable trade route. Antecedently artiodactyl caravans passed and carried numerous articles from sub-continent to Asian nation and brought back some merchandise. Currently Lorries, trucks and alternative suggests that of transport have taken place of artiodactyl caravans. Bilal and his friends created a visit to mountain pass in last summer. They started early within the morning by bus. They stopped at Jamrod of getting allowed. once covering concerning thirty click they reached Landikotal the best place on the pass. There they created transient stop and Ate Tikkas and Chapli Kababs. once it they lined another twenty Kilometres distance down wards to Torkham the border between Asian country and Asian nation. They were welcome by the troopers guarding the frontiers. The road from city to Landikotal is extremely fine however zigzag. There are terribly stunning mountainous sceneries additionally. They boys enjoyed the journey on the pass and located it terribly informative.

The reading text “The Customs of various Regions of Pakistan. Pakistan Asian country Asian nation} “is about Target culture in Pakistan may be a charming country. It’s jam-packed with sceneries of assorted sorts. It’s totally different regions of climates additionally. These geographical and climatically variations are mirrored within the customs of assorted regions of Asian country. Pathans of frontier regions are brave and durable. They robust and war like. They need fought against interloper from thousands of years. They’re happy with their hearth arms. As power of a tribe depends on range of men thus Pathans feel happy over the birth of son. They defend the expatriate at the price their lives. They show cordial reception to their guests. Their favorite food is meat. Punjab has been referred to as heart of Asian country by Quaid-e-Azam. It’s been seat of learning from thousands of year. Punjabis are spiritual naturally. Their fairs ar typically connected with the Urs of saints. In village live farmers, they work from mornto’ night. Within the evening they sit within the chopal create bill chat sing songs and say the day to day issues. Their marriages ar colourful, whole village takes half in it. Baluchis lead terribly exhausting and straightforward life because of the acute weather. They sit and sleep on floor. Water is tough to induce. Iranian language marriages are vibrant. They sing and dance on spirited beat of drums. Bride groom arranges food for all guests. Food is brought with barat. Ladies of Balochistan wear most of jewelry all the time. Civilization of Sindh is one in every of the oldest civilizations within the world. The Sanskrit folks are spiritual naturally. Most of their festivals are spiritual. Folks from everywhere Asian country come back to celebrate the Urs of Shahbaz Qalander and Shah Abdul Latif Bhitai. Folk’s songs are sung on Ektara at the eve of Urs. Alghoza is additionally a well-liked device of the realm. Sindh embroidery is legendary everywhere the planet. Mirror work is additionally common in Sindh.

4.3. Native Culture: Cortazzi & Jin (1999) are in favor of introducing native culture in textbooks because it enables the learners to learn language in the social context of their own. Moreover, such learning enables learners to make their culture clear by using target language. Alptekin (1993, p. 140) is of the view that integrating native culture enhances target language learning, its knowledge “facilitates foreign language acquisition and, in particular, comprehension.” In this context, the researcher has observed that any learning becomes easy whenever the person moves from known to unknown. In the context of culture, it is necessary

because if a person does not have knowledge of his own culture how he/she will be able to compare and contrast and critically examines native, target or international culture.

We can see the proportion of Native culture in both STB of English textbooks is respectively 12.50% and 0% which is totally imbalance and not sufficient.

The reading text “Ghazi’s Diary “is about Native culture in which Mr. Ghazi in his diary that has shifted to Karachi city. Although, the city has clean streets, big houses, beautiful gardens, he missed his village. In village, he had a house of three rooms with no boundary wall in which his grandparents, two of my unmarried aunts, his uncle with family, his parents siblings lived. The city house is made of cement and painted with tiled floors. The houses in the village were all made of wood, straw and mud. They had no furniture. The village did not have roads or streets but narrow mud lanes. People did not need transport, they just walked. The village had a few small shops. Men spent their free time in the village Otaq. The women had the village well which was the center of all their activities village men and women didn't use television, Facebook, YouTube, SMS or email. The writer then wished him to take him back to his simple village life. It belong to Native culture because it enables the learners to learn language in the social context of their own.

4.4. International/Other World Cultures: The integration of international culture or different world cultures in textbooks is additionally necessary for transferal intercultural harmony. The Common European Frame work of Reference for Languages: Learning, Teaching, Assessment (2001) stresses on the incorporation of world cultures within the textbooks as a result of the relationship between native and target culture exists, it's not enough for intercultural communication. Within the context of Pakistan, the research worker views that the information of different cultures will play a crucial role. Pakistan could be a developing country and plenty of individuals move to totally different countries for education and jobs, so information of different cultures can influence be A plus.

The reading text “Health issues Caused by Mosquitoes “is regarding International culture within which Mosquitoes square measure thought-about one in every of the foremost dangerous species on the world as a result of they need the power to unfold several deadly diseases. Virtually 700 million folks contract a mosquito-borne sickness once a year leading to larger than 1,000,000

deaths. The United State Centers for malady management and hindrance (CDC) reported that mosquitoes kill over 1,000,000 folks a year simply from the transmission of protozoa infection. In recent years, the speed of infection unfold has accumulated dramatically, and a growing variety of scientists square measure involved as a result of heating could lead on to the explosive growth of the mosquito-borne diseases worldwide. This square measure a number of the foremost common diseases unfold round the world by two-winged insects bites: infections, break bone fever, and protozoa infection. There's no vaccine to forestall or drugs to treat most of those diseases. During this lesson regarding health care and hindrance is mention regarding mosquitoes that is a global drawback.

The reading text "The Voice of God(Poem)"is regarding a global culture within which Hear the Voice" is {in enduring |in an exceedingly in a very} sense an invocation to all or any of humanity to take out their degenerate condition of suffering and visual impairment and to start to self-govern the fabric universe ("fallen lightweight renew") rather than remaining its captive. On a bigger scale, the "fallen soul" is additionally a respect to the larger state of the "fallen earth." during this reading; the whole world is darkly and underneath tyrannical rule, and not simply its folks. This literary work shows Belief and behavior (moral, spiritual beliefs of individuals.

The reading text "Little Things (Poem)"is regarding a global culture within which very little Things is a sacred literary work within which the worth of living within the moment and regarding the ability of little acts of kindness. Written within the eighteenth century by Julia Carney, the literary work tells however very little things modification the planet, and the way every very little effort matters.This literary work shows Belief and behavior (moral, spiritual beliefs of individuals.

The reading text "From a Railway carriage (Poem)"is regarding a global culture within which 'From a Railway Carriage' belongs to a substantial poetic tradition: that of convincing the expertise of a railway journey through the rhythm of verse. The literary work was printed in Henry M. Robert gladiator Stevenson's 1885 volume of poetry for youngsters, A Child's Garden of Verses, a few of years when he'd had a runaway bestseller with Treasure Island. 'From a Railway Carriage' could be a masterful piece of versification, victimisation its spirited rhythm to evoke the movement of a train .In this literary work the geographical factors seen as being

important by members. There's a glimpse of Scottish country aspect in "From a railway carriage"

The reading text "A Nation's Strength (Poem)" is about a global culture within which author describes that Nation's Strength could be a stunning chauvinistic literary work written by "R.W. Emerson." during this little literary work, the author reveals the key of a nation's strength. The author asks many inquiries to discover the key of the nation's strength and he himself answers these queries. He says that the strength of a nation lies not within the wealth, power and pride however in its chauvinistic and determined men. During this literary work yank nation's beliefs square measure shown within the history of yank culture.

The reading text "Beautiful Hands (Poem)" is regarding a global culture within which poet poet praises the hands of the mother for his or her religious beauty. She says that though these hands square measure neither sensible wanting nor little and one will suppose that they were stunning ones. She has seen these hands they were the imagination of an artists.

The reading text "Speak Gently (Poem)" is regarding a global culture within which author describes that we must always speak gently as a result of soft and sort words leave a deep and lasting impression. We are able to win people's hearts by love and God too likes it and rewards USA for eternity. During this literary work the spiritual and social beliefs square measure represented in yank society.

The reading text "The Hands that Rocks the Cradle (Poem)" is regarding a global culture within which poet describes during this literary work author tries to clarify that actual ruler of the planet is mother. as a result of she takes care of her kids and tries her best to form them necessary and helpful persons within the world. during this literary work poet praises mother's hands for his or her religious beauty. in step with her mother's hands square measure image of affection, sacrifice, labour and tenderness for her kids.

The reading text "An African Village" is regarding a global culture within which African country is that the largest country in geographical region. A Nigerian village consists of a dozen to regarding 3 dozen huts, at one time a hut had solely one space, currently it's 2 or a lot of rooms. on the brink of the farmer's habitation could be a patch of land for growing food crops. Girls tend the food crops. Men tend the money crops. Their money crops square measure oil palms and

cocoa trees. The food crops square measure plantains, potatoes, yams, groundnuts and pepper. Farmers aren't ready to keep Boss Taurus due to a fly whose sting kills the Boss Taurus. But they keep a goat for milk and poultry for eggs. Nigerian life in “An African village”. History, geographies and their life sorts of Africans square measure mentioned.

The reading text “King Bruce and also the Spider” is regarding a global culture within which The King Bruce learnt a lesson from the spider. He thought if a spider might succeed why he couldn't. He collected his army, defeated the Britain and got freedom for his country. He once more and once more fought against the big army and at last, when several tries defeated the big army and regained his kingdom. He had learnt a lesson from the spider. Perseverance paves thanks to success. Henry M. Robert Bruce was one in every of the foremost authoritative representatives of Scottish nationhood within the post-Union amount. Recognizing the threat of English cultural and political system over European nation, Bruce hoped to combat this political system through a reaffirmation of Scottish culture.

The reading text “Casabianca (Poem)” is regarding a global culture was 1st printed in 1826 that is additionally popularly called 'The Boy stood on the fireplace Burning Deck'. This literary work is regarding the particular incident that happened in 1798 throughout the Battle of the Nile River wherever metropolis, a 12-year previous boy, the son of Luce Julien Joseph was the commander of a military vehicle. Maybe during this literary work within which justify its embedding in English-speaking culture, trendy editors [9][maybe to justify its embedding in English-speaking culture, trendy editors[9][10] typically claim French poets additionally celebrated the event 10] typically claim French poets additionally celebrated the event this literary work.

The reading text “The Minstrel Boy (Poem)” is regarding a global culture within which "The Minstrel Boy" is AN Irish song written by Thomas Moore (1779–1852) and printed as a part of his Irish Melodies. Moore himself came to be nicknamed "The Minstrel Boy", and so it's the title of Leonard Strong's 1937 history of Moore. It's Roud people Song Index no. Throughout the total verse, the author takes the reader into the planet of proud trustworthy fearless minstrel, UN agency is prepared to fight and die for his mother-land. The author uses lots of lexico-stylistic devices and symbols to point out the inner world of the most hero, to prove his loyalty and like to Éire.

The reading text “The Uses of Adversity (Poem)” is regarding a global culture within which Duke Senior says that adversity will be place to sensible use, and might even prove to show USA a valuable lesson. It’s sort of a repellent and toxic batrachian, however one that bears a precious gem on its head. He’s appreciative that he has been free from dignified life, and has additionally found substitutes for everything he has had to go away behind. in situ of the language of nobles and courtiers, he has found the rustling of the leaves in trees. in situ of books, he has found the running waters of little streams among the forest. In situ of sermons, he has found the graceful stones of the forest floor. It presents an interconnected world wherever want is that the antecedent of each violence and inventive expression.

The reading text “There’s an honest Times coming back (Poem)” is regarding a global culture during this once more and once more that amount of happiness is coming back before long. He asks them to grant their facilitate for transferral his literary work, the author is reassuring the new generation of the higher days that square measure awaiting them. He says that the time for true happiness is coming back once there’ll be peace on the world. There shall be no wars; the folks shall hate the war. The amount of happiness is close to at hand. The author assures younger generation peace within the world.

The reading text “The Man un Agency Wins” is regarding a global culture as a result of during this literary work author conveys the message that everything depends upon can, determination and authority of an individual. He says that if you think that – that you just square measure defeated and don't have any bravery it's positive that you just won't get success.

4.5. Neutral Culture: In neutral cultures, people do not express themselves as openly and tend to hide certain emotions because it is not proper to show them. These cultures tend to value objective decision-making, and may not react to situations the way that affective cultures would expect them to. A neutral culture is a culture that is associated with a language but not with a country or region. It differs from a specific culture, which is a culture that is associated with both a language and a country or region. Britain and Singapore are examples of highly neutral cultures. The ratio of Neutral culture is about 37.50% and 23.07% respectively in both STB English textbooks.

The study used primarily qualitative analysis approach within which the content analysis of textbooks was dispensed to look at intercultural parts. Content analysis “defines a strict and systematic set of procedures for the rigorous analysis, examination and verification of the contents of written data” (Cohen et al, 2007, p.475). The foremost purpose of content analysis is to find bound ideas inside the texts of textbooks, to spot pattern within the texts, to quantify and analyze the presence, meanings and relationships between such words and ideas so create inferences concerning messages within the texts. This methodology was adopted because it suits best within the content analysis for the critical functions of any teaching material. The quantitative methodology was additionally employed in the shape of graphs, frequencies and percentages. So, this study is also referred to as mixed methodology analysis within which some parts of each qualitative and quantitative analysis strategies are applied to investigate the information. Within the procedure of content analysis, Byram’s (1993) list was used. This list evaluates the extent and manner within which a textbook includes a spotlight on cultural contents for every textbook, scientist known and explored indicators that work into every class mentioned within the list. For the sake of dependableness two raters analyzed the fabric associated degree of their agreement on clump one a part of the book to an exceptional class made up our minds. Analysis queries the most objective of this analysis is to look at the role of sophistication IX & X textbooks of English in enhancing a world vision and awareness of worldwide and native cultures. to attain this objective, the study employs content analysis framework from Byram (1994) since it covers all aspects of culture. This list has been later employed by Mahmood. (2012), Khajavi & Abbasian (2011), Juan (2010). Through this analysis we have a tendency to aim to answer the subsequent analysis queries. 1. What style of culture is promoted within the English textbooks contents of secondary level within the completely different provinces of Pakistan? 2. How these cultural representations are made?

4.6. Data collection and data analysis: The present study is a qualitative research. Data is analyzed through content analysis and follows the framework presented by Byram . (1994) to explore the cultural contents in the textbook. This model comprises the categories that determine the culture related aspects such as social identity, beliefs & behaviors, sociopolitical institutes, socialization & life cycle, national history, geography and stereotypes. The qualitative aspect explores the cultural elements and determines whether the culture presented is local culture or

international culture or both or in the form of Target culture. Analysis of cultural contents: Social Identity Social class, regional identity, national identity, professional identity, and personal identity based on gender are a part of this category. The chapter 'Village life' is portrayed in several chapters whereas people in cities and children at school belong to the middle class. However, a clear distinction has not been made to highlight upper, middle or lower class. Regional identity of Pakistan is focused through the chapter 'Shah Abdul Latif Bhittai', "The Customs of Various regions of Pakistan". National Identity of Pakistan is illustrated through "Allama Iqbal", "What the Quaid-i- Azam said", "The great war hero," "Major Aziz Bhatti." Professional identity is depicted through nursing, and teaching. Social Interaction the oral communication norms of Pakistani society are illustrated through a number of interactional instances. There are conversations between children, teachers, friends and family members. The attitude is that of respect towards elders and affection towards children. Even a poem "Speak gently" conveys the message of speaking politely to young and old. Over all the conversation, in different chapters, highlights use of Standard English. Beliefs and Behaviors Age group, moral belief, religious belief, sports, eating habits, dressing, greetings, language, currency, shopping, festivals, and gender behaviors fall under this category. The teenage and youth are the nexus of both books. This shows that the major focus of both books is the age group for which it is written. Moral beliefs embedded in religion and nationalism, which are the focus of majority of the poems and chapters. Pakistani youth is expected to be loyal to their motherland and respectful to their parents. Most of the chapters and poems emphasize on ethical development of character. Religion is also one of the main focuses of the book; Islamic philosophy is reflected through the sayings of the Holy Prophet (peace be upon him. Beliefs of humanism, justice, truth, perseverance, piety, generosity, mercy, brotherhood, simplicity and nobility have been given prominence. The poems though written by Christian poets reflect the religious perception common to both Islam and Christianity. The poetry section endorses the importance of ethical behaviors including perseverance, humanism, sacrifice, and steadfastness. There is a glimpse of Pakistani food items; Tikkas, Chapli Kababs, fruit-chat, and Samosas, and other edibles like sandwiches and cake. We do not find description of any major sports except Tent-pegging being played at a village fair but there is a reference to party games played by children on birthdays, like, 'passing the parcel', 'treasure hunt' and 'musical chairs'. Festivals and ceremonies of all the four provinces of Pakistan are mentioned which are both religious and social in nature. Social

and Political Institutions Healthcare, tourism, education, transportation, state institutions and other non-governmental organizations come under this category. Importance of cleanliness is emphasized through a small dialogue between a mother and son on shopping. Means of transportation for travelling short distances in Pakistani are mentioned comprising motorcars, buses, and taxis. Socialization and life cycle the book presents school life of Pakistani children going on an excursion and involved in projects at school to understand the dignity of work. Family life is shown in the book through going to shopping and arranging a birthday party. Village life of Pakistan has been given prominence as simple, pure and tranquil with people working with their hands. There is also a detailed narrative of village fair giving information about the different activities. A description of Model agricultural farm in Pakistan introduces the reader to different processes related to crops threshing and seeding. Life style of Pakistani people living in the four provinces is also being depicted. Teaching, nursing and fishing are discussed signifying the importance of these two professions for Pakistan. There's a glimpse of Scottish country side in "From a railway carriage" and Nigerian life in "An African village". History & Geography Pakistan's History & Geography has been given prominence in both books. Role of historical figures in Pakistan's independence movement is being mentioned. Islamic history and historical figures are mentioned in various chapters ranging from noble Kings, warriors and scholars of the past to present day King Shah Faisal. Moen-jo-daro, Guddu Barrage and Khyber Pass add into the category of Pakistan's geography. Stereotypes There are both individuals and stereotypes presented in the two books. Islamic Caliph is depicted as wise and just. The books maintain sanctity for Motherhood and women are described with reverence. There's a balance between male and female characters. Women are treated as men's equal and we do not find any element of male dominance. On the whole there is no provision for enhancing communicative or pragmatic competence in written or oral form locally or internationally. The following table and figure show the frequencies and percentages of the particular item under the particular category set by Byram's check list. (1994).

Data collection and data analysis of PTB English Textbooks of Grade-9 &10

The present study is a qualitative research. Data is analyzed through content analysis and follows the framework presented by Byram's check list (1994) to explore the cultural contents in the textbook. This model comprises the categories that determine the culture related aspects such as social identity, beliefs & behaviors, sociopolitical institutes, socialization & life cycle, national history, geography and stereotypes. The qualitative aspect explores the cultural elements and determines whether the culture presented is local culture or international culture or both or in the form of Target culture. Analysis of cultural contents: Social Identity Social class, regional identity, national identity, professional identity, and personal identity based on gender are a part of this category. The following table and figure show the frequencies and percentages of the particular item under the particular category set by Byram's check list. (1994).

. Table 1: Textbook Contents of English Grade-9 of Punjab Textbook Board, Lahore.

Unit No.		Target Culture	Native Culture	International Culture	Neutral Culture
01	The Saviour of Mankind	✓			
02	Patriotism	✓			
03	Media and Its Impacts				✓
04	Hazrat Asma (RA)	✓			
05	Daffodils (Poem)			✓	
06	The Quaid's Vision and Pakistan	✓			
07	Sultan Ahmad Masjid			✓	
08	Stopping by Woods on a Snowy Evening			✓	
09	All is not Lost				✓
10	Drug Addiction			✓	

11	Noise in the Environment			✓	
12	Three Days to See			✓	
	Grand Total	04	00	06	02
	% weightage	33.33%	00	50%	16.67%

As the table indicates, there are 12 reading texts in the textbook of class 9th of PTB out of which 04 (33.33 %) are related to target culture. On the other hand the 0 (0%) are related to Native culture and on the other number of reading texts that is 06 (50%) are related to international culture. Nevertheless, 02 reading texts (16.67 %) are such which do not come in any category belong to Neutral culture.

Table 2: Textbook Contents of English Grade-10 of Punjab Textbook Board, Lahore.

Unit No.	Name of Unit Reading Texts	Target Culture	Native Culture	International Culture	Neutral Culture
01	Hazrat Muhammad (S.A.W)an Embodiment of Justice	✓			
02	Chinese New Year			✓	
03	Try Again (Poem)			✓	
04	First Aid			✓	
05	The Rain (Poem)			✓	
06	Television vs. Newspapers				✓
07	Little by Little One Walks Far!				✓
08	Peace (Poem)			✓	

09	Selecting the Right Career				✓
10	A World Without Books			✓	
11	Great Expectations			✓	
12	Population Growth and World Food Supplies				✓
13	Faithfulness	✓			
	Grand Total	02	0	07	04
	% weightage	8.50%	0	60%	31.50%

As the table indicates, there are 13 reading texts in the textbook of class 10th of PTB out of which 02 (8.50 %) are related to target culture. On the other hand the 0 (0%) are related to Native culture and on the other number of reading texts that is 07 (60%) are related to international culture. Nevertheless, 04 reading texts (31.50 %) are such which do not come in any category belong to Neutral culture.

In order to investigate culture in textbooks, Cortazzi and Jin (1999) have suggested three categories. The first is related to source culture that is the native culture of the learners, the second is about target culture that is the culture of the people where the target language of the learners is used as a first language like American and British culture and lastly, international target culture, which means varieties of the target language speakers' culture both English and non-English like France, Spain, etc. In the same vein, McKay (2003) has also discussed materials in the textbooks from the same point of view; native culture, target culture and international culture. By international culture, she means variety of knowledge of different cultures throughout the world by using target language.

Target Culture

Byram (1991) is of the view that the textbooks should portray target culture to the learners in order to enable them to get the language in original setting. It is to be noted that in this regard Kachru's (1992) "World English's" is against this view. Nevertheless, Politzer (1959, pp. 100-

101) strongly favors the integration of target culture in textbooks and opines that “if we teach language without teaching at the same time the culture in which it operates, we are teaching meaningless symbols to which the students attach the wrong meaning.” The researcher agrees with this point and views that as in Pakistan, Urdu is considered lingua Franca and for English second person pronoun you, Urdu language has three words aap, tu, and tum and they are used according to the level of familiarity with whom the person is talking to. The word Aap is used when talking with elders, teachers, parents, unfamiliar people etc., tu is used when talking to those with whom the person is very frank and tum is used when talking to those with whom the addressee has a little bit familiarity. If anyone who is learning Urdu as a second or foreign language without focusing on Pakistani culture, he/she will face serious problems.

Native Culture

Cortazzi & Jin (1999) are in favor of introducing native culture in textbooks because it enables the learners to learn language in the social context of their own. Moreover, such learning enables learners to make their culture clear by using target language. Alptekin (1993, p. 140) is of the view that integrating native culture enhances target language learning, its knowledge “facilitates foreign language acquisition and, in particular, comprehension.” In this context, the researcher has observed that any learning becomes easy whenever the person moves from known to unknown. In the context of culture, it is necessary because if a person does not have knowledge of his own culture how he/she will be able to compare and contrast and critically examines native, target or international culture.

International/Other World Cultures: The integration of international culture or other world cultures in textbooks is also necessary for bringing intercultural harmony. The Common European Frame work of Reference for Languages: Learning, Teaching, Assessment (2001) stresses on the incorporation of world cultures in the textbooks because though a relationship between native and target culture exists, it is not enough for intercultural communication. In the context of Pakistan, the researcher views that the knowledge of other cultures can play a pivotal role. Pakistan is a developing country and lots of people move to different countries for education and jobs, therefore knowledge of other cultures will prove to be an asset. This study aims to investigate what cultures are represented and how cultures are represented in the

textbooks of ninth and Tenth grade of Secondary school of different provinces of Pakistan (Punjab & Sindh).

Neutral culture

In neutral cultures folks don't categorise themselves as brazenly and have a tendency to cover sure emotions as a result of it's not correct to point out them. These cultures tend to price objective decision-making, and will not react to things the method that affectional cultures would expect them to. A neutral culture could be a culture that's related to a language however not with a rustic or region. It differs from a particular culture, which could be a culture that's related to each a language and a rustic or region. UK and Singapore are samples of extremely neutral cultures.

Target Culture: In neutral cultures folks don't categorise themselves as brazenly and have a tendency to cover sure emotions as a result of it's not correct to point out them. These cultures tend to price objective decision-making, and will not react to things the method that affectional cultures would expect them to. A neutral culture could be a culture that's related to a language however not with a rustic or region. It differs from a particular culture, that could be a culture that's related to each a language and a rustic or region. UK and Singapore are samples of extremely neutral cultures.

Target Culture: As far as target culture is bothered, the studying text of ninth & 10th of PTB nothing weightage of every are thirty three.33% and 8.50% severally. If we tend to analyze each book's lessons then we have a tendency to come returned to grasp that inside the first lesson of ninth English textbook in "The Saviour of Mankind" Target tradition is delineate inside which 'The Saviour of Mankind' title of unit one of PTB's textbook ten, 'Hazrat Muhammad (Peace be upon Him) AN Embodiment of Justice' ask attachment of Pakistani society with Prophet Muhammad (peace be upon Him) as each textbooks start with direct regard to Prophet Muhammad (peace be upon Him), the fundamental reverend determine of Islamic world. even though expressly, there is no negative-other illustration however implicitly, they refer that these textbooks are for the Muslim audience additionally as

for the Muslim society. Ideologically, Pakistan is AN Islamic Republic that got here into being on the thinking of the trust of Islam.

Next lesson of ninth PTB English textbook is “Patriotism” that belongs to focus on subculture inside which the details of unique info involving the subject, ‘Patriotism’ cowl the fluctuate of what foundation of word loyalty suggests that, what loyalty offers to the folks. Sovereignty, integrity and honour of the us of a ar supreme values for a nationalist and Quaid-e-Azam (The fine Leader) Muhammad Ali Jinnah aforesaid concerning loyalty, ‘We should advance a way of loyalty that galvanizes U.S. all into one united and effective nation’. Nishsne- Haider, the satisfactory military award was once given to best patriots United Nations Company ordered down their lives for the fatherland.

In the fourth lesson “Hazrat Asma (RA)” the target lifestyle is delineate in ‘Hazrat Asma (RA)’, regards philosophic operate, implicitly. It conjointly refers that it is for the Muslim community. The Muslims have quality recognize for the companions of Holy Prophet (peace be upon Him). Hazrat Asma (R. A) is represented thru the phrases like ‘wisdom’ and ‘courage’ description is in superb experience as a end result of generally in various cultures such sorts of attributions are not given to feminine gender on the other hand Islam provides role to females.

In the subsequent lesson “The Quaid’s Vision and Pakistan” indicates target way of life as a result of ‘The Quaid’s Vision and Pakistan’, the author tells why the Quaid (The Leader) took a country wide tour, what he aforesaid in his speeches related to the state and country, what the Quaid’s slogan was, on that fundamental principle, ideology of {pakistan|Pakistan|Islamic Republic of Pakistan West Pakistan Asian country Asian nation} was based often and why Pakistan was once facing diverse challenges. All of these problematic descriptions are literally the These important points assist to ideologically topicalized information and data it is already gift in intellectual modal and social modal of the readers that depicts the Target culture.

In the first lesson of tenth “Hazrat Muhammad (S.A.W) of tenth English textbook AN Embodiment of Justice” reflects Target tradition within which ‘Hazrat Muhammad (Peace be

upon Him) AN Embodiment of Justice' ask attachment of Pakistani society with Prophet Muhammad (peace be upon Him) as every textbooks begin with direct regard to Prophet Muhammad (peace be upon Him), the major reverend determine of Islamic world. even though expressly, there's no negative-other illustration however implicitly, they refer that these textbooks ar for the Muslim target market additionally as for the Muslim society. Ideologically, Pakistan is an Islamic Republic that came into being on the thought of the trust of Islam.

In the thirteen lesson of tenth English textbook Title "Faithfulness" Target lifestyle depicts within which a case brought of father's murder. They conjointly added the sturdy and long lasting countryman with them. They complained to Hazrat Umar (RA) that the individual had useless their previous father. They demanded justice by effortful the slayer for his crime. The previous man hurled a stone on the artiodactyl with all his might also as a result of it had ate up many leaves from one in each of his trees. The artiodactyl reeled and fell down dead.

The indweller had hid a bit of gold in earth. It belonged to his younger brother. He wished available over that piece of gold to a trustee. Thus, he requested Hazrat Umar Farooq (RA) to lengthen the execution. He was requested to relinquish his patron United Nations company might go through loss of life just in case he failed to come back. The indweller checked out the folk's gift there. He pointed to Hazrat Abu Zar Ghafari as his patron. Hazrat Abu Zar Ghafari conjointly in agreement to become his patron. Hazrat Abu Zar Ghafari was a helpful accomplice of the Holy Prophet (pbuh). He used to be to be killed simply in case the slayer failed to come back. Therefore the Sahabas have been disquieted regarding his lifestyles and their eyes have been full of tears.

The accusers forgave the indweller as they have been affected by means of his virtue, honesty, loyalty and quality. On hearing the phrases of forgiveness, every body within the court docket used to be delighted. They liked their nobility.

Native Culture:

Cortazzi & Jin (1999) are in choose of introducing native way of life in textbooks due to the fact it enables the learners to analyze language in the social context of their own. Moreover, such gaining knowledge of allows newcomers to make their lifestyle clear by way of the usage of goal

language. Alptekin (1993, p. 140) is of the view that integrating native culture enhances target language learning, its expertise “facilitates foreign language acquisition and, in particular, comprehension.” In this context, the researcher has discovered that any studying turns into handy on every occasion the person moves from acknowledged to unknown. In the context of culture, it is necessary because if a man or woman does now not have expertise of his very own culture how he/she will be able to compare and contrast and seriously examines native, target or worldwide culture.

We can see the proportion of Native lifestyle in each PTB of English textbooks is respectively 0% and 0% which is totally imbalance and not sufficient.

International/Other World Cultures: The integration of international tradition or different world cultures in textbooks is additionally integral for bringing intercultural harmony. The Common European Frame work of Reference for Languages: Learning, Teaching, Assessment (2001) stresses on the incorporation of world cultures in the textbooks due to the fact although a relationship between native and goal subculture exists, it is not ample for intercultural communication. In the context of Pakistan, the researcher views that the know-how of different cultures can play a pivotal role. Pakistan is a growing U.S.A and plenty of humans move to different nations for training and jobs, consequently expertise of other cultures will show to be an asset. As for as regarding the International lifestyle in the PTB English Textbooks of Grade-9 &10 the %age is 50% & 60% which is Sufficient as examine to others.

In the “Daffodils (Poem) in which International lifestyle is depicted. The poem was once composed in the 12 months 1802. The title of the poem informs about the loneliness of the poet which he faces after the dying of his brother. However, the limitless view of the golden daffodils in a field across the lake filled him with joy. This view was the biggest present of nature to him. The 'Daffodils' poem represents a faith in Nature's beneficence that is less difficult to hold in the cultivated, absolutely humanized landscape of the English Lakes District than it is in Northerly British Columbia, the Canadian Prairies, Newfoundland, or Margaret Laurence's Ghana. As Aldous Huxley factors out in 'Wordsworth in the Tropics', 'The Wordsworthian who exports this pantheistic worship of Nature to the tropics is accountable to have his religious convictions fairly

rudely disturbed'. The jungle, and even the fantastic forests of temperate lands, Huxley suggests, are: 'foreign, appalling, basically and utterly inimical to intruding man.' He concludes that the Wordsworthian worship of nature is not solely inappropriate to the a number of colonial places, but also to our times, in which a new mythology of evolution and scientific discovery that depends upon recognizing the Otherness of Nature, is changing the Wordsworthian dependency of seeing Nature in man's image. It is totally related International culture i-e Canadian culture.

In the lesson “Sultan Ahmad Masjid” in which International tradition is depicted. The Sultan Ahmet Mosque has end up one of the most famous tourist points of interest in Istanbul. It is the countrywide mosque of Turkey and is one of the quite a few mosques acknowledged as the Blue Mosque for the blue tiles adorning the walls of its interior. The Blue Mosque, while it may additionally appear to be known as that because of having a moderate blue tinge to its outside, is surely known as that due to the fact of the elaborate blue tiles that enhance the interior of the mosque. It used to be constructed between 1609 and 1616, during the rule of Ahmed I. The mosque was once to be constructed on the web site of the palace of the Byzantine emperors, dealing with the Hagia Sophia. The diagram of the Sultan Ahmed Mosque is the end result of two centuries of both Ottoman mosque and Byzantine church development. The most vital factor in the interior of the mosque is the mihrab, which is made of finely carved and sculptured marble, with a stalactite area of interest . Ahmet Mosque is one of the most visited historical peninsula works with its story, architectural features, location, and defying history. Due to the coloration of the remarkable patterns that decorate the interior walls, this vicinity is additionally recognized as the "Blue Mosque" among overseas and foreign tourists. Let's take a nearer seem to be at Istanbul's impressive detail, the Sultan Ahmet Mosque, which made a difference in Turkish-Islamic architecture in the previous years and still maintains this distinction with its features. It indicates the glorious Islamic history at International level.

From the next poem” Stopping via Woods on a Snowy Evening” of the Textbook displays International culture. The “Stopping by means of Woods on a Snowy Evening” is a poem full of the air of harmony and beauty. No wonder, there is a literal Interpretation about it, which can be that “it represents a second of rest from the arduous journey of life, an Almost aesthetic enjoyment and perception of natural beauty which is healthful and restorative against the chaotic Existence of modern-day man. The poetic imaginary is actually pulchritudinous. However, the

poem has no longer only the lovely Artistic conception but additionally deep and helpful philosophical thoughts or the themes, that is, the realization of value is the Most necessary aspect in our existence and anybody need to shoulder his obligations and hurry on with his life journey Instead of solely playing the lifestyles at all costs. The psychological experience of “I” in this poem just reflects the Psychological hostilities of current human beings between shouldering their obligations and playing the natural beauty. It indicates National geography (geographical factors considered as being massive by members) which associated International culture.

In the subsequent lesson” Drug Addiction” The cause of this lesson is twofold: first, to look at the social and economic effect of drug abuse from a broad international perspective. Secondly, based on that analysis, to recommend how issues of drug abuse prevention and control can be addressed in a constructive, coordinated manner. The paper issues principally narcotic drugs and psychotropic components but also includes the place appropriate, information on problems associated to the abuse of different addictive materials such as alcohol and tobacco. It is divided into 4 essential sections. Drug dependency is the use of pills over a lengthy length and to such an extent that it negatively impacts the person’s physical, mental, and social life. It is characterised through the incapacity to manipulate or abstain from drug use despite its harmful penalties or preserving drug use over a long period in spite of unfavorable effects. It belongs to International culture because it has Social fitness care, social evils and their Precautions.

In the next lesson” Noise in the Environment” Noise is greater than a mere nuisance. At sure degrees and durations of exposure, it can purpose bodily harm to the eardrum and the sensitive hair cells of the inner ear and result in temporary or permanent listening to loss, recognized as noise-induced listening to loss. Hearing loss does not generally manifest at SPLs below 80 dB (eight-hour publicity tiers are fine saved under eighty five dB), but most humans repeatedly uncovered to greater than one zero five dB will have permanent listening to loss to some extent. In addition to causing listening to loss, excessive noise publicity can elevate blood strain and pulse rates, purpose irritability, anxiety, and mental fatigue, and intervene with sleep, recreation, and personal communication. Children residing in areas with excessive tiers of noise pollution might also go through from stress and other problems, such as impairments in reminiscence and attention span. Noise air pollution control is consequently essential in the place of work and in the community.

In this lesson “Three Days to See “International tradition is shown in the shape of Belief and conduct (moral, spiritual beliefs, each day routines) Three Days to See is a moving and touching piece of writing in which the deep emotions of a handicapped girl have been expressed frankly. The emotions expressed in it come out of a feel of value of bodily faculties which make certain a full life. Helen Keller rightly points out that normal people do no longer realise the price of senses and skip the splendor that exists all round them. In moments of pain we all recognise how treasured health is and in case of brief incapacity we are deeply aware of the loss to our personal happiness. They use their faculties merely as convenience. They are accustomed to such values and natural items and even take lifestyles for granted. They respect the faculties solely when they are disadvantaged of them. Helen Keller asked the husbands of long standing about the colour of their wives’ eyes and they expressed embarrassed confusion. Similarly she requested one of her pals who had back from a lengthy walk in woods what had she seen? The reply dissatisfied her when she stated that she noticed nothing noticeable. She additionally costs the court information that exhibit inaccuracy of the seeing people. She has rightly concluded that seeing see little.

In the 2nd lesson of tenth textbook “The Chinese New Year “belongs to International lifestyle with a variety of traits and progress over time, the Chinese New Year has step by step developed into a globalized festival. The celebrants divided into three most important groups, which includes Asians who stay abroad in America and Europe, the older native Chinese, and the youthful technology in China. Among the three principal groups, the first two adhere to and observe traditions when celebrating this cultural festival. In particular, the closing group includes two branches of people: those who appreciate traditional lifestyle to have fun Chinese New Year and those who use revolutionary methods to rejoice due to environmental pollution. This study examines academic books, journals, and videos, and also conducts interviews of older native Chinese and younger era human beings in China. This find out about asserts that human beings must respect and implement the cultural traditions inherited with the aid of their ancestors, as many in these companies do. Moreover, the Chinese government has promulgated the policy with a ban on the use of firecrackers to rejoice the Chinese New Year. Inspecting applicable facts and analysis of the quantitative facts suggests that prohibition now not solely reduces the income of firecracker producers but also strictly controls their exports, ensuing in an severe decline in the quantity and earnings of exports. In response, producers have to advocate that the government can proper regulate and manipulate exports, keeping the quantity and earnings of

firecracker exports noticeably stable. This undertaking weighs the significance of way of life with these environmental and monetary concerns. It in the end determines that we need to maintain these traditions and workable options to these environmental issues. We have to maintain in thinking the cultural traditions inherited by using our ancestors and now not neglect their meaning. We can encourage the authorities to promulgate the pleasant policies to decrease pollution yet honor this festival. We can put limits on fireworks to guard the surroundings and hold the critical factors of the celebration. As a culture and society, together, this is the first-class issue we can do.

In this poem, the poet states that when the world says, "Give up," Hope whispers, "Try it one greater time," The road to success is dotted with many tempting parking places. So you maintain up making an attempt once more and once more to cross this road. This beautiful and quick poem has been written through William Edward Hickson. This poem is a moral lesson for us. In this poem the poet says if at first you do no longer be triumphant attempt once more to get your goal. We need to no longer give up our conflict in the course of failure. We must learn from failure. Try again is only the gate way to success. In other phrases poet tries to provide an explanation for the significance of try again in life. Many humans get annoyed after failure and supply up their struggle. So we can say that try once more is the only way to be successful.

The hopeful poem "Try again" is W. E Hickson's master-piece of didacticism. This thought-provoking poem is composed in alternate and chain rhyme sample which helps to emphasis on the motif, i.e. "try again". The poem is an epitome of the lesson of success, courage, perseverance, conquest prevalence, grace and patience. The message of the poem is universal. One mustn't lay down to the challenges or hurdles which indicates the International lifestyle by imply of National history (historical and current activities seen as markers of national identity) and Socialization and the existence cycle (families, rites of passage).

In the next lesson "First Aid" depicts International subculture in which First resource refers to the emergency or on the spot care you supply when a individual is injured or ill till full medical therapy is available. For minor conditions, first resource care can also be enough. For serious problems, first resource care need to be persisted until more advanced care becomes available. The selection to act accurately with first aid can suggest the distinction between existence and death. Begin by means of willing to help. The individual need to supply you permission to assist

them; do now not contact them till they agree to be helped. If you encounter a harassed person or someone who is seriously injured or ill,

In the subsequent Lesson “The Rain” In this poem is about beautiful natural phenomena (happening/ occurrence) of rain. It shows the rainwater collecting at the top of the tree and then falling on the leaves beneath drop with the aid of drop. The rain has proven the two sorts of go away – the leaves on top of the tree and these at the bottom of the tree. Tree symbolizes a society. Leaves of top of the tree which are rich leaves signify the rich humans while the backside leaves stand for the disadvantaged phase of society. This poem belongs to an international subculture due to the fact in this poem we can see socialization and the lifestyles cycle of distinct class of our society.

In the subsequent lesson” Peace (Poem)” in which the truth that Brooke writes about the formative years of his generation in ‘Peace’ ought to be taken into cautious consideration in this poem analysis. He identifies himself with the childhood for a very simple reason. A reading of ‘Peace’ will give us the experience that Brooke used to be a brave and enterprising young man, all prepared to combat in the battlefield. But investigation into his life displays that he used to be confronted with a deep quandary when the First World War broke out, and took pretty some time to make up his thinking to be part of the army. He ultimately did do so however by no means truly noticed action— he died in April 1915, developing sepsis on a journey across the Mediterranean closer to Gallipoli in Southern Turkey. He in no way noticed his fellow soldiers demise in his arms, in no way skilled the affliction of their households who had lost a good son or brother or husband. It is due to the fact of this that he may want to skip the ravages of war, and focus on the ideological awakening that combat brought on in youthful minds like his. International culture is depicted in this poem by National history (historical and contemporary activities considered as markers of country wide identity.

In the Next lesson of 10th English textbook “A World except Books” in which Books as a Concept" tells that books have been among the greatest innovations of the human race and it has been via them that human civilization has been able to advance. Books have end up so indispensable that it is hard to envisage humanity besides them. A book works as a bridge between the real world and the world described on the pages. By writing a book, a author shares his ideas and experiences with his readers. And by studying a book, the reader enters into the

world created with the aid of the writer. Thus the book hyperlinks the both. We can hold a e book with us forever. We can read it every time and anyplace we like. Radio, TV and Internet do not have these qualities. Thus books are better than radio, TV or internet. It potential that writing a e book is like cooking a sluggish food. But reader is quicker to understand it. People need to be given extra possibilities to read books because they are secure shelters, sustenance and roads forward. This lesson belongs to An International culture due to the fact in this lesson we come to know the National records (historical and cutting-edge activities seen as markers of national identity).

In this chapter “Great Expectations” works on a range of levels: as a critique of Victorian society and as an exploration of reminiscence and writing. However, it is perhaps greater importantly a search for authentic identity. During the direction of the novel, Pip comes to understand that his “great expectations”—social standing and wealth—are much less important than loyalty and compassion. Great Expectations was also referred to for its combo of humor, mystery, and tragedy. In the original ending of the work, Pip and Estella were now not reunited, however Dickens used to be persuaded to write a happier conclusion. It belongs to International Social and political establishments (state institutions, health care, regulation and order, social security, local government).

Neutral Culture: As for as neutral culture is concern in PTB Of English For 9th is Nevertheless, 02 reading texts (16.67 %) are such which do not come in any category belong to Neutral culture these lessons are “Media And Its Impact and All is not lost. Nevertheless, 04 reading texts (31.50 %) are in PTB of English book for 10th such which do not come in any category belong to Neutral culture. These lessons are “Television vs. Newspaper, Little by Little One Walks Far, Selecting the Right Career And Growth of Population and Supplies of Food.

CHAPTER 5: Comparison of Cultural Promotion by contents analysis between PTB Secondary English Textbooks And STB Secondary English Textbooks.

If we want to compare different culture ratio in percentage of both provinces (Punjab& Sindh) English Textbooks by cultural point of view then come to know that as From the given data indicates, there are 08 reading texts in the textbook of class 9th of STB out of which 01 (12.50 %) are related to source or native culture. On the other hand the 03 (37.50%) are related to target culture and the same number of reading texts that is 01 (12.50%) are related to international culture. Nevertheless, 03 reading texts (37.50 %) are such which do not come in any category. While in the 10th English Textbook of STB, there are 26 reading texts in the textbook of class 10th of STB in which 0% reading texts are about native culture, whereas 19.23% reading texts are about target culture. On the other hand, 57.70% reading texts are about international culture. However, there are 23.07% reading texts which are culture neutral. This model comprises the categories that determine the culture related aspects such as social identity, beliefs & behaviors, sociopolitical institutes, socialization & life cycle, national history, geography and stereotypes. The qualitative factor explores the cultural elements and determines whether the way of life presented is neighborhood way of life or global way of life or each or in the form of Target culture.

5.1. Analysis of cultural contents:

Social Identity Social class, local identification, countrywide identification, professional identification, and private identity primarily based totally on gender are part of this class. The chapter ‘Village lifestyles’ is portrayed in several chapters while people in towns and young adults at college belong to the middle class. However, a clean difference has no longer been made to focus on upper, middle or lower class. Regional identification of Pakistan is focused through the chapter ‘Shah Abdul Latif Bhitai’, “The Customs of Various areas of Pakistan”. National Identity of Pakistan is illustrated through “Allama Iqbal”, “What the Quaid-e- Azam said”, “The excellent conflict hero,” “Major Aziz Bhatti.” Professional identification is depicted through nursing, and teaching. Social Interaction the oral conversation norms of Pakistani society are illustrated via more than a few interactional instances. There are conversations among

children, teachers, buddies and family members. The way of thinking is that of appreciate in the direction of elders and affection in the direction of children. Even a poem “Speak gently” conveys the message of communicate me with courtesy to younger and old. Over all of the conversation, in unique chapters, highlights use of Standard English. Beliefs and Behaviors Age organization, moral belief, non-secular belief, sports activities, consuming habits, dressing, greetings, language, currency, purchasing, festivals, and gender behaviors fall beneath this class. The teenage and early life is the nexus of each books. This shows that the essential middle of interest of every book is the age organization for which it's miles written. Moral ideals embedded in religion and nationalism, which can be the focus of majority of the poems and chapters. Pakistani children are predicted to be dependable to their motherland and respectful to their parents. Most of the chapters and poems emphasize on moral improvement of character. Religion is moreover one of the principal focuses of the ee-e book; Islamic philosophy is contemplated via the sayings of the Holy Prophet (peace be upon him. Beliefs of humanism, justice, truth, perseverance, piety, generosity, mercy, brotherhood, simplicity and nobility had been given prominence. The poems despite the fact that written through manner of Christian poets replicate the non-secular hold close not unusual place to each Islam and Christianity. The poetry segment endorses the importance of moral behaviors including perseverance, humanism, sacrifice, and steadfastness. There is a glimpse of Pakistani meals items; Tikkas, Chapli Kababs, fruit-chat, and Samosas, and one of kind edibles like sandwiches and cake. We do no longer find out description of any maximum essential sports activities sports besides Tent-pegging being finished at a village truthful however there may be a connection with celebration video games finished with the useful resource of younger human beings on birthdays, like, ‘passing the parcel’, ‘treasure hunt’ and ‘musical chairs’. Festivals and ceremonies of all of the 4 provinces of Pakistan are said which can be each non secular and social in nature. Social and Political Institutions Healthcare, tourism, education, transportation, kingdom establishments and one of a kind non-governmental organizations come beneath this class. Importance of cleanliness is emphasized via a small talk among a mom and son on purchasing. Means of transportation for journeying brief distances in Pakistani are stated comprising motorcars, buses, and taxis. Socialization and life cycle the book offers college lifestyles of Pakistani children happening an excursion and worried in tasks at university to apprehend the glory of work. Family lifestyles are proven withinside the ee-e book through going to purchasing and arranging a celebration. Village lifestyle of Pakistan has been

given prominence as simple, natural and tranquil with human beings operating with their hands. There is likewise a specific narrative of village sincere giving facts approximately the one-of-a-type sports. A description of Model agricultural farm in Pakistan introduces the reader to precise strategies associated with vegetation threshing and seeding. Life fashion of Pakistani people residing within the 4 provinces is likewise being depicted. Teaching, nursing and fishing are stated signifying the importance of those professions for Pakistan. There's a glimpse of Scottish united states element in "From a railway carriage" and Nigerian life in "An African village". History & Geography Pakistan's History & Geography has been given prominence in each book. Role of ancient figures in Pakistan's independence motion is being stated. Islamic information and ancient figures are cited in more than a few chapters starting from noble Kings, warriors and college students of the beyond to present day King Shah Faisal. Moen-jo-daro, Guddu Barrage and Khyber Pass upload into the class of Pakistan's geography. Stereotypes There are each people and stereotypes brought within the books. Islamic Caliph is depicted as smart and just. The books preserve sanctity for Motherhood and women are defined with reverence. There's a balance among male and female characters. Women are handled as men's same and we do now no longer find out any problem of male dominance. On the overall there may be no provision for improving communicative or pragmatic competence in written or oral form domestically or internationally. If we want to compare the PTB English Textbooks in cultural point of view then we come to know according to given data , there are 12 reading texts in the textbook of class 9th of PTB out of which 04 (33.33 %) are related to target culture. On the other hand the 0 (0%) are related to Native culture and on the other number of reading texts that is 06 (50%) are related to international culture. Nevertheless, 02 reading texts (16.67 %) are such which do not come in any category belong to Neutral culture. In the 10th English Textbook there are 13 reading texts in the textbook of class 10th of PTB out of which 02 (8.50 %) are related to target culture. On the other hand the 0 (0%) are related to Native culture and on the other number of reading texts that is 07 (60%) are related to international culture. Nevertheless, 04 reading texts (31.50 %) are such which do not come in any category belong to Neutral culture.

DISCUSSION: Most of the additives of community lifestyle i.e. Pakistani lifestyle are being emphasized throughout every book. There is a dearth of global cultures. Neither local English-speak me nations nor any exceptional countries are cited in those books. Though all of the poems

are written with the aid of using manner of American, British, Scottish and Irish poets however the issues are of impartial nature and do not relate to any unique culture. The goal of the take a look at became to analyze whether or not Class IX & X textbooks replicate the neighborhood and worldwide culture. The content material evaluation exhibits that content material fabric associated with the community context ruled in Class IX & X textbooks. Majority of the cultural elements characterize Pakistani culture. The maximum celebrated and primary section of way of life is the detail of Beliefs and & Behaviors. Both books inculcate first rate reverence for Pakistani religion, country wide identity, history, conduct & beliefs, and social lifestyles. The study additionally posted that cutting-edge way of life of Pakistani is being neglected in every the books. For instance, elements of 'social lifestyles' ("Shopping" textbook for sophistication X pg.45) are now not regular withinside the present time. Prices of eatables are obsolete. Mode of buying has additionally changed withinside the metropolis areas. The lesson appears to reflect the time period in advance than the millennium. Skills along with "Mending a puncture" (textbook for kind X pg. 122) are now not required. The village life depicted in every the books is not a right mirrored image of cutting-edge villages of Pakistan. There isn't a unmarried reference of contemporary day makes use of of technology. The region of sports activities sports has been neglected. The environmental issues are moreover being ignored. Only one component of manner of lifestyles i.e. 'social conduct' is consistently emphasized in every book. Students are anticipated to act morally in a particular manner. Language is used as a device to propagate a selected conduct withinside the path of U .S. A. A very restricted vision of social lifestyles is being furnished besides a provision for global and worldwide awareness. The textbook builders appear to be oblivious of those tips recommended with the aid of using the ministry of schooling in National curriculum. So, there may be a want to incorporate cutting-edge neighborhood cultural factors along with global culture. In this manner English language gaining knowledge of will come to be an informative and exciting experience rather than being reduced to a topic for passing the exam. An exam of the exercising workouts given after the chapters and poems of the two textbooks posted that every books emphasize best on Knowledge oriented level. In all of the exercising workouts accompanying each bankruptcy and poem the structural additives of language are emphasized. All exercises are primarily based totally at the text and not using a threat of improving creativity and unbiased thinking. There is purely one 'Oral Exercise' (elegance X p.26) however that is also of Knowledge level. On the complete there may be no

provision for reinforcing communicative or pragmatic competence in written or oral shape locally or internationally. The following desk and figure display the frequencies and probabilities of the perfect object underneath the unique class set with the aid of using manner of Byram et al. (1994).

CONCLUSION: The paradigm shift within the popularity and characteristic of English as a medium for global verbal exchange has emphasized on adopting an intercultural technique to language schooling. Conversely textbooks, being a maximum vital useful resource of language learning and coaching, play an essential function in empowering learners within the utilization of English language for intercultural verbal exchange effectively. Pakistani instructional institutes in particular authorities colleges and colleges use locally designed textbooks as a center coaching fabric. These textbooks moreover function the muse for learning and assessment. Research works on textbook comparison are common within the International vicinity however in Pakistan this region stays restricted to assessment of books posted through private and global authors. This research therefore, dreams to investigate the content material fabric and cultural factors of textbooks produced and written locally for kind IX & X with particular connection with illustration of community and global cultures. The gift studies take a look at establishes the fee of comparing textbooks to delineate their function in marketing and marketing intercultural verbal exchange. The findings posted that content material associated with the close by context ruled in close by textbooks. Majority of the cultural additives represent Pakistani culture. The maximum celebrated and primary segment of lifestyle is the problem of Beliefs and & Behaviors. Moreover a completely restrained imaginative and prescient of indigenous social lifestyles is being furnished without a provision for intercultural competence and awareness. Hence it's miles argued that the contents of English Language Textbooks produced locally want to reflect this numerous global socio-cultural perspective. Implications: The findings of the discover approximately are precious in highlighting the inadequacies that need to be addressed with the useful resource of path and curriculum builders, cloth builders, ELTS, instructors and university college students of intercultural verbal exchange and academic insurance makers. The gift research take a look at leads us to many questions along with which cultures need to be blanketed within the textbooks? — How to harmonize the cultural contents? How heaps country wide, global and goal culturally acquainted content material fabric is included in those

books. Therefore it's miles widespread to assess textbooks which will alter them in keeping with the needs of the learners.

Recommendations: By way of conclusion, the following elements are recommended.

1. Intercultural education in secondary faculty ESL/EFL instructions must be delivered from Class VI onwards.
2. English wants to be taken as a capacity and not as trouble like Science, History, or Geography.
3. As English is an international language, used as a Lingua Franca a balanced cultural example is wanted to be blanketed in community textbooks as compared to International culture.
4. Specialists of intercultural training want to be worried as editors of textbooks.
5. The cutting-edge research concludes with the resource of the usage of way of suggesting an evaluation of the want to educate our novices about universal/global and worldwide morals and happenings, a concept of a 'culture franca' (Prodromou, 2001).
6. To beautify intercultural communicative competence of ESL beginners withinside the community context, the English language instructors (who train magnificence 9th and 10th English books) want to moreover be experts for fantastic instruction and they want to be made in a characteristic to recognise the Globalized method to language coaching.
7. Another way of offering an intercultural aspect of view, textbooks ought to clean the way to research and look at foreign places and cultures to balance them with the beneficial aid of incorporating the secondary school students' cultures as an important basis. (Khajavi & Abbasian, 2011).

Based on the above-stated elements, the inclusion of the cultural factors in the EFL/ESL Syllabus is important. It is hoped such shape of changes will grow the focal point of diverse cultures and higher language reading talents among our secondary faculty college students and guide them in turning into achievement and inexperienced in intercultural and global verbal exchange.

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