



Cross-Cultural Variations in Pakistani and British Job Application Letters: A Comparative Study

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ABSTRACT

This study aims to explore cross cultural communicative differences in Pakistani and British job application letters. Rapport Management perspective by Spencer-Oatey (2000, 2008) has been employed as a theoretical framework. Job application letters are a significant mode of professional communication where job seekers try to achieve professionalism, effectiveness, and good rapport with employers. The paper presents a comparative study of how Pakistani and British job applicants construct requests, self-presentation, expressions of gratitude, persuasive expressions, and professional closures in written communication. The qualitative comparative research design has been used, and the data comprised job application letters written by Pakistani and British applicants. The findings indicate that Pakistani applicants often employ indirect wording, elaborate politeness signs, and relationship-based communication strategies that are dependent on the collectivist cultural values. Conversely, British applicants use short, straight, and goal-focused phrases which are indicative of individualistic communication styles. The research also reveals that rapport management plays a significant role in determining the style of professional writing and interpersonal communication in the two cultures. The study adds to the field of intercultural professional discourse and shows the significance of culturally acceptable communication strategies in the context of global employment.



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Introduction

In the contemporary globalized world where written communication is a key to academic, social, and working prospects, professional communication has gained more significance. Job application letters hold a main place among other types of professional writing since they give an opportunity to an applicant to show qualifications, to form professional identity, and persuade an

employer to consider him or her in terms of employment. Job application letters are not documents of mere information, but they are documents of persuasion and interpersonal communication in which applicants apply language strategically to make good impressions and professional relationships with the employers.

The success of job application letters can be determined by how applicants could manage interpersonal communication and represent themselves in ways acceptable by the culture. There is a variation in the practice of professional writing across societies since the styles of communication depend on cultural sensibility, societal expectations, and institutional values. Cross-cultural differences in professional discourse are hence a valuable field of study (Shahid, Anwar & Shafayat, 2025) especially where English is used as an international mode of communication. The language used in the employment context is not only a matter of linguistic competence but also cultural perception of the workplace and its perception towards professionalism, politeness, authority, and people interaction.

The contexts of Pakistani and British professional communication offer a useful paradigm to study cultural variations (Shahid, Anwar & Amin, 2025) in writing job applications. Pakistani English is characterized by local traditions of sociocultural values influenced by collectivist values, multilingualism, and hierarchical social relations (Anwar, 2012). When addressing each other in a professional manner, Pakistani writers tend to focus on respect, humility, and interpersonal harmony. As a result, the job application letters of Pakistanis are often loaded with long greetings, respectful phrases, the use of indirect requests, and the explanation of how they would fit into a job position. The British professional writing, on the other hand, usually focused on being concise, clear, straightforward, and confident in presenting oneself. The British applicants tend to use the concise language constructions and straightforward communication patterns with a focus on professional skills and accomplishments. These differences reveal that cultural orientations in communication practices are closely related to broader cultural orientations toward social relationships and professional expectations.

Intercultural communication and professional discourse analysis as a topic of scholarly interest have become increasingly popular among scholars in recent years. Research on writing in employment has indicated that styles of communication differ depending on the sociological and cultural backgrounds and work norms. Employers usually not only examine the applicants on the qualifications of applicants but also based on their suitability and efficiency of professional communication. Consequently, knowledge about cross-cultural variations in job application letters has gained more significance in the international employment situations.

The Rapport Management perspective by Spencer-Oatey (2008) presents a useful approach to the analysis of professional communication since it is concerned with the way people regulate interpersonal relationships, social expectations and professional interaction using language. The theory focuses on concepts namely face management, sociality rights, respect, and interactional goals. Rapport management strategies can be revealed in job application letters by politeness expressions, requests, markers of gratitude, persuasive language, and professional closings. These communication qualities enable applicants to be professional and have good relations with employers.

Even though earlier studies (Khan & Tin, 2012; Mahmood et al., 2015) have examined the topics of professional writing and intercultural communication, there is a lack or very few studies that

comparatively examine job application letters written by Pakistani and British in the context of rapport management. Available literature tends to address spoken interaction, business correspondence or structural arrangement of the professional writing as opposed to management of the interpersonal relationship in writing related to employment. Thus, the current research aims at investigating the various communicative patterns applied by Pakistani and British applicants in building rapport and professionalism in job application letters. The following research questions are set to focus the analysis and discussion of the data for the present study:

1. How do rapport management strategies differ across Pakistani and British job application letters?
2. How do cultural determinants affect speech act realization in both varieties?

This study explores the disparity between the communication style of job application letter for Pakistani and British, especially rapport building and the impact of cultural factors. The study therefore continues with a comparison of both varieties to gain insight into the cultural orientation of the wider professional context in the professional writing of the applicants.

Literature Review

The role of professional writing in global jobs is becoming more important in the study of cross-cultural communication. Job application letters constitute an important genre of professional communication since they enable job applicants to communicate their qualifications, competence, and develop professional relationships with employers. Scientists believe that there are differences between the practice of professional communication in various cultures as the use of language is predetermined by the values of the sociocultural context, the expectations of the institution, and the traditions of communication. As a result, written communication in employment contexts mirrors the attitude of cultures towards professionalism, politeness, authority, and interaction with others.

There are significant differences in English professional writing in diverse cultural settings. According to Shahid, Anwar and Shaffaqat (2025), Pakistani English discourse is an expression of local sociocultural traditions and collectivist patterns of communication. Their findings reveal that Pakistani authors tend to use elaborate politeness signs, indirect communication patterns, and language strategies revolving around relationships in formal writing. The researchers state that Pakistani professional discourse focused on interpersonal respect and social harmony that largely affect the workplace communication patterns (Noor & Anwar, 2022).

Ali (2024) explores the use of professional email communication by Pakistani university graduates and note that the writers are often positive with the use of respectful expressions, markers of gratitude, and indirect requests as a way of establishing positive rapport with the recipients. His research indicates that professional relationships are thought to be a vital element of formal communication in Pakistani contexts. The researchers also observe that Pakistani authors are likely to be indirect as indirectness is linked with politeness and social propriety. Van Dorst et al. (2024), for example, demonstrate that British communication practices exhibit considerable variation in politeness and formality across different social and institutional settings. According to their research, professionalism in the British contexts is often linked with efficiency, confidence, and direct communication as opposed to interpersonal manifestations

which are elaborate and sophisticated. These communication patterns indicate the general individualistic cultural orientations.

Comparative intercultural analysis also indicates that there are differences between Eastern and Western communication practices. Saleem and Anjum (2018) explore the patterns of communication between Pakistani and British English speakers and indicate high diversification in the strategies of politeness and methods of self-presentation. Pakistani participants are found to have lean towards emotional and relationship-oriented communication, whereas British participants prefer to be short and reserved professional communication. The researchers find that cultural values are a strong determinant to how people form credibility and how they handle interpersonal relationships in the workplace. An analysis of Pakistani job application letters is also provided by Sattar et al., (2024) who find such recurrent patterns of communication as long introductions, long descriptions of education, respectful tone, and persuasive endings. Their findings prove that Pakistani candidates tend to mix informational and interpersonal communication strategies to make positive impressions. The authors claim that these writing patterns indicate cultural focus on the importance of interpersonal harmony and considerate communication.

Likewise, Ali (2024) analyzes the structures of moves in job application letters in Pakistan and notes that applicants often use the explanations of qualifications and organizational loyalty in detail. He observes that Pakistani writers tend to portray themselves as honest, diligent, and collaborative people instead of concentrating on quantifiable accomplishments. There is also cultural difference in studies done on self-presentation methods of professional communication. Pakistani professional writers are inclined to strike a balance between self-promotion and humility and politeness. Rather than focusing on the accomplishments directly, Pakistani writers often employ less assertive wording and polite language. The British professional writing, though, tends to promote straightforward display of skills, competencies, and achievements as the signs of professional confidence and ability.

The studies of rapport management also help in comprehending professional communication. The rapport management perspective focuses on the ability of individuals to save face, negotiate social rights and meet interactional goals by use of language. The recent uses of the theory show that rapport management strategies vary greatly depending on cultural expectations. Professional misunderstandings are caused by cultural differences in communication styles based on different expectations of politeness, confidence, and professionalism.

Professional communication has also attracted the attention of many scholars on the role of politeness. The trends of politeness in Pakistani English and discover that authors often employ mitigating devices, indirect requests, and formal expressions to ensure respectful communication. These language options serve as rapport management techniques aimed at maintaining social harmony and not imposing openly. The hierarchical social structures and cultural attitudes towards respect profoundly affect Pakistani professional communication. Though, research on the British professional communication recommends that openness is not continually equivalent to rudeness. Succinct and direct communication is usually viewed as a positive aspect of workplace communication in the British context due to its efficiency and professionalism. British writers tend not to over-formalize and over-emotionalize professional writing. Rather, they emphasize the provision of pertinent qualifications and competencies in a straightforward and clear way. Adaptability of communication in international work is also

highlighted in intercultural communication. Local communication patterns tend to be transferred to professional writing in English (Anwar, 2012), which can influence intercultural communication at the workplace in international settings.

The other significant field of study is related to the connection between professional discourse and cultural identity. According to researchers, professional writing does not only mirror the expectations of the institutions but also mirrors the cultural perceptions of power, hierarchy and interpersonal relationships. Pakistani professional discourse is more inclined to social respect and interpersonal communication, and British discourse often focused on the personal success and task-centered communication. Such divisions are especially seen in the range of employment-related statements as candidates seek to maintain professional uniqueness and to shape rapport at the same period. Despite the plenty of studies done regarding intercultural communication and professional writing, comparatively few studies examine Pakistani and British job application letters in the context of rapport management. Current literature primarily involves the analysis of spoken communication, business correspondence, or general courtesy strategies as opposed to written discourse related to employment. In addition, little focus has been on the strategies of written communication through which applicants of various cultural backgrounds develop professionalism and interpersonal relationships. The collective traditions of communication (more about politeness, humility, and relationship management) are present in Pakistani professional writing, and the individualistic tradition of communication (more about conciseness, confidence, and efficiency) is observed in British professional writing. Thus, the current research aims to add to the intercultural professional discourse literature through a comparative analysis of the communicative strategies and rapport management practices in Pakistani and British job application letters.

Research Gap

The current studies on professional discourse and intercultural communication primarily concern verbal communication, teaching dialogue, or business letters in general. Although several studies have looked at Pakistani English professional writing, there is a lack of comparative research that specifically focuses on the Pakistani and British job application letters as far as rapport management is concerned. Most of the previous literature focuses on structural organization, politeness patterns or analysis of the genre instead of management of interpersonal relationships in employment-related writing. Moreover, little focus has been put on how applicants of various cultural backgrounds build professionalism, respect, and persuasive communication in and through written interaction. The impact of collectivist and individualistic cultural values on request, expressions of gratitude, self-presentation and closing of letters of application in the job application is thus under-investigated. This paper fills this gap by comparatively examining the rapport management techniques and communicative styles of job application letters in Pakistani and British contexts.

Methodology

The current study is qualitative comparative research to examine cross-cultural differences in communicative styles employed in Pakistani and British job application letters. The qualitative method is considered suitable since the research is aimed at examining the linguistic patterns, interpersonal expressions, and professional communication practices into the written discourse.

The comparative analysis focuses on the study of the similarities and differences between the Pakistani and British professional writing styles.

A comparative analysis is employed to study how language is used by applicants in two cultural backgrounds to create professionalism and rapport. Special focus is made on communicative aspects like requests, expressions of gratitude, self-presentation strategies, statements of persuasion, courtesy, and professional closures. The analysis aims at comprehending the role of cultural values in determining communication in employment-related writing.

The data comprises genuine job application letters written in English. The letters are chosen from publicly available online professional writing sites and job search sites. The letters are written and tailored for the applicants that seek similar jobs such as teaching, administration, customer services and office management. This criterion enables the study to be narrow down on cultural differences in communication strategies.

The letters which are collected for analysis specifically focus on the rapport management concepts such as face management, politeness expressions, relational communication, self-presentation and interactional goals. Subsequently, the Pakistani and British letters are compared to identify similarities and differences in their professional communication styles. Pakistani letters tend to demonstrate a preference for indirect requests, elaborate politeness strategies, and relationship-oriented discourse, whereas British letters tend to favor more succinct communication and straightforward professional language.

Rapport Management perspective is employed to study and analyze the selected data. The theory describes the way in which people cope with interpersonal relationships, uphold respect, and negotiate professional interaction by use of language. The discussion is directed towards the strategies used by applicants to build a good relationship with employers by using politeness, respectful tone, indirectness, and persuasive communication. The framework also enables us to study the impact of cultural values on professional interaction. The Pakistani and British communication patterns of collectivism and individualism respectively are viewed in the context of rapport management and professional identity formation.

Theoretical Framework

The current research is based on the Rapport Management perspective proposed by Spencer-Oatey (2000, 2008). The theory is concerned with the way people manage interpersonal relations, social harmony, and fulfilment of communication objectives using language. Rapport management entails face management, sociality rights, interactional expectations and behavioral sensitivity in communication. These aspects are especially important in professional writing as people are trying to build professionalism, respect, and positive relationships at the same time.

Rapport management strategy is evident in the letters regarding job applications in terms of expressions of politeness, respect, expressions of gratitude, persuasive statements, and professional closing. These linguistic choices allow applicants to produce positive impressions and have proper professional distance with employers. The patterns of collectivist communication based on respect, humility and relationship-focused interaction are common in Pakistani professional discourse. The British professional writing is more inclined to individualistic communication styles and directness, clarity, and brevity in self-presentation. The

Rapport Management Theory thus gives a good framework in analyzing how members of various cultural groups develop professionalism as well as interpersonal rapport using written communication in job application letters.

Analysis and Discussion

The current research discusses the cross-cultural difference in communicative styles used in job application letters in Pakistani and British contexts based on Rapport Management perspective. An examination of selected job application letters shows that there is a systematic difference in the ways applicants build professional identity, interpersonal relations, and achieve communicative intentions in written language. In the findings, it is revealed that both the Pakistani and British applicants adhere to the overall structural conventions of job application letters, but their linguistic preferences, tone and interpersonal strategies vary greatly. These variations are demonstrations of more general cultural orientations towards professionalism, hierarchy, self-presentation, and interpersonal communication.

Communicative Patterns

The findings reveal that Pakistani and British job seekers use similar macro-structural movements in job application letters such as introduction, statement of purpose, presentation of qualification and closing. However, there is a remarkable difference in the micro-level linguistic choices being used. Pakistani applicants will seek to elaborate every action with a relation, and polite explanation, whilst British applicants associate brevity and informational clarity (Bhatia, 2010).

Pakistani letters often contain several politeness indicators and honorific phrases like: *Respected Sir/Madam, I hope you are doing well, I would be highly obliged to your kind consideration* (Punjab Textbook Board Publication, 2022). These expressions develop even simple statements in the form of relational communication actions.

British letters, on the contrary, are written with short sentences and to-the-point phrases like *"I am writing to request the job of a teacher"* or *"Please have a look at my CV attached to this letter"* (British Council, 2024). The absence of emotive or relationship amplification is revealing of a desire to be effectual and clear. This contrast indicates that Pakistani professional writing is highly relationship-based whereas, British writing is mostly task-based.

Requests and Employment Appeals

Among the most noticeable differences is the way applicants actualize employment-related requests. Pakistani applicants always apply indirect forms of seeking consideration or interviewing. The phrases, *like I humbly request your kind consideration, I would be grateful, should I be granted an opportunity, and expressions like It is requested that my application may kindly be considered* etc. (Allama Iqbal Open University, 2021).

Such trends indicate that there is a high degree of regard and politeness orientation. The linguistic form frequently involves modal forms, passive forms that lessen the imposition on the employer. For example, *It would be a matter of great gratification to me, should I be begged to have an interview*. British applicants, in turn, are more direct in their request forms, like the following ones: *I am applying to the position of administrative officer, I would be pleased to talk*

to you about my application, and I would like to discuss this position with you (University of Cambridge Careers Service, 2024).

These documents are brief and yet to the point and still professional. The difference indicates that Pakistani applicants are more relational sensitive in their request as compared to British applicants who are more focused on clarity and efficiency. The technique of achieving rapport in Pakistani letters is indirectness, and in British letters, direct professional framing.

Building of Professional uniqueness and Self Presentation

There is apparent cross-cultural difference in self-presentation approaches. Pakistani applicants are more inclined to build professional identity by means of a complex of qualifications, personal qualities, and moral attributes. They often prioritize sincerity, honesty, commitment, and hard work in addition to academic success.

Example: Pakistani applicants write statements like:

I am a diligent and honest person who is very committed to my career. (Federal Board of Intermediate and Secondary Education, 2023).

“My academic background along with my honest commitment makes me suitable for this position” (Allama Iqbal Open University, 2021).

Such terms combine competence and ethical character and show that identity building is worth based.

British candidates, however, are more concerned with objective successes, experience and professional abilities. They are more explicit in how they present themselves and performance based like:

I have five years of experience in office management, I was able to handle various departmental projects, and I have excellent leadership and organizational skills (University of Oxford Careers Service, 2024).

This contrast suggests that Pakistani applicants make identity based on relational framing whereas British applicants make identity based on performance-based and skill-based framing. Rapport management in Pakistani discourse is based on humility and personal integrity whereas in the British discourse it is based on competency and clarity.

Expressions of gratitude and Politeness Orientation

Another main area of variation is the expressions of gratitude. The letters of application used in Pakistan include a lot of gratitude markers that are so frequent and elaborate in the letter. Such words as *I shall be very obliged, I am very much obliged to be thought of, I am very much obliged* (Punjab Textbook Board Publication, 2022), etc. occur repeatedly.

As an illustration, even in non-closing parts applicants write:

Your review of my application is greatly appreciated (Punjab Textbook Board Publication, 2022).

Such expressions are rapport-making instruments that keep respect and minimize the social distance between the applicant and employer. It is not only present in the closing part but also in the middle of the letter.

The British applicants, on the other hand, employ a few and precise expressions of gratitude, which are normally confined to the closing part of the application, like, thank you, considering my application. For example:

Thanks in looking at my application (Indeed Editorial Team, 2024).

This difference indicates that Pakistani talk focuses on sustaining relationships and that British talk relies on formulaic politeness.

Relational Distance

The approaches used in closing are also based on differences in cultural norms. Pakistani requests tend to be very lengthy and formal in their closing words like: *I shall be most obliged to accept your favorable reply, or Your kind attention will be most grateful* (Federal Board of Intermediate and Secondary Education, 2023). This enhances respect and reliance on favor of employers.

In other instances, applicants also prolong the closings emotionally:

I am still hopeful that your great organization will respond positively (Federal Board of Intermediate and Secondary Education, 2023).

The British candidate generally applies brief and consistent closings like *I look forward to your reply*. For example, *I am eager to receive your reply* (Indeed Editorial Team, 2024).

It shows that Pakistani applicants employ closings as continuation of relationship communication whereas British applicants employ as formalities.

Cultural Orientation and Rapport Management

The differences in communicative behavior are well explained by employing Rapport Management perspective. Pakistani applicants value rapport based on respect, humility, and harmony in relationships. Their style of communication specifies that they do understate relational demands. The linguistic choices are made to be respectful and not to be imposed.

British applicants can handle rapport by being professional, clear and competent. Their mode of communication indicates that they prefer being straightforward and expressing themselves. Respect is expressed not by using elaborate linguistic strategies but by structural conventions.

In this way rapport is obtained differently. Pakistani applicants use expressions like, *I beg your very good attention and will be very grateful* (Punjab Textbook Board Publication, 2022). Whereas British applicants write, *I am seeking the position, and I would be happy to discuss my application with you* (British Council, 2024).

The previous establishes rapport through expressive courtesy while the latter finds rapport by professional capability.

Similarities in Letter Writing Convention

Although different, several similarities can be seen. Both categories adhere to the general job application letter format, which consists of introduction, presentation of qualifications and conclusion. So, both sides follow these conventions and write in a formal tone and use professional language. They also employ polite expressions, although to varying degrees. Both groups seek to put their best forward and convince employers to display the impact of global professional writing conventions.

Collectivist Approach and Social Harmony

The comparison provides a clear indicative that cultural values play a significant role in communicative strategies. The Pakistani communication is collectivist oriented in which the relationships, respect and humility of people are utmost. British communication is individualistically oriented in which clarity, independence and achievement are valued.

These alignments regulate the way candidates comprise sentences, establish requests, and self-presentation (Zhu, 2017). Applicants in Pakistan do not want to be straightforward as they consider it a way of showing respect whereas British applicants employ directness to show confidence. Through Rapport Management perspective, it becomes clear that these differences are culturally suitable strategies as opposed to shortcomings.

Professional Communication Implications

The research has great implications on intercultural professional communication both in academic and work environments. Job application letter as a type of professional writing is becoming an important genre in the globalized employment markets where job applicants and employers are of different cultural and linguistic backgrounds. Communication in such contexts does not just concern linguistic correctness, but also cultural and pragmatic correctness (Arshad, Anwar & Shahid, 2025). The findings of the current research imply that the keys to effective professional communication lie in the capacity to comprehend and adjust to culturally specific principles of rapport management, politeness, and self-presentation.

The international labor markets employ people who are not only conscious but also have to be conscious of the fact that communication styles are very different across cultures, although they may be using the same language. The research shows that Pakistani applicants depend on indirectness, elaborate signs of politeness and expressions of relations to establish a respectful tone in contrast to the British who apply concise, direct, and achievement-focused language. As an illustration, Pakistani candidates are writing things like, *I humbly seek your kind attention, it would be a great honor to me to be given this opportunity*, and *I will be highly obliged if my application be accepted* (Punjab Textbook Board Publication, 2022). British applicants, in turn, apply with the help of such forms as: *I am applying to the position of marketing assistant, I am looking forward to discussing my application with you, please find my CV attached to your review* ((Indeed Editorial Team, 2024). Such differences in the global recruitment contexts can be subject to misinterpretation. Pakistani indirectness may be seen by the British recruiters as lack of confidence or clarity whereas British directness may be seen by the Pakistani evaluators as lack of politeness or sensitivity to emotions. It also highlights the significance of intercultural communicative competence as an important employability skill.

Pakistani applicants thus need constant awareness and training to modify their style of writing when applying to international or Western oriented job markets. This does not imply the renouncement of politeness or cultural identity, but it will be to learn how to strike a balance between respect and clarity. A good example is that rather than using long constructions like *I most humbly beg to state that I shall be highly obliged for your kind favor*, the applicants find it better to use more globally accepted lines like *I would appreciate the opportunity to be considered this position*. Likewise, rather than, *it is requested that I may kindly be granted an interview at your earliest convenience* (Allama Iqbal Open University, 2021), a more internationally accepted form would be, *I would welcome the opportunity to attend an interview* (Indeed Editorial Team, 2024). These kinds of adjustments can assist Pakistani candidates to make a positive impression as confident, professional, and effective and still show due amounts of politeness. This modification is especially important in the competitive global labor markets where brief communication is a pointer of professionalism and capability.

Similarly, British applicants may also get awareness in the regard of relational communication expectations in collectivist cultures. In situations with a high degree of hierarchical respect, emotional politeness, and interpersonal harmony, the straight-forward communication can be viewed as being too abrupt or impersonal. To illustrate, though British applicants might say that they are applying to the advertised job and attaching a CV, in certain collectivist cultures it can be understood to mean detached. Contrarily, expressions that are culturally anticipated like *I respectfully submit my application to your kind consideration* will have stronger relational connotation. Realizing that long politeness constructions or indirect constructs are not inefficiencies, but strategies that are culturally significant enhance cross-cultural workplace interaction. The importance of such awareness becomes particularly evident in multinational organizations, where employees from different linguistic and cultural backgrounds work together daily (Spencer-Oatey, 2000). The other significant implication is regarding the perception of employers and recruitment. There is a growing trend among employers who examine job application letters to disregard the standardized Western norms of communication in their evaluation of candidates. Rather, they make meaning out of applications in their culture. In the case of a Pakistani letter, which included the words *I shall be highly obliged to your favorable response* (Punjab Textbook Board Publication, 2022), the inclusion of the unnecessary verb would not be seen as an unwarranted wording but instead a culturally acceptable sign of respect. Similarly, a statement by a British like *I have headed three big projects which made performance to improve by 20 percent is interpreted* (British Council, 2024) as a statement of confidence but not arrogance. According to Rapport Management perspective, communicative behavior can be seen as manifested in culturally defined ways of being polite, respectful, and interpersonal as expectations of such behavior (Spencer-Oatey, 2008). Hence, what seems overly formal in one culture seems to be a necessary professionalism in the other and what may seem to be impulsive in British writing may be efficient and not disrespectful.

Companies with international recognition also understand that they should come up with culturally sensitive recruitment systems. Human resource professionals and hiring managers are also trained in intercultural communication awareness so that they can consider the applicants equally irrespective of their cultural backgrounds. This can be hazardous without such awareness and may result in biased interpretation of more culturally different communication styles as weaknesses instead of alternative yet legitimate ways of professional expression. As an example, a job applicant who writes: *I humbly request your kind consideration* (Punjab Textbook Board

Publication, 2022) should not be considered as a less competent job applicant as compared to an applicant who writes: *I am confident I meet the requirements of this role* (University of Leeds Careers Centre, 2024). The two forms are expressions of varying cultural norms of self-presentation and not discrepancies in ability.

The findings can be used to emphasize the necessity of the inclusion of intercultural communication training in the courses of English language teaching and professional writing. Schools in non-English speaking countries equip students with the demands of global communication by introducing them to a variety of writing conventions. As an illustration, students compare the use of *I would be grateful if* with *I would appreciate the opportunity to* understand the tone, directness and cultural norms. This method helps learners become flexible in terms of communication and it enhances their flexibility to be able to operate in international professional environments.

Moreover, remote work and digital globalization contribute to the high rate of cross-cultural recruitment procedures (Saleem & Anjum, 2018). International employers who do not have the same cultural background as the applicant, nowadays evaluate many job applications online. The skill to plan to change the style of communication is even more crucial in such situations. Those who are polite, clear, and conscious of cultural expectations are more likely to achieve success when it comes to international employment opportunities.

In general, the study wraps up that professional communication is never culturally neutral but is a sociocultural construction. It is essential to be constantly aware of such cultural differences and navigate them accordingly to participate in the global labor markets (Hyland, 2000). Neither the job seekers nor the employers are then limited in their assumptions of what is considered as correct communication and instead embrace a more culturally informed approach to understanding the discourse of the profession.

Conclusion

The current paper explores cross-cultural difference in the communicative behavior of job application letters in Pakistani and British through Rapport Management perspective. The findings reveal that despite the similarity in the structural conventions of both varieties, the linguistic implementation of professional communication is very different because of cultural forces.

The Pakistani applicants always rely on indirect requests, extravagant forms of politeness, and relationship based. They have collective cultural values that are reflected in their writing, which places a value on respect, humility, and harmony with others. British applicants, on the other hand, are short and straightforward in their application. Individualistic principles such as clarity, efficiency and professional competence are reflected in their communication. The paper also indicates that rapport management is very crucial in understanding the way applicants develop professional identity and their relationships with employers. Pakistani candidates uphold rapport by using relational and emotional words, unlike the British applicants who uphold rapport by being clear and efficient. The findings also affirm that job application letters are culturally rooted communication measures as opposed to neutral documents. Cultural values have a powerful impact on the way the applicants formulate requests, present themselves, and make intimate correspondence. Overall, the study concludes that cross-cultural differences in job application

letters indicate more fundamental differences in communication patterns and construction of professional identity. These differences in intercultural professional discourse can be examined using rapport management perspective as powerful analytics.

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