



Original Article

Exploring Parallelism and Deviation in the Text: World Times Magazine (April, 2024)

Zumer Rubab¹, Sadiq Khan² & Zohaib ur Rehman³

¹Lecturer, Department of English, Federal Urdu University (FUUAST), Islamabad,
Email: zumerrubab5@gmail.com

²Lecturer, Department of English, Federal Urdu University (FUUAST), Islamabad,
Email: khansadiqii0024@gmail.com

³Lecturer, Department of English, Federal Urdu University (FUUAST), Islamabad,
Email: zohaiburrehman119@gmail.com

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ABSTRACT

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***Corresponding Author:**

Zumer Rubab

zumerrubab5@gmail.com

The study is aimed at identifying linguistic techniques deviation and parallelism in the text of the World Times Magazine (April, 2024). The linguistic devices deviation and parallelism are adopted in line with the framework of Leech (1979). Following this, the research adopted qualitative paradigm of study by keeping in view purposive sampling also called judgmental sampling. Post-Modernism is the deep down argument of the current explorative study. The studied findings are followed by the relevant discussion and analysis, ending in a conclusion with certain suggestion for future scholar willing to be working within the same genre.

1. Introduction

1.1. Background of the Study

This study is conducted on the text of *The World Times Magazine* published in the month of *April, 2024*. Within this whole text, the researcher chose to explicate the inner gist from all its articles, keeping foregrounding techniques in view. The study of these articles has significantly focused on the issues of Pakistani nation. The former reflects on imagination sparking through creativity and curiosity and as a result man becomes a creative artist and a visionary leader. While the latter tilts toward highlighted issues that are caused by 26m out-of-school children in Pakistan. The article ends in figuring out the causes of this dilemma, hence giving panacea for this ill situation.

According to the study of Hakemulder and Peer (2006), the term ‘foregrounding’ may be used in a purely linguistic sense. In sentence structure, it then refers to new information, in contrast to elements in the sentence that form the background against which new elements are to be understood by the listener or reader. The foregrounding technique is created through stylistic deviation and textual parallelism. The word parallelism means repetitive patterns (rhyme, metre, alliteration, verbs, phrases or clauses, etc.) that enhance the predictability of upcoming words, while the tool textual deviation is used to challenge the standard expectations/predictions regarding regular word form or an order of a structure. According to the study of Frog, et al., (2017), Parallelism is considered to be the fundamental art of expression and it occurs in any text to create the effect on attraction on the readers. There are some elements through which parallelism occurs in terms of anaphora, antithesis, asyndeton, epistrophe, etc. Among them, the anaphora device can be found from the following lines quoted from Winston Churchill: "We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender." Antithesis in the words "It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness..." delivered by Charles Dickens in the text of "A Tale of Two Cities". Asyndeton is the omission of conjunctions such as "and", "or", "but" between words, phrases, or clauses in a sentence. This creates a sense of immediacy and can increase the pace of the writing. For example, "I came, I saw, I conquered." Lastly, apostrophe is the repetition of a word or a phrase at the end of successive clause or sentences, for instance, "Never, never, never give up" and "when I was a child, I spoke as a child, I understood as a child and talked as a child". On the other hand, deviation takes the following kinds: 1). *Lexical deviation* follows *neologism* (change grammatical category i.e., Google becomes google); *archaic language*_ using classic words in the current text (for instance, thou art thy greatness. It means “your art is your greatness”); *Jargon* is kind which makes the words in use codified and only the concern readers are able to understand. *Coinage* is term that follows new addition to the text of language. 2). *Syntactic deviation* is the alteration of the words or phrase or clauses to create an effect. For instance, “*Into the wood, she went*”. 3). *Graphological Deviation* appears with *formatting* (bold, italics, underlining, or other formatting such as through punctuation) *and typography* (*font choice, size and style*).

1.2. Research Objectives

1. To find deviation and parallelism by *Leech (1979)* in the text of the *World Times Magazine (April, 2024)*
2. To understand the uses of deviation and parallelism by *Leech (1979)* discursively prevailed through the text of the *World Times Magazine (April, 2024)*

1.3. Research Questions

1. What kinds of deviation and parallelism by *Leech (1979)* are in the use of the text “*The World Times Magazine, (April, 2024)*”?
2. Why are the parallelism and deviation by *Leech (1979)* in the uses of the text *The World Times Magazine, (April, 2024)*?

1.4. Statement of the Problem

This text is an affluent source to be researched as it is printed by monthly. Having consistency in framing uniqueness into the structure, the text *The World Times Magazine, (April, 2024)* gives an array of gap to be studied. Stylistically, the scholar has found the text of *The World Times Magazine, (April, 2024)* as unsearched. From the model of Parallelism and deviation proposed by Leech (1969), the researcher has attempted to study them and critically analysis them, keeping the theory of *Post-Modernism* in view.

1.4. Significance of the Study

The text of *The World Times Magazine, (April, 2024)* is a rich source where the researcher has attempted to find parallelism and deviation in use randomly. The significance of choosing this text is that readers will ably understand the level of influencing strategies that the magazine is using to increase its reasons its preference by exams' aspirant. Also, the researcher tries to establish or formally introduce stylistic analysis into the never-studied-before text called *The World Times Magazine, (April, 2024)*.

2. Literature Review

The study of stylistics is of a great scope. It takes all of the sub-disciplinary majors such as Phonetic & Phonology, Morphology, syntax, semantics and pragmatics. Using these studies as techniques, the subject stylistics shapes advanced level which broaden its scope. Over the course of a long time, researchers contribute into this field, and keeping all of the abovementioned levels in view, all scholars analyze texts to explore the intended meaning. In the words of Tariq, M. (March, 2018), the field of Stylistics seeks the study of language and the language of literature in all its manifestation. For him, it is one of the moderate approaches to literature. In other words, stylistics is the linguistic study of style in language, (Jeffries and McIntrye, 2010). Deep down its study's underpinnings inked into Cambridge Dictionary unweaves the gist of it. The Dictionary highlights that the term Stylistics is the study of style in language. In its scope, Stylistics is seen as an intricate web using all levels of language (Phonetic and Phonological; Morphological; Syntactic; Semantic). By using them a researcher reaches out to the depth of a certain text (Sampson, P. 2004). In connection with it, stylistics is used within all modes to create well featured texts. With regard to visual mode, according to Kress and Leeuwen (1996), a text also integrates semiotic mode (visual mode) in its communicative functions. Thus, multimodality refers to “approaches that understand communication and representation to be more than about language, and which attend to the full range of communicational forms people use – image, gesture, gaze, posture and so on – and the relationships between them” (Jewitt, 2009). Concerning this view, all modes can undoubtedly play a role to create meaning, and the word mode refers to “semiotic resources for making meaning that are employed in a culture – such as image, writing, gesture, gaze, speech, posture” (Jewitt, *ibid*). With respect to multimodality, advanced stylistics seeks the choice of typeface, colour, lay-out, illustrations and so on. This fosters an understanding that all visual elements are likely as important as the linguistic text. It is, therefore, understood that the role of multimodal stylistics is to demonstrate that different semiotic resources interact to produce meaning. As a matter of fact, multimodal stylistics has been undertaken by many researchers too. Halliday's social semiotics/systemic functional grammar (SFG), as elaborated and practised by Kress and Van Leeuwen (2006), is an approach based on the theory that language, spoken and written, is structured in such a way that it

produces simultaneously three different but interwoven types of meaning (metafunctions): ideational, interpersonal and textual. Ideational for him, is the field i.e., object that implies intended idea; interpersonal meaning is about who are into it; and textual metafunction relates modes of communicating the intended ideas. With reference to the first meaning, Kress and van Leeuwen (ibid) say, it is a social meaning expressed by speakers, writers, printmakers, photographers, designers, painters and sculptors, which consequently emphasize seeing images portray both aesthetic and expressive as well as structured social, political and communicative dimensions. This interweaves multimodal stylistics too. According to Leech (1969), foregrounding is the most important part of stylistic analysis of a text; parallelism and deviation have a great role into creating this foreground. From this view, Jaafar (2014) studied two poems: “maggie and milly and molly and may” composed by E.E. Cummings and “A Kite for Aibhín” inked by Heaney. Using linguistic techniques such as alliteration, metaphor, paradox and oxymoron, this researcher has explicated inner meaning that the poets have developed at all levels of language (such as phonetic, grammatical, syntactic and semantic). Their study has contributed into the exploring the genre of poetry. Yet multimodal text (visual text such as advertisements) gears up significant meaning that needs to be studied, too. In the work of Mahmoud, (2023), advertisements have been explored. This researcher finds a number of linguistic and stylistic elements in Egyptian Ramadan commercials. For, mainly he undertakes TV commercials broadcasted on Egyptian TV channels in 2022. In his content analysis, a total of thirteen TV commercials were analyzed. Keeping in view the qualitative paradigm of approach, and he has collected the data by using the theoretical framework and analytical tool of social semiotics, stylistics and multimodality. This study results in finding patterns to disclose the inner meaning that the advertisements’ sponsors may propagate. From foregrounding aspect, Sun (2022) studies sheds light on understanding market language used in advertisement. This study focuses on the image ideology excelled in advertisements. Through the techniques of parallelism and deviations this study results in explicating psychological hint used in the advertisements that the consumers get influenced from so that they purchase a product. Another study has contributed into the overall effect that writers create through poetic text, (Menninghaus, M. et al., 2023). Through their study, they have used deviation and parallelism as linguistic techniques; hence they find patterns in the poetic couplets which allow them to understand the content meaning. Following this study, they have undertaken a mixed method paradigm, and have applied it on diverse works including Shakespeare and William Blake’s. Another scholar’s findings happened to get readers understood about how peculiar patterns of rhetorical devices i.e., phonology, graphology, lexico-semantics and grammar foreground the language of advertising, (Ufot, B. 2017). This study appraises the process of defamiliarisation of specific common rhetorical strategies for instance rhyme, alliteration, assonance, consonance, spelling, capitalisation, puns, metaphor, hyperbole, imperatives, interrogatives, etc. in a list of twenty common advertising slogans. And, this study concluded in highlighting the remarkable paradox of creativity instantiated in the supposed deviations of language which effectively return this variety of written discourse to the norms of everyday spoken discourse, and, thus, establishes closeness with consumers.

3. Methodology

3.1 Overview

This chapter undertakes methodology. For the method's segment of this chapter, data collection occurs with the help of a model of parallelism and deviation contributed by Leech (ibid). For this, all levels of language are in use.

3.2. Paradigm of the Study

This study takes qualitative nature to explicate the underlying meaning of advertisements. According to Creswell (2014), qualitative study is a method wherein which solution to human problems is understood and explored, where emerging questions and procedures are involved, and data are collected through natural setting and inductive way of analysis is used for analyzing and interpreting the meaning of the data. According to Kumar (2011), qualitative study is an approach in which situation, phenomenon, problem, or event is described and nominal or ordinal are used for measurement of variables. It is qualitative in nature as it uses research questions exploring and describing the model of discourse.

3.3. Method

Linguistic techniques such as parallelism and deviation make meaning explicated and formed. Leech (ibid) describes that fore-grounded figure is the linguistic deviation and the background is language which is used for deviation from normal usage. The startled and amazing use of language is 'the significance and value of work of art must concentrate on the element of interest and surprise, rather than the automatic pattern' (Leech, 1969:57). In connection with this, Korg (1979) cites that there are some techniques in the hand of author. Here techniques do not mean static things and normal routine but technique means a clear hatred for normality. This surprising element of deviation lies in the structure of language and it has different deviations as lexical, grammatical, phonological, graphological, semantic, dialectical, deviation of register and deviation of historical period. Parallelism: Leech (ibid) states that parallelism is opposite of deviation. It displays extra regularities in the language of literary document. In extra regularities, there is the repetition of sound which appears frequently. The repetition occurs in the form of words which gives denotative and connotative meanings. There are different types of parallelism as: anaphora, epistrophe, symproce, anadiplosis, epanalepsis, antistrophe, polyptoton and homoioteleuton. In this way, the parallelism becomes a part and parcel of foregrounding. Leech (ibid) describes that it is a type of foregrounding which consists in the introduction of extra regularities, formal repetitions and sound reoccurrences in the organization of literary language.

3.4. Sampling

Purposive sampling is used as a selecting criterion for the selection of the data. Data have been picked up as per using judgment of the researcher. According to Kumar (ibid), purposive sampling or judgmental sampling primarily relies on one's own judgment. Judgment of the researcher has throughout the study been the main consideration in purposive sampling.

3.5. Theoretical Framework

The theoretical framework of this chapter is based on the *Post-Modernism* theory. In the words of Azizi and EshaqZai (2022), (M)odernism and post-modernism terms can be taken into account

based on the framework of post-renaissance intellectual thoughts. Their study highlights that the former theories are mainly focusing on human-oriented and instrumental rationality. The term postmodernism was first used in 1939 by Arnold Twain B. The term was later coined by artists and critics in New York in the 1960s. According to Duignan, B. (2024), Postmodernism is "a reaction to modern philosophical hypotheses and values in Western history (specifically Europe)." The theory of Post-Modernism was developed by many philosophers including *Michael Foucault* (who focuses on the thoughts influencing factors such as power, knowledge and discourse), *Jacques Derrida* (who focuses on the deconstructionist approach to language and textuality and their profound impact) and *Fredrick Jameson* (who focuses on the Marxist-influenced analysis of Post-Modernism). These postmodernists are of the view that reality, knowledge and value are constructed by discourses; hence they can vary with them. As cited by Duignan (ibid), reality is a conceptual construct, an artifact of scientific practice and language. Under this philosophy, society is benefited in terms of technology and science. In connection with this, Swiss linguist, Ferdinand De Saussure, cited by Dauignan (ibid), as postmodernist, claims that language is semantically self-contained, or self-referential: meaning is not static in the world or even an idea in the mind; a range of contrasts and differences occurs with the meanings of other words.

Throughout the analysis, the researcher has attempted to figure out postmodernist argument from selected visual texts. To pinpoint such featured argument, the scholar tries to use all levels of language, bearing linguistic techniques i.e., parallelism and deviation in view.

4. Findings and Discussion

4.1. Findings

PATTERNS OF PARALLELISM	PATTERNS OF DEVIATION
<p>→ PARALLEL STRUCTURE</p> <p>a. (Tax avoidance needs) <i>Minimizing of Taxes</i> using legitimate tax deductions, setting up tax deferreal plans, taking tax credit</p> <p>b. (Tax Evasion) <i>Not Paying Taxes</i> Not reporting income, Reporting too many expenses, <i>Not</i> paying taxes owed, Claiming fake dependents</p> <p>c. <i>The</i> convention on the elimination of all forms of discrimination..... <i>The</i> universal declaration of human rights <i>The</i> International convention on Civil and Political Rights</p>	<p>→ LEXICAL:</p> <p>I. <i>_Bank\$ay</i> (Neologism) <i>_EL NIÑO</i> (Neologism)</p> <p>II. <i>_The Grey Zone</i> (Jargon) <i>_Digital Health</i> (Jargon)</p> <p>→ GRAPHOLOGICAL:</p> <p>I. <i>_US vs. CHINA</i> in the Indo-Pacific <i>_The war on</i> GAZA and The End of Western Moral and Political Hegemony</p> <p>II. THE NEO-COLD WAR</p> <p>III. <i>_After the success of the "India Out"</i> campaign in the Maldives, a similar campaign has now gained strength in Bangladesh. <i>_THE SILVERLINING</i> <i>_Recently, the Taiwan defense ministry</i></p>

	<p>sent a report to the national parliament in which it said that China has stepped up grey-zone warfare against Taiwan, aiming to make the areas around the democratic island saturated with drones and civilian boats.</p> <p>→ SYNTACTIC:</p> <p>I. _ “INDIA OUT” _ “The Mystery artist”</p> <p>II. Bullets: _Span of education system _public-private divide _Intake and participation</p> <p>I. _Exploring the most important question of today _Introducing contract farming</p> <p>II. _ <i>The</i> convention on the elimination of all forms of discrimination..... _ <i>The</i> universal declaration of human rights _ <i>The</i> International convention on Civil and Political Rights</p>
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4.2. Discussion

The textual analysis from stylistic levels (under deviation i.e., lexical, graphological and syntactic levels and parallelism), while keeping *Post-Modernism* in view, is given in this segment of the chapter.

4.3. Patterns of Deviation

4.3.1. Lexical Deviation

- a) Bank\$ay
- b) EL NIÑO

These two findings seem to be newly added to the box of English words. Stylistically, the words add to creating a meaningful effect. The term El Nino referred to in the *World Times Magazine* (April, 2024) is taken for the abnormal warming of sea surface waters in the equatorial Pacific Ocean. Apparently, the word is shown uniquely through which the writer of the text successfully brings readers’ attention toward the serious matter of the rise in temperature. While the term Bank\$ay is an artist in London. As neological word, the writer of the article “*Bank\$ay the mystery artist*” is using Bank\$ay as an adjective which is a change of category and that stylistically adds the uniqueness of the text “*Bank\$ay the mystery artist*”.

- c) The Grey Zone
- d) Digital Health

Explanation: The phrase *THE GREY ZONE* is coded phrase used by countries tilted to the international community. As a coded phrase, it is also used as a *jargon* which is a lexical and stylistic term. This is patterned in the text of the *World Times Magazine (April, 2024)* through which the writer draws the Global South economists' attention toward this matter in codified manners. Moreover, through the use of stylistic lens, the writer makes it feel to economist readers to consider it as an objective reality. Similarly, the writer is using another jargon *DIGITAL HEALTH* too. Keeping *Post-Modernism* as well as *jargon* in view, the phrase *digital health* coxing readers to an effect of uniqueness. The word health is human related phenomenon but its use in the phrase is stylistically taken for advancement, henceforth the writer creates a stylistic influence.

4.3.2. Graphological Level

- e) **US vs. CHINA**
in the
Indo-Pacific

Explanation: the typography i.e., font size and formatting e.g. style of writing have been given put in a unique manner. The conveyance of meaning under this phrase, which is the title of an article in the *World Times Magazine (April, 2024)*, is pinpointed creatively and it happens to be only possible through the use of stylistic level__ graphology. Seeing the complex format of the title, the writer is using the capitalized version of the words *US* and *CHINA* and bolded version of the word *Indo-Pacific* to directly, hence to a great effect, inform the readers that what the crux of the text is going to be.

- f) The war on
GAZA
And The End of **Western Moral and Political Hegemony**

Explanation: Graphologically, this term takes the red word Gaza, a nation, as capitalized version of it. Also, this word comparatively is singled as long as readers focus on the whole text. Align with it, the word war in the text is also used that is put above the word Gaza. In the end, western Moral and Political Hegemony is also foregrounded. To understand the effective meaning that is created through the stylistic level, the researcher can understand that leaving Gaza word alone seemingly the writer's prime point in the article. While putting the word war beforehand creates an effect equal to the practical war, whenever it is launched somewhere and the onlookers see it. Lastly, the phrase in the end starts each word with a capital letter which seems highlighting the harshest repercussions that the writer, may be, wants the authority to never underestimate the now-under-earth Gazians. On the whole, format and typography of the text seems to be horrifically informing the readers and the other steward leadership about what political and moral repercussion could be if the war is continued.

- g) **THE NEO-COLD**
WAR

Explanation: The first phrase *the neo-cold* is written in a bold version through which the editorial writer attempts to pull the attention of modern world leadership as for s/him it is even

far worse than it seems. Yet through the word *war* colored in red is leaving threatening effect on the readers. And, as the word *war* is put alone and in a *bizarre* style, it seems the war is fought alone, the war is faced alone, the war leaves you singled and the war brings with it unendurable repercussions.

h) After the success of the “India Out” campaign in the Maldives, a similar campaign has now gained strength in Bangladesh.

i) THE SILVERLINING

j) Recently, the Taiwan defense ministry sent a report to the national parliament in which it said that China has stepped up grey-zone warfare against Taiwan, aiming to make the areas around the democratic island saturated with drones and civilian boats.

Explanation: The format and typography of the text *World Times Magazine (April, 2024)* involve the bold and capital version of the starting letter of the first word of each article cited within it. Seeing it as its pattern, all mind pullers try to influence readers by putting first letters as above. Throughout the texts, writers, through the use of stylistic tool i.e., *graphology*, signify the complex conundrum caused and promoted by the world states’ respective agents. These styled and starting letters objectify the pressing issues normalized by powerful states being involved in the geopolitical, geo-economical and sociopolitical turmoil. In other words, the writers’ usage of such font size and style of writing are meant to try on soonest bringing public’s attention toward the panacea of all these problems.

4.3.3. Syntactic Level

k) “INDIA OUT”

l) “The Mystery artist”

Explanation: these examples are in the phrase form (former is verb phrase and later is noun phrase); means they are half meaning-givers. At certain places the patterns have repeatedly mentioned in the titles, at most. Through the use of advance syntactic technique like in the pattern of phrase from creates more impression on and ease for the concerned readers.

M) **Bullets:** _Span of education system

_public-private divide

_Intake and participation

Explanation: The text may graphologically be fallen under graphology; however the style of writing of the points is in more of the syntactic influence. Again these findings are in the form of phrases. The first two phrases and the last compound noun are the pattern in the text of the *World Times Magazine (April, 2024)*. This kind of putting is implies a concentrated creativity which ultimately make the conveyance of meaning (which here means modern education tilts participants into earning) for the readers more digestible.

N) _ Exploring the most important question of today

_Introducing contract farming

Explanation: In these two phrases or intentionally half emptied sentences have put logic by making question in the former and establishing a niche in the later. Such traits have got repeatedly influenced the text of the *World Times Magazine (April, 2024)*. From the perspective of modernism, these two traits get a key role in the creation and affection of impression.

- O) *The* convention on the elimination of all forms of discrimination.....
 The universal declaration of human rights
 The International convention on Civil and Political Rights

Explanation: These intertwined lines are taken from an article underlying the theme of human rights. Here, the lines have used syntactic technique in a way that easily convinces readers to understand and digest the deep down message human rights related message. In other words, adopting the syntactic technique here is used in such a way that becomes easier for a common literate person. This is how using this logical linguistic device helps the publishers modernize their publications henceforth they easily get the publications sold out.

4.4. Patterns of Parallelism

- P) *The* convention on the elimination of all forms of discrimination.....
 The universal declaration of human rights
 The International convention on Civil and Political Rights

Explanation: The repetition of the article *the* in front of all the phrases makes the co-text and therefore context highly prominent. The text of the magazine hereby is referring to the modern day trended aspect called the economy of *human* rights at the international forum. Focusing on this international appreciated trend is excelled by the *World Times Magazine (April, 2024)*. This is how the source publishers earn.

5. Conclusion

To conclude the modern tactics adopted in the *World Times Magazine (April, 2024)* through the use of deviation and parallelism, the researcher has attempts on addressing by shaping in the following ideas. The publisher undertakes the patterns of deviation within multiple levels and all their use is strategic to make readers choosy of this stuff, in comparison to other competitors. To choose the examples first comes Lexical Deviation i.e., *Bank\$ay EL NIÑ* as well as *The Grey Zone, Digital Health* where the initial two are based on the *neology* while the later two are based on the *jargon*. Similarly, from the level of graphology, there are certain uses of it as well such as *US vs. CHINA in the Indo-Pacific; The war on GAZA And The End of Western Moral and Political Hegemony; THE NEO-COLD WAR; After the success of the “India Out” campaign in the Maldives, a similar campaign has now gained strength in Bangladesh; THE SILVERLINING;* as well as *Recently, the Taiwan defense ministry sent a report to the national parliament in which it said that China has stepped up grey-zone warfare against Taiwan, aiming to make the areas around the democratic island saturated withdrones and civilian boats.* Likewise, syntactic level is also undertaken such as in the phrases “*INDIA OUT*”; “*The Mystery artist*”; *_Span of education system _public-private divide _Intake and participation; _Exploring*

the most important question of today *_Introducing contract farming and **The** convention on the elimination of all forms of discrimination..... **The** universal declaration of human rights **The** International convention on Civil and Political Rights.* On the other end, parallelism is also in use such as in the following instance, *_The convention on the elimination of all forms of discrimination..... **The** universal declaration of human rights **The** International convention on Civil and Political Rights.*

Purposefully, the linguistic devices such as mentioned above have intended meanings in the given text. This meaning expressed between the lines has ended up economizing the modernity and therefore making it easier to get more copies sold out.

Prospectively, the scholars may go for other kinds of parallelism *epistrophe, symploce, anadiplosis, epanalepsis, antistrophe, polyptoton and homoioteleuton* of which the text is rich.

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