

## DISCOURSE ANALYSIS OF BILAWAL BHUTTO ZARDARI'S INTERVIEW

☆Nighat Sultana, ☆☆Dr. Humaira Irfan, ☆☆☆Muhammad Khalid

\*PhD English Linguistics Scholar, University of Education, Lahore, Lecturer of English, Division of Arts and Social Sciences, Lahore leads University.

\*\*Associate Professor of English, University of Education, Lahore,

\*\*\*PhD English Linguistics Scholar, University of Education, Lahore, School Education Department, Dera Ghazi Khan, Punjab

### ABSTRACT

*This research endeavors to explore Pakistani foreign minister Bilawal Bhutto Zardari's efforts to propagate his narratives. The overarching goal is to dissect the most consequential expressive mode of communication political discourses produced by Bilawal Bhutto during his interviews with France 24 on September 22, 2022. Multimodal Discourse Analysis (MMDA) was applied to investigate the self-presentation modes and linguistic features used by the leader. Findings show that during his interview with France 24, Bilawal Bhutto took care to maintain his composure, as evidenced by his posture and facial expressions. The application of multimodal theory to Bilawal Bhutto Zardari's interviews reveals a sophisticated integration of verbal and non-verbal communication that enhances the impact of his messages on topics like national disasters and international relations. His verbal discourse, marked by emotional language and symbolic references, effectively conveys urgency and engages the audience's empathy. Non-verbally, Bhutto's intense facial expressions and purposeful gestures complement his spoken words, building trust and persuasiveness crucial for a political leader addressing complex issues.*

**Keywords:** Expressive mode of communication, Linguistic features, Multimodal Discourse Analysis

### 1. Introduction

The effectiveness of communication hinges on the audience's belief in the speaker's claims, whether conveyed verbally or visually. Shifting from verbal to visual discourse appears to seamlessly integrate diverse discourses into a unified text without the need for explicit language. Politicians' endeavors to mold their public persona and carve out a distinct identity have sparked academic scrutiny and public discourse. Public perception of politicians can be influenced by their policies, political acumen, or personal charisma, impacting voter identification, emotional resonance, and engagement. Media outlets closely follow politics, politicians, and their personas, crafting narratives that resonate with audiences and shape their views. To advance their political agendas and garner media attention, political leaders employ various strategies to personalize their image, leveraging appealing personal traits and attributes (Campus, 2010; Helms, 2012).

In addition to traditional media outlets, social media has emerged as a pivotal tool in shaping the public image of politicians. It provides a direct platform for politicians to interact with the public, free from the influence of journalists, thereby granting them greater autonomy in crafting their desired image. The concept of media logic, characterized by its focus on dramatization, conflict, and simplification of political narratives, intertwines with the notion of image consciousness in politics (Malik, 2017).

Maugham and Bittner (2000) argue that public perception significantly influences leadership in politics. Over decades, scholars have examined how politicians' image construction impacts voter behavior during election campaigns. Recent trends indicate a shift in public attention from political parties to individual party leaders, emphasizing their importance in voter decision-making. Consequently, the influence of political leaders on voters has strengthened in recent times. Scholars also note a change in media coverage, with increased focus on non-political aspects of politicians' lives (Amsalem et al., 2018).

Scholars of discourse assert that political discourse draws meaning from various texts and discourses. Fairclough (1992) introduces Racemization, a method analyzing how texts interact and evolve across professional contexts. Multimodal communication, an emerging standard in academic studies, explores the construction of identities in media, focusing on groups such as political leaders, ethnic minorities, and different genders (Ainsworth & Hardy, 2004; De Cillia, Reisigl, & Wodak, 1999).

De Cillia (1999) argues that media discursively shape identities, creating, altering, and sometimes destroying them. Language and other semiotic systems play a crucial role in generating these discursive constructions, revealing tensions between media representations and everyday life contexts. This research aims to explore the multimodal production of media images, focusing on how language traverses various semiotic types.

In this study multimodality framework was applied, introduced by Gunther Kress and Theo van Leeuwen, revolutionized our understanding of communication by emphasizing the use of multiple modes beyond just verbal language. It posits that communication occurs through various channels, including verbal, visual, and gestural elements. Analyzing discourse status, quality, and quantity within the realm of sound using multimodality theory, it is examined how auditory cues convey these aspects. For instance, the status of discourse, such as ongoing or concluded, can be inferred from factors like speech rate and tense. Similarly, discourse quality, including clarity and persuasiveness, is conveyed through intonation and word choice, while quantity is reflected in speech duration and elaboration. Moreover, multimodality theory extends to visual elements, such as images, where information is communicated through visual features, composition, and arrangement. Graduation imagery. Attitudes are conveyed through facial expressions and body language, while arrangement influences how viewers interpret the image. In the realm of language and linguistic devices, multimodality theory underscores the role of spoken words in providing context and explanations. Techniques like metaphor and symbolism enhance verbal messages, complemented by visual representation. Verbal expressions of attitudes and emotions are reinforced visually, while spatial arrangement in visual compositions guides interpretation.

The significance of the study lies in its exploration of how Pakistani Foreign Minister Bilawal Bhutto Zardari utilizes expressive modes of communication to disseminate his narratives effectively. By examining his communicative strategies during interviews with France 24, the study seeks to uncover insights into his public persona and the impact of his messages on the audience. This research analyzes how the use of verbal, visual, and gestural elements can provide valuable insights into his communication style, demeanor, and effectiveness in conveying his messages. This study aims to investigate the linguistic devices employed by Bilawal Bhutto Zardari to convey his political messages effectively. By examining his choice of words, rhetorical strategies, and linguistic features, the research seeks to uncover how he constructs and delivers his narratives to resonate with his audience. This study contributes to our understanding of political communication and public discourse by shedding light on the communicative strategies employed by a prominent political figure.

### **1.1 Research Questions**

How does Pakistani Foreign Minister Bilawal Bhutto Zardari utilize expressive modes of communication to propagate his narratives?

What linguistic devices does Bilawal employ to convey his political messages effectively?

### **1.2 Problem Statement**

This study aims to investigate how Pakistani Foreign Minister Bilawal Bhutto Zardari utilizes expressive modes of communication and linguistic features during his interview to propagate his narratives effectively.

### 1.3 Objectives

To examine the expressive modes of communication utilized by Bilawal Bhutto Zardari during his interview.

To analyze the linguistic features and self-presentation modes employed by Bilawal Bhutto Zardari.

## 2. Review of Literature

The word discourse comes from the Latin word *discoursus*, which means "to converse, write, or speak." Linguists define it as a linguistically directed minimum unit of text that can sort from a single word to a full sentence. Any form of language in use (Brown & Yule, 1983) or naturally occurring language could be defined. Discourse might take the shape of a speech or a written document. Discourse can be characterized as a method of not just representing but also indicating, forming, and producing meaning in the world (Paltridge, 2000). Critical discourse analysis has increased to prominence as a key multidisciplinary approach to the study of texts and speeches at public circumstances. Fairclough (1995, 1989) claims that every linguistic usage reflects ideological perspectives and regards speech as a type of social practise. CDA's fundamental goal is to uncover the hidden aspects of conversation. Words are used in political discourse to transfer power or ideology from one group or country to another. CDA is primarily interested in studying opaque as well as transparent structural relationships of dominance, discrimination, power, and control when they manifest in language, according to Wodak (2001). Critical discourse analysis have some approach which help us to reveal that the relationship between languages, values, societies, opinions, power, and ideologies. CDA is therefore regularly honored with new approaches in language and communication discipline. Teun Van Dijk, has attempted to integrate cognitive psychology and CDA to show how ideological structures are hidden in people's minds (Chilton, 2004). Political discourse analysis is a branch of discourse analysis that focuses on the discourse practices carried out in particular contexts, political platforms, and spheres, such as trials, debates, legislative processes, and discussions (Johnson & Johnson, 2008). It can also be defined as political discourse analysis. An area of discourse analysis that seeks to emphasize the political ideologies as the discursive discourse for the purpose of exposing and revealing the secret ideologies in which politicians' massive agendas reside. Van dijk (2006) believes that the Political Discourse is not limited to politicians or political debate, but it can be extended to include all actors who attempt to make political agendas discursive through the use of words, photographs, and gestures. Political discourse is not restricted to political language; rather, it encompasses all activities of the media, political workers, political officials, pressure groups, and social institutions that play a role in power. According to Van Dijk (1998), debate is often contained in written or spoken narratives, while political discourse is primarily found in speeches given by politicians in parliament. Many other forums for political ideology construction exist, such as social institutes, forums, media discussions, talk shows, debates, conferences, campaigns, and legislative processes, although many politicians and political parties attempted to propagate and present their ideology through magazines, articles, books, and newspapers, among other things. Nevertheless, the social media platform is now the most powerful tool.

The global media closely follows Pakistan's political landscape, with nearly every political entity utilizing online and social media platforms to disseminate its agenda. International media outlets

actively track developments in Pakistan's political sphere, providing extensive coverage of mainstream political figures. Bilawal Bhutto Zardari heads the Pakistan People's Party (PPP), the main opposition party in the country at that time. Since his mother's murder in 2007, he has taken over the party as Chairman. In a climate of animosity, insult, and name-calling, he has emerged as a captivating campaigner. In Pakistan, many people anticipate him to continue his family's political legacy. After becoming the Foreign Minister of Pakistan, Bhutto has been a new subject for global media (BBC, 2018)

It will be very interesting to analyze the global media coverage of these two main political leaders after the political chaos and uncertainty in the country which resulted in the removal of Imran Khan from the PM office. In the framework of building a civil society, the subject of how a political leader's image is shaped, utilized, and promoted in the present day is gaining prominence. With the expansion of Pakistan's democratic institutions comes the additional burden of ensuring political leaders can adapt to the country's ever-evolving political climate and maintain their competitive edge. This means that it is essential to look at how the media portrays political leaders if we want to know how the public views them. The study fills a gap and investigates how two prominent political leaders are portrayed in the media and how they respond to these portrayals on a worldwide scale. Some characteristics of political leaders are useful in establishing credibility and winning the support of the populace. The media's status as a potent "image former" was first recognized by Galtung and Ruge (1970 p. 260). So the media has a lot of influence on how people feel about their own government. The domestic political and social climate, diplomatic ties, and the shifting international political and economic landscape are all important in shaping a country's reputation through time (Zengjun, 2004). Putting events in the context of ideology, politics, and culture, as Kellner (1995) says, helps the media paint a more accurate picture in the public's perception. Cohen (1963) shows how most of us get our ideas about other countries and cultures from the media. What we take away from the media are "pictures in our heads," as Lippmann phrased it (Lippmann, 1922). Constructed from stills, media images can have a positive, neutral, or negative tone, depending on the context in which they are used. According to Berenger (2004) people are more likely to remember and understand information if it is presented in a context. Gitlin (1980) argues that journalists and, to a lesser extent, the rest of us who rely on their reporting are subject to an unspoken and unrecognized media frame that orders the world. According to Neumann et al., (1992) frames are "conceptual tools" used for exchanging, understanding, and evaluating information. To cope with the challenge of choosing a leader in today's media-saturated climate, the vast majority of voters rely on their preconceived notions of the candidate's character as presented in the media. A politician's image in the media is shaped by a number of factors, including the public's preexisting beliefs and the topics covered on news and analysis shows, editorials, and ads. The public's opinion of politicians is greatly influenced by the media (Smolyakova, 2000). It is not often the elected official's own efforts, but rather his opponents', that shape his public image, as Pocheptsov (2000) discusses in his study piece "Image Maker." Despite the efforts of politicians and their teams to present a positive image, this picture often conflicts with the facts of the situation and the image created by their opponents. People only consider real-world events and activities notable if they are reported in the media; this is a result of the media's enhanced importance in modern culture. Pocheptsov (2000) argues that "in modern society, there is a law that states: a factual event is only relevant when the media alerts the wide public about it." Whenever a politician's activities are no longer reported on in the media, there is a risk that his constituents will forget about him. It was inconceivable at the turn of the century, but with the

rise of mass media and television in especially, a new leader could be "promoted" in a matter of hours. It's possible that budding political stars will gain widespread attention soon thanks to the media. Top-tier political Annals of Human and Social Sciences (AHSS) Jan-Mar, 2023 Volume 4, Issue 1 79 leaders like Jimmy Carter, Bill Clinton, and Vladimir Putin are among the many people who could be "media candidates" (Kiev, 1995, p. 74). Research has consistently pointed to only two distinguishing characteristics of effective leaders: competence and trustworthiness (Bittner, 2011; Greene, 2001; Kinder et al., 1980; Stewart and Clarke, 1992; Johnston, 2002; Popkin et al., 1976). A two-dimensional conceptualization may be possible, nevertheless, if the two character dimensions are so broadly defined that many character qualities fall into one dimension. We present a comprehensive conceptualization of leadership character traits, which includes six dimensions, based on an analysis of the existing literature on leadership traits. We made the deliberate decision not to a prior limiting the conceptualization of leadership traits to only two character dimensions. By reviewing the literature, the we have identified that there is not much literature produced specifically on the image construction of Pakistani politicians particularly on global media so it will be very interesting to analyze it in the light of multimodal discourse analysis and to contribute to the existing literature. Hence, this research is pursuing following objectives; to explore the presentation of Bilawal Bhutto while talking to the France 22 for their narrative construction. Secondly, to analyze the linguistic features used by Bilawal Bhutto while talking to the France 24.

### 3. Theoretical Framework

Multimodality theory has been applied to analyze the expressive modes of communication and linguistic features utilized by Bilawal Bhutto Zardari in his interviews. Three components were selected; sound ,image and language from multimodal frame work to examine Zardari's interview. As shown figure. 1

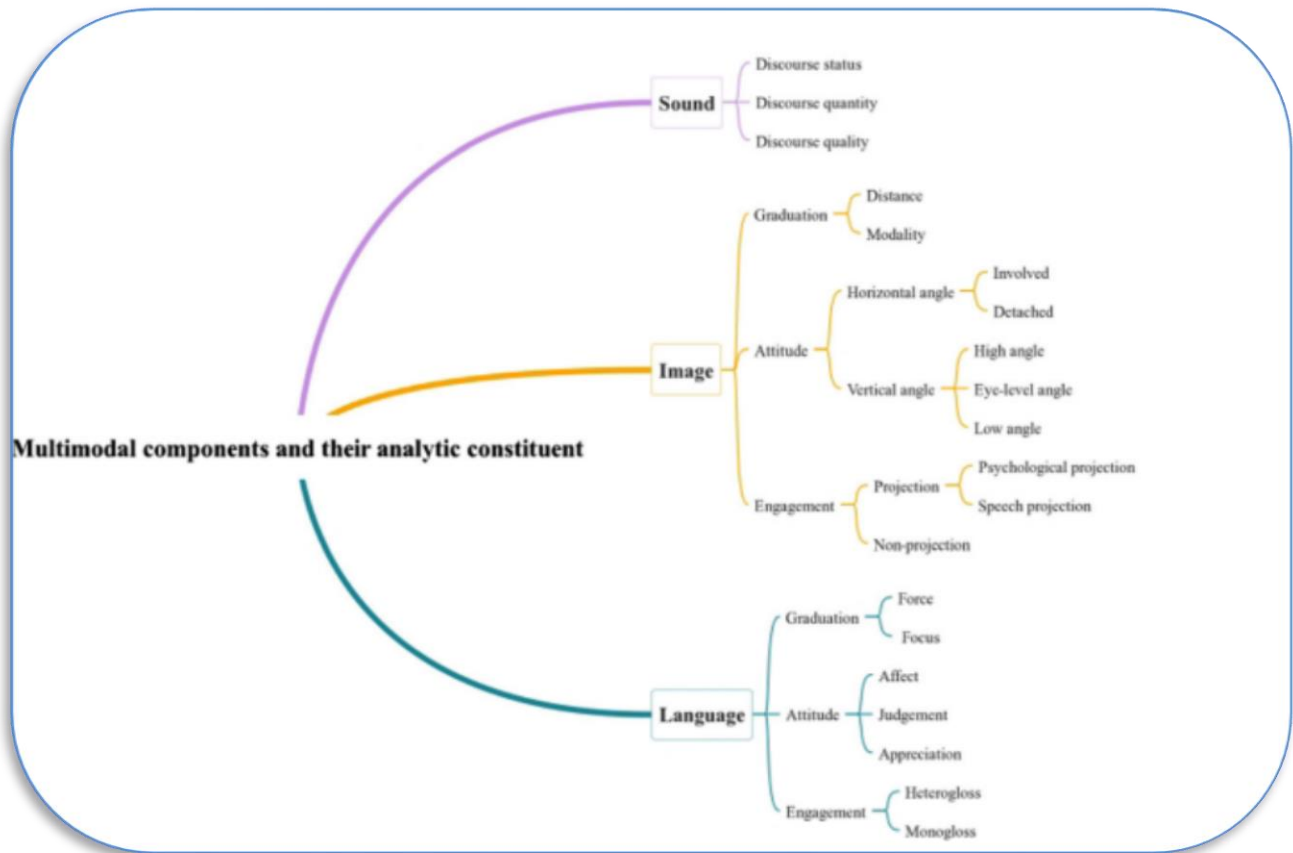


Figure.1 Multimodal framework

Language, image and sound were examined through three subsystems: attitude system, engagement system, and graduation system within this framework. In dynamic multimodal discourse, various modalities such as sound, image, and language interact synergistically, each playing a crucial role in conveying evaluative messages.

### 3.1 Methodology and Data Collection

The methodology of this study is qualitative in nature. The data were collected from an interview of Bilawal Bhutto Zardari titled "The scale of climate catastrophe in Pakistan is truly apocalyptic," which is available on YouTube. The interview was conducted by France 24 News Channel, a major broadcasting news channel. Purposeful sampling was used to select and identified relevant information related to the topic, a common approach in qualitative research. The collected data underwent discourse analysis using a multimodal approach. Textual analysis of this selected interview of Bilawal was conducted to assess its potential impact on his political career through the lens of multimodal discourse analysis.

## 4. Analysis

This interview has been analyzed through the lens of multimodal theory, there are explored different modes of communication, a variety of linguistic devices and facial expressions which are utilized to convey message and it's beyond meaning. This analysis focuses on the identified discourse , linguistic devices, facial expressions and modes of communication.

**Table.1 Discussion on Climate catastrophe**

Sr.	Discourse	Time	Mode of Communication
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1	um and we're still in an active disaster at the moment unfortunately	0:33 0:36	Worried
2	the scale of the tragedy the climate catastrophe in Pakistan is of truly apocalyptic and biblical proportions we've all heard the story of of Noah	0:40 0:44 0:46 0:50	Symbolic
3	this monster Monsoon that Pakistan experienced started in the mid of June and ended at the end of August so that is sort of the extent of this Devastation once the rains finally stopped it left a hundred kilometer Lake in the middle of my country that could be seen from space and that body water is still descending into the sea and there are many many areas that are inundated so we're still in the rescue and <u>relief age uh a phase</u> of this tragedy	0:58 1:02 1:05 1:09 1:12 1:15 1:17 1:20 1:24 1:26 1:29 1:32	Sorrow  Imagery  repetition  Adjustment& repair
4	<u>33 million people on seven uh one seventh</u> of our population has been affected by this tragedy they're paying in the form of their lives and their livelihoods for a catastrophe that they didn't help create right obviously the uh <u>what what</u> you are saying but	1:49 1:51 1:54 1:57 2:00 2:03 2:13	Adjustment& repair  Panic  Repetition
5	so this is a compounding catastrophe it's sort of a perfect storm we have uh the immediate impact of the floods which unfortunately cost 1 500 lives a third of which are children then amongst these 300 I'm sorry 33 million people have been affected 600 000 are pregnant women that have to give birth next couple of months we have we Face the threat of an epidemic of water-borne diseases as a result	2:26 2:28 2:31 2:33 2:36 2:39 2:42 2:45 2:48 2:51 2:54	Victim/Emphasizing Human Impact
6	so we're going to have a health catastrophe as well then as you mentioned with four million hectares of standing crop damage the potential of our next crop the wheat crop being	2:56 2:58 3:00 3:03 3:05	Alarming condition

	unable to be planted a million heads of cattle died as a result of this floods we've got a <u>food security</u> an agricultural crisis <u>of food security</u> potentially on	3:07 3:10 3:13 3:15 3:18	Alliteration
	so you need International Help <u>is it happening?</u> <u>is it happening strongly enough?</u> <u>soon enough?</u> but I think our message is that we're not seeking we don't want to beg we don't want Aid we want Justice this is a global catastrophe as a result of global action and it requires Global Solutions	3:53 3:58 4:10  4:11  4:14 4:17  4:21  4:24	Rhetorical question/ repetition
7	in a <u>Greener way</u> where we'll have <u>green infrastructure</u> <u>green energy</u> climate resilient infrastructure and <u>create green jobs</u> and <u>green opportunities</u> that that is the way forward	5:34 5:37 5:38 5:42 5:45	Optimistic/Hope  Alliteration

"Um and we're still in an active disaster at the moment unfortunately. "This discourse was spoken by Bilawal Bhutto to convey a sense of concern and urgency about the ongoing disaster in Pakistan. The use of "um" and the tone of voice likely convey the Bilawal's worry and concern. it indicates his emotional state and the seriousness of the situation. His facial expressions and gestures, with complement the verbal message, further emphasize the emotional state.





Smiling face  
Figure .2



concern and intensity  
Figure. 3

Bilawal's furrowed brow reflects concern and intensity as he discusses the scale of the tragedy and the urgency of the situation. As shown figure. 3. This discourse shows the intensity of his facial expression while speaking these words. He tries to mitigate his panic feelings through smiling face. As shown in figure 2. The phrase "at the moment unfortunately" further emphasizes the unfortunate nature of the disaster, conveying a tone of distress and worry.. His facial expressions are fully supporting his panic feeling, and his tone which is showing his emotion, giving the interview

In second line he has used Discourse: "We've all heard the story of Noah and the Noah's floods. "This discourse references a well-known biblical story to illustrate the severity of the floods in Pakistan. Zardari emphasizes the magnitude and historical significance of the disaster by alluding to the biblical narrative. The mode of communication here is symbolic, as he has used a metaphor from a well-known story to convey the intensity of the disaster. The reference emphasizes the gravity of the situation.

In third and fourth line Bilawal also utilizes panic-inducing language when he highlights the staggering number of people affected by the floods, particularly emphasizing the plight of pregnant women who face the additional challenge of giving birth amidst the crisis. Bilawal's furrowed brow demonstrates his deep concern and urgency as he addresses the magnitude of the tragedy. This expression vividly conveys the intensity of his emotions during his speech. His facial expressions, eye contact, and gestures complement the verbal message, emphasizing the emotional state. His facial expressions strongly support his sense of panic, while his tone conveys his emotions throughout the interview. As shown in figure.4 and 5



Panic

Figure .4



Suffering

Figure. 5

His facial expression by painting a vivid picture of the human suffering involved, he aims to evoke empathy and spur action from the international community.

The discourse that has been described in sixth row provided reflects a plea for international assistance in response to a global catastrophe. Bhutto employs verbal communication to convey a message and express his sentiments regarding the situation with determined and confident demeanor. The host uses rhetorical questions ("Is it happening strongly enough soon enough?") to prompt reflection on the urgency and adequacy of international assistance. The repetition of "we don't want" emphasizes the Bilawal's stance and determined behavior: "we don't want to beg, we don't want Aid, we want Justice." This repetition reinforces the message and underscores his determination. The use of parallelism ("we want Justice") adds rhetorical impact and clarity to his message, highlighting his demand for justice over mere assistance. The phrase "this is a global catastrophe as a result of global action and it requires Global Solutions" employs alliteration and, emphasizing the global nature of the crisis and the necessity of collaborative solutions. While facial expressions are directly observed from the video, his potential expressions based on the tone and content of the discourse. Expressions such as holding up fingers to indicate numbers and making hand gestures to express magnitude and as a firm jawline, and intense eye contact may accompany statements emphasizing the need for justice and global action.as shown in the figure, 6 and 7



firm jawline and holding hands

Figure .6



intense eye contact

Figure. 7

Furthermore, in the seventh row Bilawal emphasizes the alarming conditions faced by Pakistan, such as the immediate impact of the floods leading to loss of lives and the looming threat of water-borne diseases. His use of language underscores the urgency of the situation and the need for immediate assistance and intervention. Linguistically, Bilawal employs emotive language, statistics to underscore the severity of the situation. Phrases like "health catastrophe," "agricultural crisis," and "food security" evoke a sense of urgency and emphasize the gravity of the floods' impact and cultural references to convey his messages effectively. He appeals to emotions by emphasizing the human impact of the disaster, utilizes numerical data to underscore the scale of the crisis, and draws on cultural imagery such as the biblical story of Noah to make his points resonate with the audience. Bhutto's facial expression reflects the seriousness and concern conveyed through his words. Gestures accompanying his speech emphasize key points, such as making hand gestures and Furrowed brows to express intensity of sorrow.as shown in the figure 8 and 9.



Hands movement  
Figure .8



Furrowed brows  
Figure. 9

In the second part of the text, Bhutto talks about a future vision, using phrases like "in a Greener way" and "green infrastructure." While no specific visual elements are described, these phrases evoke imagery of environmentally friendly initiatives, contributing to the visual aspect of his communication. The tone is serious and urgent, reflecting the dire circumstances. Bhutto's use of phrases like "we're going to have" and "we've got" conveys a sense of inevitability and urgency. Bhutto's use of language paints a vivid picture of the challenges faced by Pakistan due to the floods. This verbal imagery is complemented by the mental images evoked by phrases like "green infrastructure" and "climate-resilient infrastructure," aligning with his vision for the future. The combination of linguistic descriptions and visual imagery enhances the audience's understanding of the issues at hand and the proposed solution. Through the integration of verbal and visual elements, Bhutto effectively communicates the severity of the situation, proposes potential solutions, and underscores the importance of addressing environmental concerns for the future well-being of Pakistan.

**Table. 2 Discussion on India Relation and Kashmir Issue**

Sr.No	Discourse	Timing	Mode of communication
1	these did you get help from India and no did you ask for it no	6:07 6:10	Confident and assertive
2	um we have a long and complicated uh history to say the least with India <u>unfortunately uh</u> the India Today is a change to India it is no longer uh the secular India promised by its founding fathers for its citizens it is increasingly becoming hinduist	6:18 6:20 6:24 6:27 6:30 6:32 6:34	Disappointment

	supremacist India at the expense of its	6:37	
3	unfortunately in the disputed region of Jammu and Kashmir the Indian illegally illegally occupied jamiro and Kashmir we've seen certain steps and actions that have made engagement with India untenable for us particularly the unilateral illegal actions of August	6:45 6:47 6:50 6:52 6:54 6:56 6:58	Assertive and critical.
4	I do believe that the younger generation of both our countries wants to see two neighbors living in peace side by side	8:14 8:17 8:20	Hope

Pakistani Foreign Minister Bilawal Bhutto Zardari employs various communication strategies, facial expressions, and linguistic devices to convey his perspective on the relationship with India. Bhutto adopts a formal and diplomatic tone, reflecting his role as a foreign minister addressing international issues. He expresses his views clearly and confidently, indicating his firm stance on the subject matter. Bhutto's communication style is assertive yet measured, aiming to convey his points effectively while maintaining diplomatic decorum. Bhutto's facial expressions exhibit seriousness and determination, especially when the host asks Bhutto for getting help from india. He gives response with determination and confidently no with smiling face. As shown in figure 10, 11.



Seriousness  
Figure .10



Determination  
Figure. 11

His expression supports his verbal communication. Discussing contentious issues like the relationship with India and the situation in Kashmir, His facial expressions align with the gravity of the topic, conveying his strong convictions and concerns about the actions of the Indian government. While discussing the lack of engagement with India, Bhutto's facial expressions suggest a sense of disappointment and frustration over the current state of affairs. As shown in figure 12, 13.



Disappointment

Figure .12



Frustration

Figure. 13

Bhutto employs emotive language to describe the situation, using phrases like "increasingly becoming hinduist supremacist India" and "unilateral illegal actions" to emphasize his points. He utilizes rhetorical devices such as repetition to underscore the lack of communication between Pakistan and India. Bhutto employs strong and evocative language to characterize India's policies, referring to them as "racist," "Islamophobic," and "fascist," which highlights his condemnation of India's actions. Bilawal Bhutto Zardari effectively combines his mode of communication, facial expressions, and linguistic devices to convey his perspective on the strained relationship with India. His approach aims to assert Pakistan's position while appealing to the international community's sense of justice and fairness.

Table 3. Discussion on Afghanistan Issue

Sr. No	Discourse	Time	Mode of Communication
	they would perhaps require them to live up to those obligations or those promises that they themselves have made <u>be it to ensure that their soil is not used for terrorism to ensure that girls women have access to education and other rights and I think everybody also wants to see some sort of inclusive representative government</u>	10:15 10:17 10:19 10:21 10:23 10:26 10:28 10:31 10:33 10:35	Deplomatic  Optimism/hopefulness

Bilawal Bhutto's answer is diplomatic and optimistic, with elements of trust and hopefulness . He maintains a diplomatic tone during the conversation of this topic, especially when he

discusses the actions and promises of the government of Afghanistan and the international community's expectations regarding terrorism prevention, education, and inclusive government. He expresses optimism and hopefulness about the potential for the Afghan government to fulfill its promises and obligations, particularly regarding education and terrorism prevention. His facial expression supports to show his diplomatic and optimistic answer and reflects his thinking condition before giving the answer. Hand gestures also emphasize key points in agreement which enhance the delivery of the message. As shown figure 14 and 15.



Diplomatic Style  
Figure .14



Hand gestures enhance delivery of message  
Figure. 15

The speaker employs rhetorical devices such as repetition "to ensure", parallelism "to ensure that their soil is not used for terrorism, to ensure that girls and women have access to education and other rights", and inclusive language ("everybody also wants"). These devices enhance the coherence and persuasiveness of the message. The tone appears diplomatic and assertive, emphasizing the importance of fulfilling obligations and promises. The use of phrases like "require them to live up to those obligations" and "everybody also wants" conveys a sense of expectation and shared values. The speaker effectively communicates the need for fulfilling commitments and ensuring inclusive governance, appealing to both reason and shared values through a combination of linguistic devices and potentially non-verbal cues,

**Table .4 Discussion on Iran Issue**

Sr.No	Discourse	Time	Mode of communication
	I saw the foreign minister of	12:02	Empathetic
	Iran's statements where they they are	12:04	
	going to have an inquiry into this	12:06	
	unfortunate incidence and I hope that of	12:10	
	course I trust I I trust the government		
	of Iran I trust the representatives	12:12	
	around to and keep to their word and	12:14	
	despite living in extremely uh difficult	12:16	
	circumstances	12:19	
	and they they have sort of managed to	12:21	

	take care of their people in their own way as far as this incident is concerned	12:24 12:27 12:30	
	I think that the fact that the foreign minister of Iran has announced that he would be looking into the incident or their government would be looking into it into the incident we should at least allow for those findings to come forward I want to thank you very much for	12:32 12:34 12:36 12:38 12:40 12:44 12:47	Rational/logical /appreciative

Zardari explicitly states their trust in the government of Iran and its representatives to address a specific incident and keep their word. This trust reflects a diplomatic approach to international relations. He uses Phrases like "they would perhaps" and "I hope" which indicate a degree of uncertainty in his statements, showing caution in their assertions. His facial expression and eye contact support his language and diplomatic mode of communication. As shown figure 16 and 17



Diplomatic mode of communication

Figure .16



Figure. 17

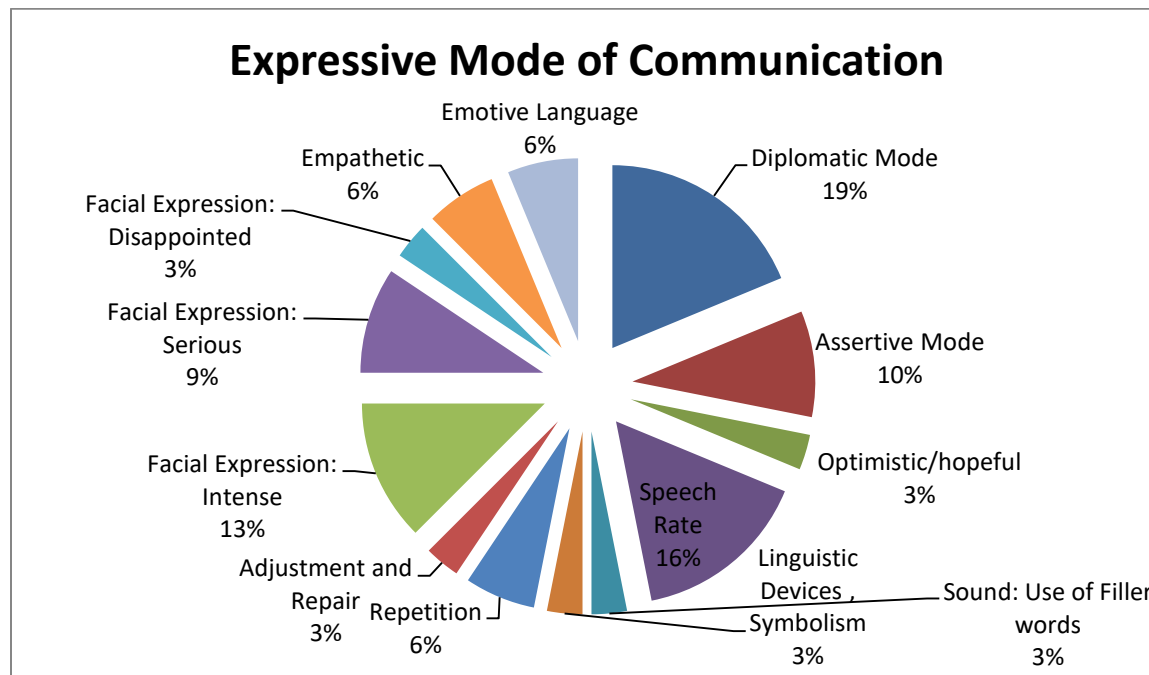
Bilawal acknowledges the challenges faced by Iran and recognizes their efforts to handle the situation in the best way possible, demonstrating empathy and understanding. The repetition of "trust" emphasizes the Zardari's confidence in the government of Iran and its representatives. Bilawal uses polite language when referring to the foreign minister of Iran and their government, maintaining diplomatic courtesy. The mode of communication in this passage is diplomatic, reassuring, and empathetic. The mode of communication in the second line is rational, logical, and appreciative. The Bhutto presents a logical argument by highlighting the significance of the Iranian foreign minister's announcement regarding an inquiry into the incident. The phrase "I



think" at the beginning of the passage suggests that the speaker is expressing their opinion rather than stating a fact outright, indicating a degree of uncertainty or modesty. The use of phrases like "at least" and "we should" softens the statement, suggesting a suggestion rather than a demand. This contributes to the overall rational and measured tone of the communication. The language used is polite, respectful, and considerate, reflecting a reasoned approach to discussing the topic at hand.

### 5. Finding and Discussion

The application of multimodal theory to Bilawal Bhutto Zardari's interviews provides complete understanding of his expressive mode of communication and use of linguistic devices. The integration of verbal and non-verbal elements enhances the delivery and reception of his messages, as shown in the pie chart.



#### 5.1 Verbal Communication

**Discourse Analysis:** Bhutto's use of filler words ("um") and specific phrases ("at the moment unfortunately") indicates a discourse that is both spontaneous and laden with emotional weight. This choice of language conveys a sense of immediacy and concern, engaging the audience at an emotional level. **Linguistic Devices:** Symbolic references (e.g., Noah's floods) and emotive language paint a vivid picture of the crises being discussed, enhancing the audience's understanding and empathy. Such devices strategically evoke historical and emotional resonance, strengthening the impact of his messages.

#### 5.2 Visual Communication

**Facial Expressions and Gestures:** Bhutto's furrowed brows and intense eye contact convey urgency and deep concern, which are aligned with the gravity of the subjects he discusses. These expressions and gestures reinforce the verbal message, making the communication more compelling and believable. **Building Trust and Empathy:** His ability to connect emotionally, through both spoken words and corresponding non-verbal cues, helps in building trust and empathy with the audience. This is crucial for political figures who rely on public support for their initiatives and leadership.

### 5.3 Persuasive Communication

The repetition of key phrases, use of emotive language, and rhetorical questions are techniques that enhance the persuasiveness of his messages, essential for mobilizing support and action from both local constituents and the international community .

### 5.4 Analysis of Specific Discourses:

**Addressing Climate Catastrophe:** Bhutto's detailed and symbolic language regarding the floods illustrates the severity of the issue, potentially rallying more support for relief efforts and international attention. **International Relations:** His formal and assertive tone when discussing relations with India and Afghanistan indicates a diplomatic yet firm approach, essential for maintaining and negotiating international stances.

## 6. Conclusion

The multimodal analysis of Bilawal Bhutto Zardari's interviews concerning the climate catastrophe in Pakistan underscores the efficacy of integrating various communicative modes to deliver a compelling and urgent message. Through the strategic use of both verbal and non-verbal techniques—ranging from discourse markers and metaphoric language to expressive facial gestures and potential visual aids—Bilawal enhances the emotional depth and engagement of his narrative. This approach not only reflects his deep concern for the ongoing crisis but also showcases his skills in public communication and leadership. The findings of this analysis not only illuminate the importance of a multimodal communication strategy in political discourse but also suggest its significant impact on Bilawal's capacity to influence public opinion and international perception. Consequently, this study provides crucial insights into how political figures can employ a combination of communication strategies to address global challenges effectively and resonate more profoundly with both local and global audiences. The analysis has so far focused on the communicative strategies from the perspective of the speaker. Further research could investigate Bilawal Bhutto Zardari's communication strategies with those of other political figures within Pakistan or in similar geopolitical contexts. Such comparative analyses could reveal unique and common elements of effective communication in political leadership facing environmental crises.

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