
EXAMINING PAKISTANI POLITICAL IDEOLOGY AND PRINT MEDIA: A CRITICAL DISCOURSE ANALYSIS

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Abstract

Print media discourse has a significant impact on how popular thought is shaped both internally and outside. The target audience is hegemonic and is being forced to behave in a way that the target audience wants them to by employing this sneaky weapon. Newspapers are a vital medium for disseminating the greatest concepts and real-world examples to the general public. This study deliberated at how politics is taught and covered in different media settings by doing a critical analysis (CDA) of Pakistani English and Urdu newspapers. Data for the study was gathered by Express and Daily Dawn. The aforementioned story garnered attention despite only being published in English and Urdu publications. The period of data collecting is April 1 through May 31, 2023. The subtleties of political narratives, ideologies, and processes in Pakistani media are examined in this study. A redesigned research model that combined the Critical Discourse Analysis (CDA) models of Dijk (2003) and Fairclough (2015) was used to analyze the data. This study investigates rhetoric, political rhetoric, and rhetorical techniques used by newspapers to develop and spread political ideas through a qualitative analysis utilizing the CDA framework. This research examines and assesses the existence, influence, and portrayal of several political activities—including but not exclusive to liberal, conservative, religious, and trust engagements—in a number of Pakistani publications. It also looks at the ways in which power dynamics in media discourse and cultural and historical settings interact with this idea. This research offers an insight of the intricacies and dynamics of standing media in Pakistani contexts and power relations in media discourse. By analyzing how newspapers spread and influence political culture, this study provides insight into the intricacies and dynamics of standing media in the

Pakistani environment. According to the research, terrorism, politics, and the Pakistan Army's portrayal were the three main topics in the news in Urdu newspapers. The survey did discover, however, that business, social issues, violence, representation of the Pakistan Army, and national and international politics are among the subjects discussed in English-language newspapers. The impact on public discourse, democratic processes, and thought in Pakistani and international society is demonstrated, and it advances our understanding of the relationship between media, politics, and ideology. The target market believed that one of the greatest venues for ideological marketing was the media.

Keywords Media Bias, Discursive Strategies, Political Dogmas, Public Perception, Agitation

1. Introduction

The present research study aims to analyze the headlines of Pakistani English newspaper (DAWN) and Urdu newspaper (Express). It also drives to investigate how print media use different strategies in order to explore the different levels of meaning involved in media discourse and provide readers with an understanding of ideological underpinnings of this particular newspaper through critical analysis of words, phrases, sentences and speech. The researchers used Van Dijk's (2003) critical discourse analysis (CDA) analytical framework to find and categorized various themes emerging from news media discourse. The methodology section of the study explains the rationale for choosing the above sample. Additionally, the explanation of the illumination analysis method is explained in the research method section.

The drive of this study is to analyze how discursive strategies are used to create newspaper headlines that promote particular ideologies. The goal mouth of this study is to analyze how discursive strategies are used to create newspaper headlines that promote particular ideologies. The present research shadows headlines from everyday newspapers to present the ideology of Pakistani society. Therefore, the present study attempts to show the methods used by different English newspapers in announcing their intention to attract readers, using different strategies in creating the main content of the front page. This study also reveals how the news media presents different ideas that support power relations and how these power relations are placed in newspapers and create public opinion.

1.1 Objectives of the study

- To explore the disseminated political ideologies from post titles of selected English and Urdu Newspapers.
- To find out the variation of English newspapers from Urdu newspapers in propagating various ideologies through their headlines.

2. Literature Review

Discourse analysis, on the other hand, refers to the hints and cues that a writer or speaker uses to influence how readers or listeners perceive and behave (Gee, 2010). Broadly speaking, the relationship between discourse and media is strong enough to attract linguists' attention

All media generally serve to inform and amuse the public, although language employed in newspapers differs from that of the business sector and educational institutions (Timucin, 2010). The terminology used in newspapers actually differs from one publication to the next and perhaps even within the same publication. Linguistic homogeneity is never a problem in newspaper writing because the newspaper is always written in an eclectic style, claim Crystal and Davy (1969, p. 173). It is amusing that journalists tackling the same issue use different approaches (Crystal and Davy, 1969).

Many linguists in Cameroon have not been interested in CDA of journalistic speech. Some foreign writers have used a CDA method to study some social practices that are published in newspapers. Pornjan (2012) conducted an analysis of newspaper headlines on juvenile criminality in Thailand. He came to the conclusion that the language employed in newspaper headlines created some bad social identities for juvenile offenders and reflected some negative beliefs of news practitioners.

The present research study aims to investigate the same news about the same status quo in the above newspapers in the major cities of Pakistan according to their target readers. This research demonstrates how difference and how different discursive strategies are used in news media to communicate commendably with English and Urdu readers work together with different social classes of the society.

3. Research Methodology

In the current study, data was quantified in order to pigeon-hole several emergent ideological topics that were talk over in the headlines of the chosen newspapers over the specified period. In addition, qualitative conclusions have been supported by quantitative data. In this research, the researcher aims to find political ideologies from newspaper headlines. The researchers highlight the techniques by which English and Urdu newspapers characterize the ideology through the use of discursive techniques by employing Van Dijk's (2003) model of CDA.

3.1 Theoretical Framework

Van Dijk's (2003) analytical model for Critical Discourse Analysis (CDA) of print media discourses encompasses additional categories, such as personification, abbreviation, acronym, article, preposition, and punctuation. These categories were not fully represented in the comprehensive analysis of newspaper headlines conducted in this study. The researchers have intended to delve deeply into the discursive strategies employed by these newspapers in constructing their headlines, shedding light on the underlying ideological frameworks and rhetorical devices at play.

4. Data Analysis

4.1 CDA of Newspaper Headlines

In order to implant the intended ideology in the brains of the target readership, the researchers attempted to decipher the newspaper headlines by utilizing a variety of discursive tactics. The same-themed headlines from the two chosen newspapers have been combined for analysis using the chosen model. By choosing a few headlines from each newspaper, the researchers have examined headlines based on themes. To demonstrate how various newspapers, employ various discursive strategies to portray the same ideological issue, headlines pertaining to the same ideological theme are examined.

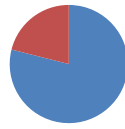
Govt announces Eidul Fitr holidays from April 21-25

PR announces five Eid trains



Name of Newspaper	Plain Headlines
Dawn (English)	12
%	20%
Express (Urdu)	3
%	5.5%

Plain Headlines



■ Dawn
■ Express

4.1 Pie Chart and Graph

Van Dijk (2003) argues that print media discourses reflect contrasted social reality, they mirror the prevailing socio-political tendencies of a particular context, and they are besides to invest in political ideology. Similarly, newspaper headlines represent a socio-political scenario of a particular context. Similarly, the data collected for the present study was from the English newspaper (DAWN). The major themes that have been touched on in the selected data include the rise in prices of eatable and petroleum, the risen crises between Pakistan and India, the role of media in making certain issues common sense, issues related to the blackout of the internet, and political scenario of Pakistan. It could also be said that print media discourses including headlines mirror social realities and some of the social realities that have been represented through the headlines of English newspapers (DAWN). It clarifies that the Pakistani political scenario is changing very fast debate related to the holding of elections a kind of is going on among different political parties of Pakistan whether elections are going to be held soon or not the other things that have appeared through the headlines include electricity and issue of harassment has become one of the significant issues in Pakistani social media. This technique of using abbreviation has also been observed e.g. HSD, PR and similarly the technique of using capital letters and bold font has also been used. Van Dijk argues that these types of graphic techniques are used to highlight certain issues and it is also done when something important is being propagated. So, we see that the use of abbreviations, use of capital letters bold font, and diagrammatically have been observed through the headlines under analysis. Dijk 2003 opines that the various sections of society and language are class and society-specific. As we know the readers of Urdu newspapers are different from the English newspapers usually in Pakistan the readership of Urdu newspapers belongs to middle-class groups. Similarly, we see that in Urdu newspaper headlines there is less coverage of international events related to politics, and more coverage or attention is given to the issues related to local and related to the problem of human beings. So, one of the headlines goes as under:

حکومت PTI مذاکرات میں مثبت پیش رفت

It implies that a kind of give-and-take policy is the prevailing scenario and it is said in politics there is no permanent friend same is observed from the headlines under analysis that the arrival parties of the past like PTI and PMLN and PPP seeing government to some consensus about conducting elections and likewise the

percentage of international political issues is less as compare to the DAWN only one percentage

coverage has been given to the political affairs related to international politics and that is the visit of foreign minister Bilawal to India and his dialogues and negotiation his counterpart in this way we can sum up that Urdu and English newspaper mostly international issues have been focus whereas Urdu newspaper local or national issues related to political have been discussed beside issue related to common human being have also been attention in the headlines of Urdu newspaper for the present study.

4.2 Emotional Headlines

Emotional headlines evoke feelings in readers that encourage them to engage with content. Whether it's a good or unpleasant reaction, getting your audience to feel something will encourage them to read on. One of the most effective marketing strategies is the use of emotive headlines. The section that follows reproduces such headlines which appeared in the mentioned English and Urdu newspaper. Moreover, the mention types of headlines have been analyzed qualitatively and quantitatively. The frequency of occurrence of the said type of headlines has been illustrated through pie charts and graph.

**Food prices push April
inflation to record high of
36.4pc**

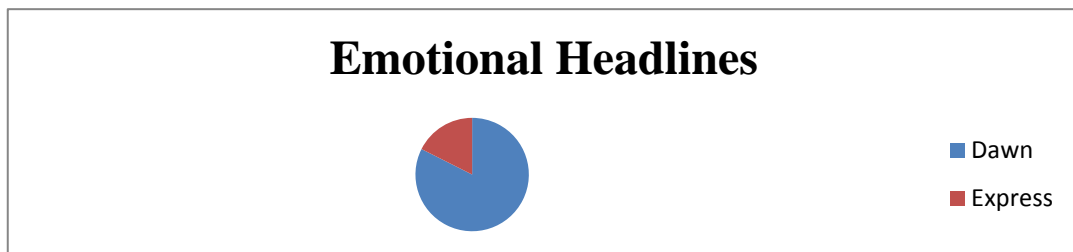
**Four TTP terrorists
arrested in Dera
operation**



Name of Newspaper	Emotional Headlines
Dawn (English)	15
%	25%
Express (Urdu)	6
%	10%

4.2 Pie Chart and Graph

Dijk argues that media discourses are one of the best sides for ideological investment and he argues that the powerful ideological controlling group most often invests their ideologies through media discourse. For this purpose, highly devised language is used. This is done to win general consent to make certain ideologies



common sense. For this purpose, different linguistic spins are used. Similarly, the types of headlines are under analysis (Emotional headlines). Emotional headlines carry such types of linguistic moves. Such types of headlines are meant to win general consent and to increase the sales of a particular newspaper. It is observed that

different linguistic means are used such as abbreviations. We see that in several places the technique of abbreviation has been used in the form of TTP, NAB, and PTI. It is one of the prominent features of newspaper headlines. This is done to space on one hand and on the other to make the process of coinage of headline more impressive. Similarly, another linguistic move that has been used in the coinage of emotional headlines is the frequent use of the number game technique. Dijk argues that the number game technique is employed to make the underlying ideology more persuasive. This is a linguistic technique quite often observed in the discourses of post titles of newspapers. This technique is used to lay stress on the underlying ideology that whatever is being said is not the type of rather it has been supported with facts so number game techniques make the writer's stance more authentic. In this regard, quite several times this technique has been used in the headlines of English newspapers. For example:

1. 8 cops martyred in 'suicide blast' at Swat police state
2. Three killed in rain-related mishaps in Baluchistan
3. Death of a scholar

These types of headlines are meant to arouse the emotions of the audience as mentioned earlier most readers buy newspapers by looking at the headlines. Some of the headlines are very cache and emotionalism include

1. TTP terrorists arrested in Dera operation
2. Casualties from violence soar in years first quarter: report
3. Blast at Swat police station claims 12 lives
4. Three killed in rain-related mishaps in Baluchistan

As mentioned earlier media discourses mirror social reality and it is observed that people start believing whatever is made available to them through print media discourse. Similarly, the headlines selected from the selected English newspaper (DAWN) highlight the prevailing socio-political trends in Pakistan during the mentioned period the important issues that have been addressed or highlighted through the heading include terrorism, nutrition shortage, violence mismanagement disintegration among the Muslims and neglected sector of education. In this regard, it can be inferred that this particular media group highlights these issues interesting thing to observe is that the issues highlighted in English newspapers are most often not highlighted through the headlines of Urdu newspapers. English newspapers are for an elite and highly educated readership and sensitive issues related to their lives are mentioned. Similarly, we see that very cache, persuasive, and sensation-based language is used in the emotional headlines that appear in Urdu newspapers.

جناح ہاؤس پر حملہ
عمران خان القادر ٹرسٹ کیس میں گرفتار
وزیر اعظم آزاد کشمیر نا اہل: توہین عدالت

Media discourses mirror social reality so the headlines related to emotionalism which appeared in the mentioned Urdu newspaper highlight the socio-politics scenario in Pakistan during the selected period. It highlights the Pakistani socio-political scenario where according to the mentioned data there is a law lessens, an

attack on government buildings and people are forced to leave a particular political party. It implies that some powerful group is at work and this particular group is forcing the people to do the things on in wasted. Such types of headlines are used in the newspaper to arouse the emotion of the people on one hand, to make the news more persuasive to create sensationalism and increase the rating of a particular newspaper, and also depict the socio-political scenario of a particular society where people have become habitual such sensationalism the media groups have very rightly realized that sensation or mindset of the people.

4.3 Command Headlines

A command headline issues a direct and compelling command or instruction to the reader. It makes a strong call to action or command in an attempt to capture interest and spark action right away. Strong verbs and persuading language are frequently used in command headlines to pique the reader's interest and compel them to act. An example of this might be, "Try our new product today! Or, "Take advantage of this special offer before it ends! "In advertising and marketing documents, these headlines are frequently used to compel the reader to perform a certain action.

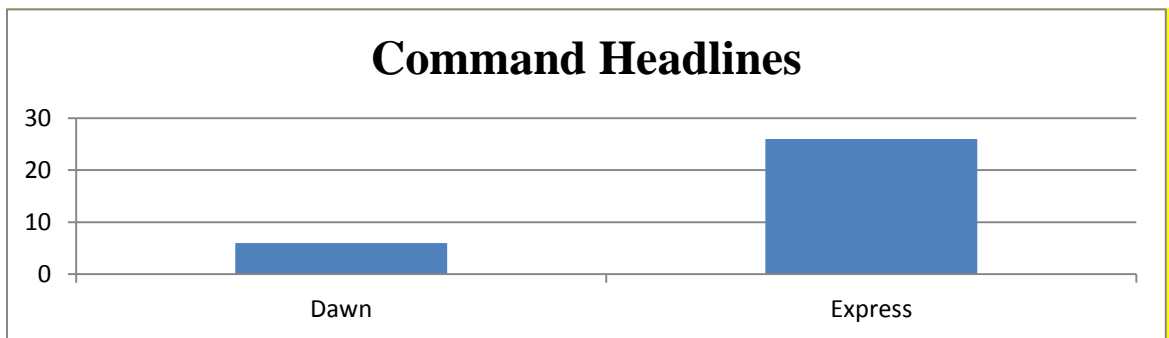
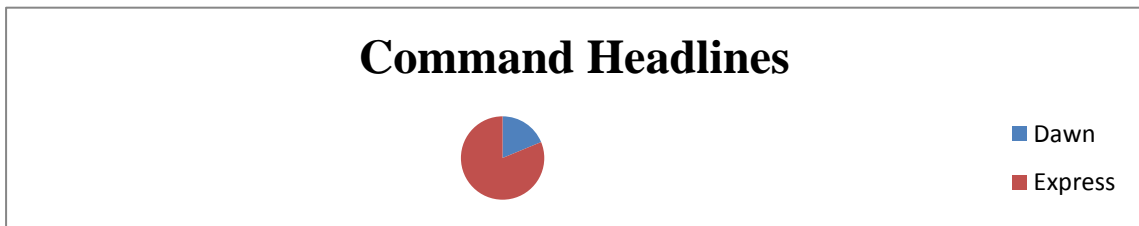
SC directs SBP to release funds for polls in Punjab, KP

President Alvi unilaterally announces April 9 as Punjab, KP election date

اگرچہ الیکشن کیلئے 14 مئی کو پہلے سے مہلے اسمبلیاں نوٹیف



Name of Newspaper	Command Headlines
Dawn (English)	6
%	10%
Express (Urdu)	26
%	44%



4.3 Pie Chart and Graph

Dijk (2003) is of the view that media discourses play an important role in keeping the target audience informed but media discourses are highly ideological and carry implicit and explicit ideologies. The category of headline that is under analysis is the command headline. This type of headline comprises discourses that are more imperative in nature such type of headline shows the authority of a particular media group behind the propagation of certain ideologies the headlines that fall in this category carry issues like petrol prices, holding of elections issues concerning

Pakistan Judiciary or supreme court and dealing with IMF for getting more and more funds moreover several linguistic moves have been used in the coinage of command headlines. These moves include the use of abbreviations such as HSD, KP, SD, etc. So they should go to the details that are deliberately kept hidden from the audience by using abbreviation techniques the other linguistic moves employed in the coinage of headlines include the use of infinitives. This is one of the prominent features of headline discourses Examples of such types of headlines are as under:

1. Govt. keeps petrol price unchanged slashes HSD by Rs.5 business
2. SC directs SBP to release funds for polls in Punjab KP

Another prominent feature that has been observed from the command headlines is the use of diagrammatically again this is done to save space on the front page and to keep the things deliberately hidden from the reader. One such example is

1. Elections in Punjab, KP to be held in 90 days, rules SC in a 3-2 verdict.

At the surface level, the information provided through the command headline is not clear. Again this is done to arouse the attention and curiosity of the reader that they should buy the newspaper and should read the details of the issues under discussion and this technique has also been employed in the coinage of command headline. The examples are as under:

1. Smuggled liquor seized

This technique is used through media discourse to make the information propagated by the headline more authentic and almost all the media groups most often imply the number game technique and another thing that is important to know from the command headline of the English newspaper is that unlike its counterpart this newspaper has more focused in highlighting international issues related to the price hiking, international market and dealing with IMF. It is because as mentioned earlier the readership of English newspapers is comparatively more educated as compared to the readership of Urdu newspapers. Hence their social interest varies from the English newspaper. It is obvious from the command headlines that most social issues related to socio-political and economic problems of Pakistan have been given coverage through the headlines of English newspapers. The frequency of occurrence of command headlines in Urdu newspapers is 23 and it is higher. The frequency which appeared in English newspapers is 10. This imperative and sensational language has been used in Urdu newspapers to keep the target audience because middle-class readers mostly like reading discourse which is based on sensational and these discourses are used to shape the mindset of the target audience and to make them behave in a certain manner on one hand information is provided to them and on the other hand indirectly their consent is warned and they are insidiously made to perform certain acts and the issues which have been addressed through the command headlines of Urdu newspaper again belong to socio-political situation of the Pakistani issues:

1- سپریم کورٹ آڈیو لیکس کمیشن کو لام سے روک دیا، 22 مئی کی کاروائی اور حکم نامہ معطل

2- سپریم کورٹ ریویو ایکٹ نافذ، سو موٹو کیسز میں اپیل کا حق ماضی سے اطلاق

Moreover, as mentioned earlier media discourses are controlled rather than hijacked by certain controlling ideological groups. Similarly, the representation of the

Pakistan army through the headlines of Urdu newspapers has been represented positively in such examples:

فوجی تنصیبات پر حملہ کرنے والوں کا آرمی سیکٹریٹ ایکٹ کے تحت ٹرائل کور کمانڈرز کانفرس 9 مئی کے تمام ذمہ داروں کو کٹہرے میں لائینگے۔ آرمی چیف

This is how by using authoritative language in the form of command headlines has attempted through the discourses of headlines of Urdu newspapers that the institution of Pakistan is fully aware and they are managing the situation accordingly either keeping the public calm or by punishing the criminal through severe punishment. It is important to know such authoritative language has been used so frequently in English newspapers because the readership is more educated perhaps they occupy more domains of power and such prevail age class cannot use such authoritative language.

4.4 Prominent features of headlines

1. Ungrammaticality
2. Use of infinite
3. Use of abbreviation
4. Use of capital letters
5. Word picture conjunction
6. Sensationalism
7. Use of imperative
8. Preposition

	DAWN (English)	Express (Urdu)
Number Game	11	17
Sensationalism	6	0
Capitalization	9	0
Abbreviation	20	8
Actor description	7	14
Preposition	37	0

This table clearly demonstrates the disparities between the discursive strategies used in the two newspaper headlines and their divergent approaches to using them, of Actor Description, Sensationalism, Number game, Capitalization, Preposition, and Abbreviation are vast. This table reproduces numerically the use of discursive techniques to validate qualitative findings and provide some bases for answering the question.

5. Findings and Conclusion

5.1 Research Findings

The present study deals with the propagation of different political ideologies discursively through the post titles of selected English and Urdu newspaper headlines. The research finds out that:

	DAWN (English)	Express (Urdu)
Number Game	11	17
Sensationalism	6	0
Capitalization	9	0
Abbreviation	20	8
Actor description	7	14
Preposition	37	0

Similarly, the prominent themes which have been located from the discourses of headlines of English newspaper include:

	Politics		Economic	Terrorism	Festival	Historical	Social issue	Army
Dawn	Local	International						
April	9	1	5	5	2	1	2	0
May	5	4	8	2	1	1	1	1
%	56%	20%	52%	40%	12%	8%	12%	4%

Likewise, the prominent themes which have been located from the discourses of headlines of Urdu newspaper includes:

	Politics			
Express	Local	International	Terrorism	Army
April	23	1		2
May	22	1	2	4

%	75%	3.3%	3.3%	10%
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It illustrates how English newspaper varies from Urdu newspapers. Similarly, in English, these categories of headlines are more in numbers sensational, social issues, historical and economic issues.

5.2 Conclusion and Recommendation

The research's conclusions demonstrate how important it is to employ discursive strategies while attempting to convey various ideas to the intended audience. Additionally, it becomes clear that these two distinct newspapers use various discursive strategies to spread desired beliefs among their intended readership. It has been revealed that various discursive techniques are used in order to influence that intended readership's beliefs. Future academics can examine how discursive tactics are used in the creation of media headlines and the representation of the same incident in both English and Urdu newspapers by using these newspapers as a sample.

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