SEQUESTERING AND RHETORIC: CDA ON NATURAL DISASTER IN PAKISTANIPRINT MEDIA DISCOURSE

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Abstract:

This research is focused to find out language repertoire in media discourse which is using discursive stance in press statements and print media forsequestering and rhetoric. It has been seen that manipulative stance has madevaguer therole of discourse and media even in the broadcasting of a natural disasters like snow fall of Muree and Guliyat. This natural disaster has directed the opportunity to politicians to adopt different techniques and strategies in their statements in order to achieve hidden motives like culmination, reputation and power. In this way internal ideologies have forced them to shape various discursive strategies to seduce, tempt and manipulate readers/public .So in Pakistani print media the discursive agenda in the pressstatements isvisible as Cook, G. (2001) has said that discourse is deceitful and agencies send their messages are encoded which can be decoded and interpreted with the help of Critical Discourse Analysis, so the present research will decode widely spread linguistic discoursed messages with this method in press statements. This research is delimited on print media taking the statements from The Express newspaper dated 9/01/2022. It is focusing on twelvestatementsand these are taken randomly from the first page which isdirecting its roots more narrowly focusing on natural disaster of snowfall in print media. This research stands under the umbrella of qualitative approach. Finally the basic stance of this research in critical discourse analysis is, to expand and promote the understanding of hiddenlanguage stance and ideologies because with the help of discourse politicians and media both are trying to achieve their motives through persuasive techniques with the help of collusive stance.

Key Words:

Language, Stance, Politicians, Ideology, Media, discourse.

Introduction:

In Critical Discourse Analysis, many important ideas are needed to be given significancebecause these ideas are insinuated by language structure, power abuse and discursive stance with the help of discourse and ideology is one among those notions. The discursive strategies mostly occur in the text and talk (Van Dijk, 2006, p.359).He further says that discursivitydoes not only revolve around the power but also highlights the power abuse which is known as domination. Furthermore language strengthens the use of discursive agenda in the stretches of discourse because persuasive entities suggest others to do the things and make believe which belongs to their special interest and goes against the communities. The discourse is a known as parallel study of language and context. Fairclough (2015) explains discourse "language as a form of social practice" (p. 55).Similarly, Gee J.P. (2011) says that all the process of language goes by the way of saying, doing and being (p.2). However the term "Discourse" has more than one definition because it is an umbrella discussion. Titcher (1998) goes further and defines discourse that it "integrates a whole pallet of meanings" (p.42). However, the meanings are originatedby the use of language. In addition to this Discourse Analysis can be explained as a survey of language in use which basically investigates linguistic systems above the sentence level (Brown & Yule, 1983). Primarily, Critical Discourse Analysis (CDA) was established in the significant work of Van Dijk (1993) who advocates that CDA is not only a complete model but also it unifies view points for doing the analysis of linguistics and semiotics. Furthermore he asserts that there is one component of the CDA which separates it from other form of discourse analysis, and it is proclaimed in its "critical" features. In this sense newspaper statements also stand under language domain and its foundations are associated with mass media. Thorson and Duffy (2011) have said that basic ideology of mass mediais standing on idea to sovereign over the unprivileged and it is known fact that powerful people try to exploit the desires and ideas of their

supporters/ readers by inciting their needs through attraction and giving them glimpses of their needs/desires fulfillment. But the main interest of the senders of statements lies in the persuasion and manipulation of their readers for the enactment of their ideology as Ileen E. Kelly (2005) has said "the industrial system has assumed sufficient size and power to render the consumer helpless in deciding what and how much is produced and purchased" Similarly nowadays, in Pakistani Print Media discursive stance for the language manipulation is visible due to the advancement in media between various political parties and it is moving ahead day by day , the aim of this study is to decode widely spread linguistic message in print media statements with the help of Critical Discourse Analysis in Pakistan and the reason behind this research is to develop understanding of CDA among the students and teachers. However the research area is delimited by viewing on only print media a and social media basic stance during snow fall natural disaster to expand and promote the role of teacher that he/she not only may enable him/herself to judge these language ideological agenda but also may teach to students. Finally this languageand discourse is analyzed by using Huckin, T. (2002) and Cristina-Maria (2013) approaches.

Literature Review:

- Gee, J.P (2014, p.35) says that it is now needed to study the discourses and describes it as "ways with words, deeds and interactions, thoughts and feelingsthat allow us to enact and recognize different socially situated identities."Yule, G. (1996, p.129) says that discourse analysis is "the study of language use with reference to the social and psychological factors that influence communication." and Wodak (1997) suggests that the explicit awareness of critical discourse analyst in the society is very important. CDA is a type of discourse analytical research which highlights the sources like social power abuse, dominance and inequality and how they are enacted, reproduced and resisted in the text and talk (Van Dijk, 2000) .In another place Hucken (1997) points out that CDA has sensation towards the context because it looks at the text with the reference to the social context where the text is produced.CDA highlights ethical questions and standpoints in the light of social and cultural issues like ideology ,gender, race and identity and how they are shown in the particular context. He further says that it is need to expose these dogmas and highlight them for the sake of justice. Critical Discourse Analysis has assured that it is neither neutral nor unbiased so it must be studied in political and social historical context (Celece –Murcia and Olshtain, 2000). Media discourse is multidisciplinary which covers the terms of ethnography of communication, conversational analysis, cultural studies, critical discourse analysis and so on. The political representations of various parties or political institutions always try to maintain power, show identities and produce social relations by consuming ideologies in the discursive practices. The researches carried out in all around the world accredit its importance and promote these ideas and different types of political discourse are attracting scholars for investigating it as it is said that "The multidimensionality of political discourse has attracted a great deal of attention from discourse analysts" (Bhatia, 2006, p. 173). Media replaces all older resources of knowledge and information and understanding of world (AsmaIqbal, 2014, p. 1). Nasir (2013) says that "Khan's rhetoric falls within Islamist and post-Islamist thought". In this sense Niaz, Alvi and Baseer (2012, p.139) highlight that linguistics choices are helpful in the indications of meanings. Van Dijk (2000, p. 6) defines ideology that it is done something with the system of ideas e.g. social, political, and religious which are enacted and shared by any social groups or political party.

Research Questions:

1-Is there any discursive agenda in language for hidden motives in the Pakistani Express Newspapersstatements?

2- Is Media showing collusive stance for the achievement of hidden motives and if yes then why?

Scope/Significance of the Study:

This study is paramount and very important because it is an attempt to reveal the discursive and persuasive strategies adopted by spokesmen and representatives for their underlying stance in Print Media in order to seduce the public of Pakistan at one end and on the other hand to increase the possibility of highlighting their own ideologies.. Therefore it will give new dimensions to the linguists in understanding the real stance of media and collusive policy of politicians which is hidden under discursive ideology and power. The study will try its best to determine the principles of CDA for the sake of manipulation and discursive approaches which are useful for the achievement of politicians' goals.

Statement of the Problem:

After the detailed scrutiny of the concerned literature researcheris able to draw the conclusion that it is the right and specific time to highlight the hidden ideologies manipulated in language and wrapped in the persuasive techniques for the hidden motives of politicians with the help of CDA because nowadays politicians are using all the fair and unfair means to attract their supporters for their parties support because politicians real and personal benefits are hidden behind this stance. Similarly, in the discourse of snow fall episode which has happened in Muree and Guliyat, politicians have used discursive ideologies and positive us and negative them which is needed to probe with the help of critical discourse analysis.

Objectives of the Study:

The aim of the study is to attempt rhetoric agenda of Pakistani politicians in sequestering the victims at one end and promoting their ideology at the other end in press statements at the time of snow fall natural disaster in Mureeto ponder upon the basic mechanism of manipulations in press statements which has adopted by the politicians in their agenda. Besides, the study evaluates persuasive strategies employed by the politicians in Pakistan for their reputation. This research is trying to evaluate the collusive stance of politicians and print media. Finally the researchers strive to find out the intended ideologies of politicians wrapped in the persuasive strategies. So in present study, it will be seen the sequestering of victims and rhetoric of politicians in critical discourse analysis view points.

Sample of the Study:

Seventy five yearsare going to pass after the independence in Pakistan but in our country, the roots of democracy are not solid as compared to neighboring countries as well as at international level. However in the previous decade, democratic governments' have completed their tenure twiceandthese completed tenures are endeavors towards solid democracy.However politicians are using fake ideological motives for hidden stance. The sample of the study consists of twelve statements. These statements are taken from Express newspapers in the month of January 2022 day of nine after the natural disaster of snowfall in Muree and Guliyat. The statements are selected from first page of Islamabad newspapers which are related to the snow fall episode and in this way our sample technique is non-probability purposive sample technique.

Research Methodology:

The data in this research is taken from The Express newspapers in the shape of statements on 09/01/2022 for analysis. Total twelvestatements are randomly selected from front page of

newspapers. Two CDA model Huckin, T. (1997) and Maria, C. (2013) are applied at the research data. Initially, CDA model of Huckin, T. (1997) is applied and then Maria, C. (2013) points are discussed .Finally conclusion is drawn in the light of discussion according to both theories standing under the umbrella of qualitative paradigms.

Data Analysis:

It is confessed by the Hucken, T. (1997) that there is not any specific approach for text analysis in critical domain although he emphasizes that one should be determined to be worthwhile in his job. He says that text should be read as common reader for doing analysis and it is the way of studying text uncritically after that, re-examined the text with a critical methodology at various level to conclude it as whole, then view at the level of sentence and finally at phrasal and word level. Similarly Cristina-Maria (2013) has introduced ten points for critical discourse analysis which are linked to give an expert claim for critical inquiry. These two approaches are amalgamated for the purpose of this research for the maintenance of triangulation in order to avoid biasness. Moreover, it will also provide the better opportunity for analysis and findings.

1. The Text as a Whole:

a. Genre:

Cook G. (2001) explains that genre is a class of communicative events which shares some sets of principles for communicative purposes. Richard and Schmidt (2002) describe genre as a shape of discourse with exceptional and peculiar actions of communications, which has a typical and identifiable rules and arrangements. Paltridge, B.(2006) says it is a type of text and he further clarifies that critical discourse analysis starts with the indication that what type of genre is there in the specific text .Then it examines that how norms of the genre have been applied by the writer to leave effects on the readers. Hucken, T. (1997) propagates further that knowledge of the genre also helps to understand the researchers what has been excluded and included in the text. He also elucidates that it explains the purpose of omission and addition of the text.But how is particular text associated with particular genre various factors are discussed by Paltridge, B. (2006) and these are very useful for the decision. He says that author of the text; situation, purpose and audience are helpful in this sense. In the light of above mentioned factors the genre of this text selected in this research is named as "news reports" broadcasted by print media where the event of natural disaster i.e. snow fall of Muree and andGuliyat is broadcasted. All the spokesmen are missing impartiality which media claims initially in the agenda of fair-mindedness.Similarly in news reports bias is present and objectivity is missing. Pakistan politicians are dependent on the agenda of partiality in print mediadiscourse in order to promote their politics. However, by reading the selected text, it can be noticed that there are the glimpses of "loaded words" to slant the reports towards specific ideologies. Language used in the selected text is prejudiced and it is describing subjectivity. Simultaneously, politicians are trying to be unique by creating a sympathetic situation for the victims of natural disaster in their statements because their determinism in their rhetoric approach is prominent instead of their sequestered and tragic situation.

SHARE

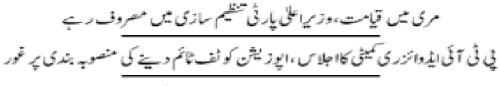شہریوں کی اموات نظامی ناہلی مجرمانہ غفلت ذمہ داروں کو برخاست کیا جائے

- Authors are politicians.
- Situation is high political competition.
- Purpose is political promotion for political motives
- Audiences/Readers are Pakistani Public
- Publisher is Express newspapers andPrint Media.

b. Framing:

According to Huckin, T. (1997) back grounding, framing and fore grounding are very narrowly associated with each other. They also relate to the viewpoints that how the writer wants to display various parts of text and what kind of opinion are signified and minimized in the piece of writings. Fairclough, N. (1995) elucidates that framing is the way towards intentional manipulation for ideological purposes. In the statements of newspapers in the Express renowned personalities are framed for the politics publicity and they are using the episode of natural disaster of snowfall in Muree and Guliyat.Secondly important personalities are condoling for proving the political sympathy and senders of statements are trying to convince consumers /viewers towards their party support by exemplifying this agenda.In this sense Bilawal Bhutto Zardari, Imran Khan, and Mian Nawaz Shareefare enough examples for the hood wink of the readers/viewers. There are many attractive and seducing statements which are also tempting the readers towards certain political parties and sympathetic attitudes are displayed in artistic manners by giving personal political ideologies in the background. The contents of language are framed in formal, condoling and sympathetic tone. The foregrounded information of Pakistan Tahreek-e- Insaf government are giving the glimpses of vigilant administrative policies in this natural disaster whereas opposition leaders are blaming that government is responsible for this tragic episode which is giving the ugly and obnoxious administrative picture.They are doing so that its visibility may incite the need to their ideology. In statements, it is tried to abuse the social power for the sake of political promotion also.

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مری میں امدادی ٹیموں کو کارروائیاں تیز کرنے کا حکم ہزار اسلام آباد پہنچ گئے

ڈی ٹی ایسی کو اپوزیشن لیڈر زخمی بہلت

مری میں قیامت، وزیر اعلیٰ پارٹی تنظیم سازی میں مصروف رہے

پی ٹی آئی ایڈوائزری کمیٹی کا اجلاس، ایوزیشن کو نوٹ ٹائم دینے کی منصوبہ بندی پر غور

EXPRESS NEWS   THE EXPRESS TRIBUNE   URDU E-PAPER   ENGLISH E-PAPER   WATCH EXPRESS NEWS LIVE

SHARE

سانحہ مری وزیر اعظم کا نوٹس، تحقیقات حکم المناک اموات پر پہنچ چکا لگا کا - عمران خان

غیر معمولی برفباری اور بغیر موسم دیکھے عوام کی بڑی تعداد میں آمد کے باعث ضلعی انتظامیہ تیار نہیں تھی، ٹویٹ،

روزنامہ ایکسپریس

EXPRESS NEWS   THE EXPRESS TRIBUNE   URDU E-PAPER   ENGLISH E-PAPER   WATCH EXPRESS NEWS LIVE

SHARE

انتظامیہ کی بلد انتظامی شہریوں کی لاپرواہی سانحہ مری کا سبب بنی

محکمہ موسمیات نے 31 دسمبر اور 5 جنوری کو شدید بارشوں، ندی نالوں میں طغیانی، لینڈ سلائیڈ تنگ کا الرٹ جاری کیا تھا

بڑی تعداد میں شہریوں کو روکا جاتا، رابطہ سڑکوں پر ہیوی مشینری و علمہ تعینات کیا جاتا تو یہ دلخراش واقعہ پیش نہ آتا

By framing the news reports and statements many realities of this tragic episode are omitted in the statements and deaths are not mentioned in any spokesman report which is also indicating that government and opposition might be working on the collusive stance by sequestering the victims.

Presupposition:

Hucken, T. (2002,) has said that presupposition is a linguistic device which is used at phrase and words level for the manipulation of readers. Yule, G. (1996) defines it "something the speaker assumes to be the case prior to making an utterance" (p, 25) and Hucken,T.(1997) defines presupposition that it is the use of language in such artistic manners to complete the positive ideas and it occurs at the sentence level. Presupposition is used by the authors to dominate the audience for the sake of manipulation. Similarly presuppositions are used in discourse in the

shape of phrases for convincing the readers/audiences/ towards certain party agenda and few good illustrations are as under.

انتظامیہ کی بد انتظامی شہریوں کی لاپرواہی سانحہ مری کا سبب جبنی

In the above given statement it is presupposed that administration is poor/ irresponsible and the citizens are harebrained which is directly manipulating the readers towards the poor administration and harebrained instead of severe occurrences of Muree and Guliyat. The news reports like above mentioned instanceare presupposed about the schema of the episode. Nonetheless almost in all the statements' producers presuppose that readers/audiences have completed knowledge of Muree and Guliyat episodeand given essential information and illustrations will likely bring about their agenda to light. Furthermore,Hucken (1997) clarifies that presupposition is infamously manipulative because it is difficult to challenge it.

2. Sentence by Sentence Analysis:

a. Agency:

It is an entity that is used to perform an action. Hucken, T. (2002) says that agency is known as more powerful than other entities in the text. `Similarly in the selected statements the agencies are so powerful that discourse producers can easily manipulate the readers with the help of these linguistic strategies. In all the selected advertisements there is a use of very strong and powerful agency by the sender e.g. The Express newspapers. Van Dijk (2006, p.362) says that social actors (agents) are needed to fulfill personal and social requirements in order to exercise social control over the others which make them able to coerce over the others. In the same way in all the selected statements, agents are trying to gain social control over the public in Pakistan with the help of social episodic scenario. Huckin (1997) elucidates that the passive role of agency is portrayed towards passive actions and manipulation.

ہوٹل خوراک ٹرانسپورٹ کی عدم دستیابی مری کی برفباری سیاحوں کیلئے ڈراونا خواب بن گئی

c. Topicalization:

The position of the sentence element at the start of the sentence which makes its own eminence is known as topicalization (Huckin, 2002, p.8). Topicalization in English has also received attention in pragmatic literature. In the selected data, almost in all the statements topicalization is so highlighted that the remarks of the producer and sender of discourse look real and original.So in the statements it is tried by the politicians to persuade and manipulate the readers /viewers by using this linguistics device. For example, in the given statements the topicalization is like Mureeand all the country are so powerful that these are capable to influence the readers' temperament.

مری میں افسوس ناک سانحہ پر پورا ملک سوگوار ہے : بلاول

Points introduced by Cristina-Maria (2013) for critical discourse analysis:
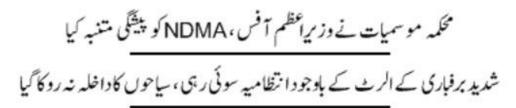**Insinuations:**

Huckin (1997) points out that, insinuations are the remarks which are cleverly indicative. He further propagates that insinuations have double meanings and these elements can be very powerful in any type of discourse. Hodge and Kress (1998) have called the insinuations as an ideological complexity. Similarly in the following statements the insinuative signs are decorated for the sake of manipulation. The statement given following from selected discourse is insinuating actual agenda of administration irresponsibility whereas foregrounded information is describing the dishonesty and monopoly of owners of hotel in Muree which is another glimpse towards manipulation.

ہوٹل مالکان کمرے کا 20 سے 50 ہزار مانگتے رہے، انتظامیہ نظر نہیں آئی، سیاح

Circumlocution:

According to the sample and title of the study, there is a likely an argument that politicians are using circumlocutions as tool to attract the voters for their party support and vote banking.The politicians show positive face for own self (us) and negative face for others (them) for the satisfaction of public and achievements of political agenda. Obeng (1997) has said that politicians are adept to avoid the realities and can cover the face. In addition to this, Van Dijk (2000) propagates that politicians can make relevant additions for their own political motives. They do not only present their own group beneficiary details in order to show their progress but also provide the negative views about their opponents.For Example.

محکمہ موسمیات نے وزیراعظم آفس، NDMA کو پیشگی متنبہ کیا

شدید برفباری کے الرٹ کے باوجود انتظامیہ سوئی رہی، سیاحوں کا داخلہ نہ روکا گیا

Associations:

Cristina-Maria (2013) has said that association is a very powerful technique for persuasion which can be employed indiscourse. In the selectedstatements; the politicians are showing narrow associations with their ideologies. In addition to this she informs that politicians try to produce such remarks with association which has already liked by the discourse readers or it is their core need such as education, health and purified water and in this sense they create very powerful strength of emotional blackmailing. They include many types of techniques in associations like images of renowned people, nostalgia, fuzzy claim and promise for their readers /viewers attraction to present the discourse for their own benefits. They do not only insinuate the public with these techniques of associations but also induce among them the feelings of comfort, joy and pleasures. In the associations ,politicians use such emotionally loaded expression that viewers/ readers cannot understand their cleverness.

سانحہ مری: اعلیٰ سطحی تحقیقات کی جائیں: شجاعت، پرویز الٰہی

In the above given example ChaudryShaujat is trying to maintain his association with the victims of episode simultaneously he is trying to enhance his party ideology for hidden benefits.

Exaggeration:

According to Thorson and Duffy (2001) exaggeration is a kind of puffery which is used as a "harmless superlatives". Both authors point out that the basic aim of the puffery is to induce the audiences' emotion instead of reason. It is also a kind of association with the promotion of false promises. مری میں قیمتی جانوں کے ضیاع پردل بہت غمگین: نواز شریف The best example in this sense is seen in previous given statement.Basically it is association with public in exaggerated form that entity of following statement is blaming to government that NawazShareef and his government will stand in the suffering of commonpeople as it has happened in Muree.

Explicit Claims:

Cristina-Maria (2013) says that the argument clearly stated or demonstrated is known as explicit claim. So in the selected statements there are many glimpses of explicit claims that various leaders are ready for condolence of victims. Similarly, in the other statements, there are explicit claims like following example which are highlighting the ideologies explicitly. The sender of the statement is directly and explicitly claiming that this snow fall natural disaster episode has happened due to poor administration and irresponsibility of citizens. .

انتظامیہ کی جُبدانتظامی، شہریوں کی لاپرواہی سانحہ مری کا سبب جبنی

Context and Reference:

According to the selected discourse and viewing the stance, it can be argued that political tussle and polarization may be singled as in-groups (positive us) and out-groups (negative them) becauseroles such as agency, identity and self-references are indicated by pronouns in politics (Van Dijk2000). Similarly in the selected discourse pronouns are applied by using techniques meticulously to deliver the core issue e.g . انتظامیہ کی بدانتظامی، شہریوں کی لاپرواہی The core issue of the discourse is internal bias which is being enjoyed with the help of natural disaster. There is a great uncertainty in the selected discourse and all parties are working at the political agenda for their own ideology by sequestering the victims of natural disaster and finally they are struggling to produce, attain, retain and sustain power through thisagony to promoteideology.

Conclusion and Findings:

The selected statementsfromThe Expressnewspapers are analyzed using two different models of the CDA for the better analysis and results. Finally by summing up the discussion after the analysis of political statements from resources, it can be argued that newspapers are working on discursive agenda for the hidden motives of politicians and they are dependent on the manipulative stance of language. It also can be argued that language manipulation is evident and central to political discourse in Pakistan there is very high passionate and enthusiastic discursive approach which is being used by all political parties. Moreover in Pakistan Political Systems is well aware about this persuasive technique almost and all parties are using this agenda to achieve their own ideology. The belligerent and hyperbolic uses of linguistic devices are facilitating the

politicians for making claims to convince the readers and win their hearts. At the end, it is concluded that language and politics work parallel and stand side by side. By understanding one, second can be understood by the readers because they survive in each other.Secondly, politicians and media are striving on the collusive stance and it is viewed thatnews reports do not mirror the situation and circumstance but propagate power and ideology. The selected news statements are just rhetoric .The words and language is used for their own standing and they are sequestering the episode. So it looks likely that politicians and language phenomenon are inseparable and these two exist in each other.

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