



A CORPUS-BASED COMPARATIVE ANALYSIS OF ASSERTIVE STRATEGIES IN PAKISTANI DEMOCRATIC AND DICTATORIAL SPEECHES

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Abstract:

The present study explores the assertive strategies in Pakistani democratic and dictatorial speeches delivered by Pervez Musharraf and Benazir Bhutto during 1999-2007 in Pakistan and abroad. Fairclough's model of Critical Discourse Analysis has been used to trace formal properties of basic assertive statements and relationship between speech text and socio-political context. To meet the objectives of the study, sixteen speeches of Pervez Musharraf with 29744 word tokens and twelve speeches of Benazir Bhutto with 29177 word tokens have been selected following convenient sampling technique. Assertive features including clusters, modality, boosters in assertiveness and key words have been delimited to probe repeated assertiveness in the speeches corpora of both politicians. Quantitative data have been extracted from AntConc (3.2.1). This study reveals that both democratic and dictatorial leaders have used various assertive strategies to present some view, belief and stance. With the corpus analysis, it is found that dictatorial speeches are abounded in multiple assertive strategies of identity, ideology and power whereas the democratic assertiveness comprise solidarity, generalization, and rights. Democratic assertiveness tends to convey assimilative approach whereas dictatorial assertions are self-restricted and subject to unshared power.

Key Words: Aut democratic and dictatorial speeches, critical discourse analysis, linguistic features socio-political context, key words, clusters.

1. Introduction

The world politics is tied with forceful linguistic expressions. The relationship between language and power is unbreakable and as a unit they are pervasive and mobilize public opinion. Language of politicians is a mirror of their beliefs and future course of action. They communicate with powerful assertion to publicize their political views. The same assertiveness make them charismatic and how it is constituted, how frequently the constituents occur, what linguistic choices provide it with underpinning and as a cluster what characteristics they do have are the core objectives of the present study.

Assertiveness emerges in a certain claiming situation as Ames (2009) opines that assertiveness is a description of how a person responds in a certain situation. This situation is either defensive or in conflict with others' positions or interests. Democratic and dictatorial leaders have to face some crucial moments which force them to defend their position with undoubting assertive strategies. Their assertiveness empowers them to reshape public opinion. In all modes of governments, leaders have to stand up to protect their positions as politics is an embodiment of criticism. Their language is replete with marked features of lexicons, phrases and structures. As Lange and Jakubowski (1976) state that assertiveness is perceived to be standing up for one's



personal rights and communicating thoughts, feelings, and beliefs in a sincere, straightforward, and appropriate manner without violating others' rights.

Assertiveness adopts two standings: defensive which is tender and explanatory whereas opposing entails domination, power and control. Anderson and Martin (1995) claims that assertive personalities do exhibit affection, inclusion, and pleasure motives. But aggressive personalities tend to have high control motives, force to dominate, control, defeat, or damage another's self-concept. The latter aggressive and high assertive behaviour is seen in dictatorial mode of government. The former assertiveness is seen in the speeches of democratic leaders.

Pfafman (2017) also takes assertiveness in two angles which encompass both positive and negative expressions. According to her, assertiveness involves communicating ideas, feelings, and boundaries while respecting other's rights. It looks at the after effect of the expressions. Moreover, she states that assertiveness includes both positive and negative expressions and seeks to achieve personal goals.

In democratic government, leaders are inclusive as they believe in dispersion of rights. They assert some facts and invite other members of the team to contribute the decision-making process. Their linguistic choices are accommodating though choices are assertive. They are conscious of using words and structures as are the judged sharply by the critics and public. Contrary to democratic leaders, dictators and autocrats are exclusive and tend to concentration of rights in exclusive possession. They are sole rulers and are least bothered about the contribution of other members in the decision-making process. This realization can be seen in the use of their language.

Exploring this difference of assertiveness between democratic and dictatorial leaders is the prime concern of the present study. The corpora of sixteen speeches (1999-2007) of General Pervez Musharraf, a Pakistani politician and a retired four-star army general who was the tenth President of Pakistan from 2001 to 2008, have been developed. He staged a coup in 1999 which allowed him to take-over Pakistan (Wilson, 2007). On the other hand, the corpora of twelve speeches of Benazir Bhutto, delivered between the same era from 1999 to 2007, have been developed. Benazir Bhutto was a Pakistani politician who served as Prime Minister of Pakistan from 1988 to 1990 and again from 1993 to 1996. In 1998, she went into self-exile in Dubai and returned to Pakistan in 2007 to compete in the 2008 elections. She was assassinated in 2007 (Bhatia, 2008).

The advent of corpus linguistics has revolutionized the empirical analytical process of languages. Various institutions, research centres and universities have started developing corpora of different genres. Some of them are easily online accessible. The researchers can capture the linguistic features of some genre by using the corpora and prescribed softwares. The use of technology in linguistics has reduced human efforts. Speaking on the use of computer for linguistic analysis, Widdowson (2004) states that over the past twenty years there has been an outstanding development in linguistic description by dint of computers to collect and analyze vast corpora of actually occurring language data of natural languages. This development has produced abundance of dictionaries and grammatical descriptions which are corpus-based and highlight the patterns of the contemporary usage of English. In the modern age, compiled corpora are being used to examine a variety of text types, ranging from everyday conversation and newspaper reports to academic writing.



The previous studies focus on the linguistic choices of Pervez Musharraf and Benazir Bhutto. Little has been done on comparative corpus-based studies of democratic and dictatorial assertive strategies. The features of clusters, modality, boosters in assertiveness and key words have never been highlighted in the previous related studies. The aim of the present study is to fill in the research gap left over by the previous studies.

The researcher has addressed the following questions in the present study:

- (1) What lexicons are characteristic of Pakistani democratic and dictatorial speeches?
- (2) How do clusters differentiate Pakistani democratic and dictatorial speeches?
- (3) What textual meanings do those patterns suggest?

2. Theoretical Underpinnings

This section of the article is based on concepts and things to be measured in the study. For magnifying assertive patterns, the linguistics features and choices of selected dictatorial and democratic leaders have been captured and highlighted with the framework of Critical Discourse Analysis. Political Discourse Analysis is regarded to be an offshoot of Critical Discourse Analysis.

The word 'discourse' has been analyzed with various interpretations. 'Discourse' mirrors the realities of the world and is all about world practices. It is representing, signifying, constituting and constructing practice in the world of reality. It provides firm footing to contextual base. It brings forth meaningful occurrences. Fairclough (1992) states that 'discourse' as a countable noun (one that permits pluralization) denoting a practice not just of representing the world, but of signifying the world, constituting and constructing the world in meaning. Cook (1990) explains that novels as well as short conversations or groans might be equally rightfully named 'discourses'.

In discourse, there are certain identities which represent subjects and become their hallmark. Politics is power, rule and ideology. Both discourses of democracy and dictatorship differ to each other and represent separate identities. The study of identities and their representation has long roots in the tradition of discourse analysis (Jokinen et al. 2002). Democracy stands for individuals agreeing on a way of power, rule and ideology. Contrary to it, dictatorship is an individual rule not caring constitution thus it has assertive concepts of power, rule and ideology. The purpose of the present study is to compare the linguistic features and choices of both discourses.

Critical Linguistics, emerged in the late 1970s, believes that there is a deep-rooted relationship between linguistic structure and social structure. It asserts that societal relationships strongly influence and modify the linguistic patterns of an individual. There have always been social meanings in human language and these meanings are traced through lexical and syntactic structures of a language user. Later on, this stance is adopted as the central point of analysis in the study of Critical Discourse Analysis.

With the great contribution of Norman Fairclough and other pioneers, CDA came into existence and became pervasive in literary, political and many other fields. The word 'critical' in the term 'Critical Discourse Analysis' refers to viewing critically the underlying ideologies and uneven social power. It is used to establish relationship among language, ideology and identity.

Fairclough (1989:26) describes the following three levels of analytical approach of Critical Discourse Analysis:

- **Description:** It is the level or stage which deals with text i.e. its formal properties.
- **Interpretation:** This stage is concerned with the relation of text with social practice i.e. text is seen as a process of production, and as a source in the process of interpretation.
- **Explanation:** Explanation is concerned with the relationship between interaction and social context i.e. it determines the processes of production and interpretation, and their social effects.

In this study, the above Fairclough's model has been adopted for the analysis of linguistic features of assertiveness in speeches by democratic and dictatorial leaders.

3. A Brief Review of Previous Related Studies

This section deals with the previous related studies and research gap which is intended to be filled in. The study has been benefited with the procedures and findings of the related studies.

The study of Khan and Malik (2016) highlights the usage of personal pronouns for rationalizing acts as inoffensive and pleasant ones in the political autobiography of General Pervez Musharraf. Pronouns have played significant role in the agency on dire issues like Kargil war, showing or obscuring involvement and responsibility in various issues, creating intimacy, familiarity, and the sense of inclusion or collectivity with readers. The use of pronouns also provides an opportunity for the author to paint his positive picture. Corpus has not been used in the mentioned study and is based on framework of CDA.

Shazia (2017) investigates discursive strategies in an interview of Pervez Musharraf in which he has profoundly expressed his ideologies. The study explores that discourse of the politicians is also made effective with other strategies of discourse like choosing, leaving, moulding and highlighting certain topics and expressions besides linguistic choices. She asserts that the link between the linguistics and discursive strategies is strong and compulsory. Musharraf tries to depict himself as a credible person and a fair politician and for this purpose he exploits his linguistic choices and discursive strategies. Without corpus data, descriptive analysis has been rendered to highlight these features.

Naz, Alvi and Baseer (2012) investigate the art of linguistic spin in one of Benazir Bhutto's political speeches. By using Hallidial transitivity model, her use of linguistic form and function and language manipulation has been explained in the study. Various processes and techniques have been pointed out as relational and behavioral processes, the usage of spatial and temporal circumstances and circumstances of manner give weight and objectivity to her arguments. This is the study of only one speech without corpus analysis.

Ahmed (2015) brings under analysis the play of various persuasive strategies of Benazir Bhutto by evaluating: how the political discourse exercises language to its specific ends, and how an individually power-plugged language attempts to manage representing general public.

Gocheo (2012) investigates the role of pronouns in the political ads during political campaigns. He opines that pronouns, as strong linguistic features, contain the power of persuasion. He mainly focuses the use of first persons of personal pronouns in singular and plural forms and highlights their inclusive and exclusive nature in communicating some covert idea. In political discourse the use of 'I-statements' are very common and project power, self-assertion and domination. In the present study, the 'I-statements' have been brought under analysis to compare its happening in both democratic and dictatorial speeches.



Leeuwen (2008) examines the speeches of some renowned politicians and points out the style and expression as important constituents of such discourses. The researcher opines that the same words with different styles can make a lasting and effective impression and assertiveness on the minds of the audience and they play vital role in winning public opinion.

Hakansson (2012) investigates all types of personal pronouns like I, we, you, he, she and they in a comparative study of the political discourse of two presidents of America, President Bush and President Obama. She concludes that both these political figures have the same motives while exploiting pronominal choices for assertiveness. They share and obscure responsibility with the use of pronouns to create an effect of exclusion. Both use pronouns either for foregrounding or creating ambiguity in presented ideas for the purpose of exclusion.

A corpus-based comparative analysis of assertive strategies in Pakistani democratic and dictatorial speeches might be a good initiative and trigger to other studies. The previous studies have not incorporated corpus-based analysis. In the present study, the analysis of clusters, modality, boosters in assertiveness and key words has been presented to understand the linguistic choices and clusters for projecting assertiveness and political ideologies. These linguistic features have never been touched upon previously in the study of Pakistani dictatorial and democratic speeches. The quantitative and qualitative analysis of data has been used to create pictorial representations of democratic and dictatorial speeches.

4. Methodology

Selected dictatorial and democratic speeches have been analyzed in the framework of Fairclough's modal of Critical Discourse Analysis. Sixteen speeches of Pervez Musharraf with 29744 word tokens and twelve speeches of Benazir Bhutto with 29177 word tokens, during the period of 1999 to 2007, have been selected following convenient sampling technique. Some assertive strategies including clusters, modality, boosters in assertiveness and keyness of lexical items from Antconc (3.2.1) software have been delimited to probe repeated assertiveness in the speeches corpora of both politicians. The qualitative and quantitative analysis of data has helped create vivid description of democratic and dictatorial speeches.

5. Data Analysis and Interpretation

This section presents data and its interpretation in the framework of Fairclough's modal of CDA. The researcher has collected some linguistic assertive strategies including keyness of lexical items, modality, boosters in assertiveness and clusters. These clusters contain *I-statements*, *we-statements*, *it-statements* and *there-statements*. In the following discussion each selected strategies have been elaborated with corpus-driven data out of selected speeches of Pervez Musharraf and Benazir Bhutto delivered during 1999-2007.

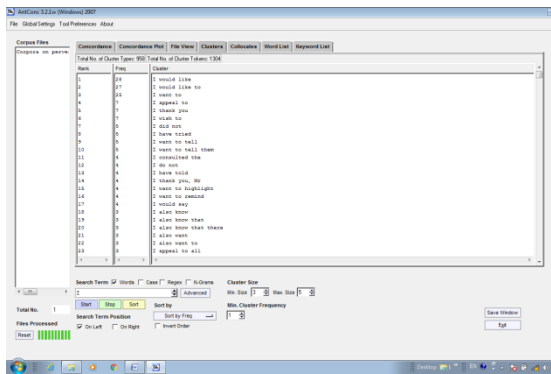
5.1 Clusters

Clusters are phrasal constructions which are combinations of lexis and grammar. Scott (1999) defines cluster as a persistent string of word forms, e.g. "you do not" and "I am sure that." Stubb (2001) asserts that clusters play an important role in creating textual meanings as they display lexical and grammatical relations. In the present study, the clusters with *I-statement*, *we-statement*, *it-statement* and *there-statement* highlight the repeated assertions by both dictatorial and democratic leaders. These constructions contribute a lot for unpacking

assertiveness of ideology and power in political speeches. The optimal length from three to five word clusters has generated a detailed underpinning for concordance analysis.

5.1.1 I-Statement Clusters

In this section, the cluster of ‘I-statement’ is discussed in the speeches of Pervez Musharraf and



Benazir Bhutto. These clusters are processed on AntConc 3.2.1 fixing the word span option ranging from three to five. First six clusters have been selected from the output from AntConc. The screen shoot (figure 1) of the data from Musharraf’s speeches is given below:

‘I-statement’ is regarded to be one of the assertive strategies in both dictatorial and democratic speeches. In the 1960s, Thomas Gordon presented the notion of ‘I statement’. Gordon (1997) states that an I-message or I-statement is an assertion

about the feelings, beliefs, values etc. of the person speaking, generally expressed as a sentence beginning with the word "I". These sentences state how the speaker sees things and how he would like things to be, without using inflaming language. They indicate personal responsibility and deep concern about some phenomenon. In the following table 1, the comparative frequencies of I-statement clusters are given which follows analysis.

Pervez Musharraf	Frequency	BenazirBhutto	Frequency
I would like	28	I do not	9
I would like to	27	I was the	7
I want to	25	I intend to	6
I appeal to	7	I believe that	5
I wish to	7	I have come	5
I thank you	7	I plan to return	4
Total	101	Total	36

Table.1 I- Statement Clusters (Three to Five Words)

So far as formal properties of I-statement are concerned, most of these clusters are in present tense which shows universality, habits, unchanging situations, general truths, and fixed arrangements. The use of modality is also visible in Musharraf’s speeches which are used to perform many functions as likelihood, ability, permission, invitation and obligation. It is noticed that I-statements draw the listeners’ or readers’ attention. In challenging situations, I-statements are used in our society. The comparative analysis shows that Musharraf’s speeches contain more assertiveness than that of Benazir. From the first six I-statement clusters collected from Musharraf the frequency is calculated as much as one hundred and one whereas from Benazir’s assertion is equal to thirty-six. This huge difference of sixty-five frequencies communicates the underlying mechanism of I-statements in both mode of rule. In dictatorial talk, the element of power and domination is prominently visible. The frequency of ‘I’ in the speeches of Musharraf is 437 and in the speeches of Benazir is 356 which strikes a huge difference. The sole ruler, in dictatorship, propagates policies solely taking them on his own shoulder snubbing the opposing

voices using I-statements. The avoidance of I-statements in democracy is attributed to politeness objectivity and solidarity.

In the analysis of I-statements, there have been traced some shared and frequent syntactic structures in dictatorial and democratic speeches. These structures help the readers capture underlying mechanism and driving force of these statements of assertiveness. The following word order of the above mentioned assertiveness has been collected from Pervez Musharraf speeches:

- i. I+modal auxiliary+1st form of verb+infinitive+ noun phrase/relative clause
- ii. I+1st form of verb+ infinitive/ prepositional phrase .../ relative clause
- iii. I+1st form of verb+object

Most of the structures contain embedded clauses and meanings are extended by incorporating multiple strategies of assertiveness. The third structure comprises simple sentences and complexity of structure is avoided. The frequent clusters in Musharraf's speeches are void of *be* form.

In the following clusters, underlying structures from Benazir's speeches have been traced. The following examples are the reflective of her assertive I-statements:

- I. I+do not+1st form of verb+object
- II. I+do not+1st form of verb+adverbial clause/relative clause
- III. I+be form+ noun phrase with pre or post modifiers+infinitive
- IV. I+be form+adjective+ relative clause
- V. I+1st form of verb+ infinitive.../relative clause
- VI. I+have+past participle+prepositional phrase/infinitive

The most frequent clusters comprise of negative sentences and their structures constitute complex construction. The use of *be form* is one of the frequent strategies of her assertiveness in speeches. There is less use of simple sentences in her speeches.

5.1.2 We-Statement Clusters

Dictators and autocrats know the tactics of the use of language publically. They use *we*-statements with the projection of 'I' as a covert conversational strategy. Exhibiting inclusiveness, they have exclusiveness as underlying driving force. *We*-statements are regarded to be another assertive conversational strategy in democratic and dictatorial speeches. From the output given by AntConc (3.2.1), out of first eight entries, six clusters have been given in the following table 2. In the following cluster table 2, comparative frequencies are given which follow analysis.

Pervez Musharraf	Frequency	Benazir Bhutto	Frequency
We/we have to	29	We have a	4
We want to	6	We can do	3
We make the	5	We should band together	3
We need to	5	We all love	2
We are trying	4	We appointed women	2
We do not	4	We appointed women judges	2
Total	53	Total	16

Table.2 *We-Statement Clusters (Three to Five Words)*

In 'we-statement' clusters, the frequent use of tense is present which indicates general truth and fixed arrangements. Only two clusters found in the speeches of Benazir are in the past tense.

Both are highly assertive about glorious past in which women were abundantly given rights in the Government of Pakistan Peoples Party. A few modal auxiliaries have also been used to show ability, necessity, obligation and compulsion. It has been noticed when public tries to raise powerful voice against dictators, they have to give in before the tsunami of democracy. Thus, in the era of Musharraf when the controversy of enjoying the both positions of president of the state and the chief of army staff were intensified, there was a noticeable switch from 'I-statement' to 'we-statement' in his speeches.

For the syntactic analysis of 'we-statements', the underlying patterns have been given below from both leaders. These patterns help understand the construction and force of the assertiveness. The first syntactic constructions are from Pervez Musharraf's speeches which are given below:

- I. We+have+infinitive
- II. We+1st form of verb+object/infinitive
- III. We+be+present participle
- IV. We+do not+1st form of verb+infinitive/prepositional phrase

Most of the sentences are found to be compound constructions. Some constructions show urgency of action incorporating embedded clauses. Some demonstrates the continuity of action. The trace of negative sentences has also been found. The striking feature of all constructions is present tense which highlights the present situations of his era from 1999 to 2007.

Some patterns of assertiveness have been captured in the speeches of Benazir. These features help us understand the underlying mechanics of her assertive strategies and are given below:

- I. We+have+noun phrase with pre or post modifier
- II. We+modal auxiliary+1st form of verb+noun phrase/infinitive
- III. We+present/past form of verb+noun phrase+prepositional phrase

The constructions from Benazir's speeches show the possession, modality and present situations. The purpose of using *have-constructions* is to show the possession of the beloved country Pakistan of human and mineral resources. The use of *can* and *should* shows ability, power, emphasis and obligation of doing something. There is a use of present and past constructions to give comparative analysis.

5.1.3 It-Statement Clusters

'It' is impersonal pronoun which is observed to be an assertive strategy. 'It' has many usages but here it refers to a highly representational of various situations. 'It' is often used as an introductory subject and makes an introductory part of the sentence presenting theme which follows. In the table 3 below, the comparative analysis is given.

Pervez Musharraf	Frequency	Benazir Bhutto	Frequency
It is / it is	69	It is / it is	84
It (it) is a	10	It (it) was	32
It was	9	It is a	11
It has	7	it has	9
It will	6	It will	6
Total	101	Total	142

Table.3 It-Statement Clusters

The various constituents of ‘be’ have been used frequently in the above constructions. Besides ‘be’, ‘has’ and ‘will’ are also the part of the clusters. It is our social practice to make some introduction before communicating intended message. The introduction, actually, paves the path to some concrete fact which follows. One hundred and forty-two clusters of Benazir with It-statements have been found which outnumbered the ‘It-clusters’ spoken by Musharraf. The use of ‘It-clusters’ lightens the threatening effect of impending arguments which is the hallmark of democracy. ‘It-clusters’ are also used to generalize the situation of common practice. Thus, ‘It-statement clusters’ have been found to be the prominent assertive strategy of democratic speeches.

5.1.4 There-Statement Clusters

The formal properties of the word ‘there’ are that it is a noun, an adverb, a pronoun, or an adjective. It is also used to make an introductory part of a sentence and is called a preparatory subject. The word ‘There’ is realized to be an indicator of some pointing reference in the discourse. It is also used to say whether something exists or does not exist. The construction with ‘there’ has also been realized to be an effective assertive strategy. In the table 4 given below, *there-clusters* have been presented comparatively.

Pervez Musharraf	Frequency	Benazir Bhutto	Frequency
There is / there is	52	There is / there is	19
there are	15	there is no	5
there is no	10	There was	5
there was	5	There are	3
Total	82	Total	32

Table.4 There-Statement Clusters

In both dictatorial and democratic speeches, there is tendency to generalize the prevailing things. Those prevailing practices are considered to be a reference point. Generalizing the social practices is regarded another assertive strategy in public communication. This strategy of generalization has been found abundantly in the speeches of Musharraf. Benazir has also projected this strategy but it is low in frequency in comparison to that of Musharraf. This strategy indicates whether something exists or not.

5.2 Modality in Assertiveness

Modal auxiliary verbs perform vital role in the construction of assertiveness. They perform multifarious functions as likelihood, ability, permission and obligation. Since assertiveness is the expression of belief, view and stance, modality helps them invest various functions in their constructions. In the dictatorial and democratic speeches, there has been found the occurrence of modal verbs which are tabulated below:

Modals' Used by Musharraf	Frequency	Modals' Used by Benazir	Frequency
Can	85	can	100
could	13	could	19
May	30	may	13
might	0	might	6
Will	161	will	94
would	78	would	50
shall	10	shall	5
should	75	should	19
must	116	must	39
ought to	3	ought to	0

used to	0	used to	7
need to	12	need to	3
Total	583	Total	355

Table 5 Modal Auxiliary Verbs Used by Musharraf and Benazir

In the constructions of assertive statements, the role of modal verbs is quite persuasive. In the comparative table given above, Pervez Musharraf has used eight modal auxiliaries more frequently than Benazir in his speeches. Only four categories have been led by Benazir. The use of modal auxiliaries in the speeches of Musharraf has outnumbered the use of Benazir. The reason lying behind is the crucial challenges faced by Musharraf in his era. The tension on Pak-Afghan borders, India's hatching plot to attack Pakistan, USA's increasing pressure in the war on terror, Al-Qaeda and Haqqani Groups' part in suicidal attacks across the country, collective opposition of Musharraf enjoying two offices namely being the president of the state and the Chief of Army Staff etc. Against all these crucial situations, the use of *must* for ultimate and determined expressions and the use of *will* for the future course of action appear to be purposeful. This move from formal properties of lexis to the immediate context of the situation is the analytical procedure of Fairclough's modal of CDA. Thus, the use of modal auxiliaries in the speeches of Musharraf has come out to be the predominant formation strategy of assertiveness.

5.3 Boosters in Assertiveness

Cambridge Online Dictionary defines booster as something that [improves](#) or [increases](#) the performance of something. In the dictatorial and democratic speeches, there have been traced some linguistic boosters comprising of phrases, idioms and -ly adverbs which have doubled the effect of assertiveness. These expressions are revealed to be increasing the power of belief, view and stance of the leaders. The list of the assertive boosters has been tabulated below:

Boosters	Frequency by Musharraf	Frequency by Benazir
According to	7	3
certainly	3	4
of course	13	1
Actually	4	5
in fact	2	5
basically	0	0
seriously	1	1
technically	0	0
perfectly	1	0
primarily	0	0
fortunately	0	0
principally	0	1
unfortunately	10	5
significantly	2	0
Ultimately	1	3
Total	44	28

Table 6 Boosters in Assertiveness Used by Musharraf and Benazir

Many of the phrases, idioms and -ly adverbs function as discourse markers and help analyze the force and function of the utterances. To liven the impact of assertiveness, the above boosters have been used frequently in the dictatorial and democratic speeches. In this comparative table, the use of assertive boosters by Musharraf has again outnumbered the use by Benazir. It has come out that the dictatorial leaders do project the ample use of linguistic boosters in their speeches to present the communication of power and ideology. The incorporation of these

dominating elements appears to be the characteristics of dictatorial leaders. The frequent use of linguistic boosters has found to be the prominent strategy of assertiveness in the dictatorial speeches.

5.4 Frequent lexical Choices and their Keyness

The concept of 'keyness' is regarded to measure the strength of a key word against the reference corpora. Keywords are the words that occur more frequently in a particular text under analysis. Scott and Tribble (2006) opine that unusual frequency of lexical items is a matter of significance. The frequent occurrence of some specific word draws our attention toward an unusual phenomenon because of their unusual frequency in comparison with a reference corpus of some suitable kind. The expression 'unusual frequency' has the characteristics of both unusual high and low frequency. High frequency of key words shows the intense and deep concern of the speaker and low frequency is the indicator of avoidance. Baker (2006) declares the frequency of a keyword to be a measure of noticeable feature of a text and analysis of textual function.

In the following section, the researcher has presented twenty content words out of first fifty words in the table 7 with the strongest keyness. The threshold value was set at top hundred values. International Corpus of English-the Nigerian component (ICE-NIG), a one million word multi-genre corpus has been used as reference corpora in tool preferences. Only spoken corpora have been used in the present study. The keyword lists help understand the linguistic choices opted for both opposite positions and how they constitute two opposite schemes of political assertions.

5.4.1 Frequent Lexis Used by Pervez Musharraf

Rank	Frequency	Keyness	Keyword	Rank	Frequency	Keyness	Keyword
1	265	1661.62	Pakistan	27	64	192.85	international
2	182	1151.30	we	30	43	172.07	Muslims
4	99	621.84	Afghanistan	35	26	143.00	terrorist
6	87	497.25	terrorism	38	21	134.27	Jewish
7	93	480.98	Islam	40	19	121.48	security
9	67	403.85	Taliban	41	33	116.08	war
14	57	364.43	Kashmir	44	18	115.08	Qaida
20	43	274.92	extremism	45	19	113.62	nuclear
22	73	236.48	peace	49	33	105.50	Muslim
24	38	221.74	Asia	50	20	103.27	Indian

Table 7 Frequent Lexical Items Used by Pervez Musharraf

Most of the frequent words belong to noun category except a few ones. All these words, as a whole, form a discourse which is tied to the era of Musharraf. The frequent use of nouns as given in the table 7 Afghanistan, Islam, Taliban, terrorism, terrorists, extremism, Muslim, Qaid, and security remind us a crucial era in the rule of Pervez Musharraf. After the USA war on terror against Al-Qaida in Afghanistan, Pakistan went into a terrible experience of facing the terrorist attack. The word Taliban means Afghan guerilla [insurgent group](#) which launched [warfare](#) to fight against [US-led NATO forces](#) and the [government of Afghanistan](#) and Pakistan was no exception of that. Pervez Musharraf in his speeches unveiled the terrorist activities and their real identity and motives. His rule faced a terrible and heinous encounter with suicidal and terrorist attacks which engulfed the lives of thousands of innocent Pakistani civilians and army and police officers. All the previous words refer to the same situation and play vital role for projecting assertiveness. The frequent words are context-rooted and are tied with bitter experiences.

Moreover, they present ideology, power and assertion in various discourses. Thus, words can be said to be the building blocks of the discourse which form larger constituents of assertiveness.

5.4.2 Frequent Lexis Used by Benazir Bhutto

Rank	Frequency	keyness	Keyword	Rank	Frequency	keyness	Keyword
1	300	1895.72	Pakistan	19	52	219.99	rights
4	92	580.63	We	22	45	204.24	Islam
6	110	398.77	women	23	43	201.65	India
7	59	379.40	Musharraf	30	29	177.80	Afghanistan
8	67	364.52	dictatorship	32	27	165.08	extremists
9	103	356.41	military	38	24	146.02	nuclear
10	58	343.64	my	39	29	145.62	terrorism
11	51	327.96	extremism	47	26	128.03	threat
12	96	318.79	democracy	48	28	118.19	forces
18	101	228.58	political	49	22	116.01	equality

Table 8 Frequent Lexical Items Used by Benazir Bhutto

Table 8 is an exemplary representation of democratic speeches by Benazir Bhutto. She uttered the word 'democracy' ninety-six times more than Musharraf. This frequency shows her deep concern for emerging democracy in Pakistan against dictatorial rule whereas data from Musharraf show zero frequency of the word *democracy*. In the same way, the high frequency of the word 'political' shows her interest for political activities in Pakistan to eliminate dictatorship. Talking about the challenges faced by Pakistan, she often used the word *extremism* which she herself fell a victim to and was assassinated in 2007. It has been observed that she often used the possessive pronoun 'my' to refer to his father Zulfar Ali Bhutto who was hanged by a dictator and her glorious education at Oxford. In this way, she reminded her audience the sacrifice of his father for democracy to be assertive in her speeches. The words like rights, equality, rights of women show her democratic assertive attitude which is evident in her speeches.

6. Conclusion

Language mirrors hidden motives in real life context. It contains multiple effects and assertiveness is one of them. In the democratic and dictatorial speeches, the leaders use various assertive lexical strategies to assert some view, belief and stance which collectively develop assertiveness in speeches. The collected data have revealed that unusual frequency of lexical items is a matter of significance. The use of modality in the speeches has been found to be assertive strategy to perform many functions as likelihood, ability, permission, invitation and obligation. Various clusters of I-statements denote power, domination and exclusiveness which are found to be the prominent feature of dictatorial speeches. We-statements, generally, stand for collectiveness and inclusiveness. This use, unexpectedly, has outnumbered the democratic speeches but here it has appeared to be a pragmatic and strategic use by the dictatorial leader. When dictatorial leaders see their falling graph of public opinion and negative public image, they change their linguistic choices to pretend to be highly democratic. The frequent occurrence of 'we-statements' in dictatorial speeches is the result of the same situation. In dictatorial speeches, assertiveness comes in whole sale magnitude. Its expansion is seen through various linguistic items and clusters. 'It-statements' reflect introductory emphasis and generalization which has been found to be the hall mark of democratic speeches. In the present study, corpora of dictatorial and democratic speeches have helped the researcher collect empirical evidences regarding linguistic items and clusters. These preferred choices constitute assertive strategies which have been tabularized in the analytic section of the study. Democratic



assertiveness tends to take a broad view of prevailing situations. It allows the assertion to convey assimilative approach whereas dictatorial assertions are self-restricted and subject to unshared power. Using assertive strategies is the hall mark of dictatorial and democratic speeches and without them it is hard to know the attitude, belief and stance of the world leaders.

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