

CRITICAL DISCOURSE ANALYSIS OF VICE CHANCELLOR'S MESSAGES OF PUBLIC AND PRIVATE UNIVERSITIES IN MULTAN

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Abstract

The present research study seeks to find out how language is employed by University leaders to build institutional image, express power and influence the reactions of the audience. The researchers engage in a Critical Discourse Analysis (CDA) of the messages provided by the Vice Chancellors of five public and private Universities in Multan, Pakistan. Thus, within the context of analyzing these messages, this study utilizes the model developed by Fairclough in the speeches published for the students who served as the speeches' audience. The target population of this study involves the vice-chancellors of the five different public and private universities present in Multan. These messages were extracted from the respective university official website which are posted to inform students about various programs offered by the universities and various guidelines in relation to admission. Thus, examining the operative of power, authority and institutional discourse, this research enlightens the reader 'how and where' the educational narratives are constructed in socio-political landscapes of Pakistan. This analysis advances the knowledge of discourse in higher education leadership, particularly revealing how university administrators employ language to navigate their organizations' image and impact stakeholders. The outcome of the present study can help in the identification of discrete linguistic behaviors of the public and private university in Pakistan.

1. Introduction

The main aim of this research is to evaluate Critical Discourse Analysis of different messages of vice-chancellors of public and private universities. Using critical discourse analysis, the researcher sought to shed light on the Vice Chancellors speech's language, power dynamics, and ideology, as well as the speaker's personal experiences as a public speaker. Thus, the use of language, power, and ideology may be observed concerning the current social situation and the social power that is trying to influence the ideology of the community in order to achieve the speaker's goal.

Using critical discourse analysis, the researchers sought to shed light on the vice chancellors 'speeches' language, power dynamics, and ideology, as well as the speaker's personal experiences as a public speaker. Thereby, this research aims to study different speeches of different vice-chancellors to decode the projection and meaning and, above all, how it changes students' way they think and perceive their personal and academic lives in the light of those speeches. Packed with their experiences and intellectual wisdom, Vice-chancellors can be role models for many students. This phenomenon can be significant in determining how quickly students can be influenced by those messages.

1.1 Significance of this Research

This study aims at investigating the manner in which teachers of higher ranks influence students through language. The present study can be therefore be deemed important in that it provides a clear distinction between the everyday use of language as opposed to the way academicians use language to convince students to elicit motivation. Depending on their ideology, the students decode the speeches from the vice-chancellor on different levels and decide on their future courses of action, defining what it means to be a student, the place of their institute in their lives, and rational decision-making capabilities in their academic lives. This research is significant in many ways since it follows, analyzes and tries to explain linguistic abilities that those vice-chancellors possess in their knowledge and how the intended meaning is constructed and delivered and projected through speeches.

1.2 Objectives of the Study

1. To familiarize with the structure of the persuasive language towards the learners.
2. To identify the overtones of some interlocutor's statements.
3. To know the language structure of persuasive language towards students.

1.3 Problem Statement

The present study contributes to filling the identified methodological gap in researching the impact of various approaches to language by comparing how a specific type of discourse can affect the learner differently, while ideology is reflected in the text. The issue arises from how language has been constructed and employed and how different user s' languages tell not only the speaker, language, and power over the addressed/foreseen individual. Selecting the language construct might pose a lot of confusion to the speaker. This research used Critical Discourse Analysis to find the solution to the problem mentioned above of decoding the messages of vice-chancellors of sixteen universities. This research can contribute to students' understating of the message in drawing the meaning, which can be helpful for them in their future academic and professional endeavors.

2. Literature Review

Salayo and Dayo (2020) focused on "Women's Rights and its critical discourse analysis in the speech of Trump." It is clear that power and political ideologies are the main interest of politics. It is mandatory to reveal linguistic features in the speeches which they address to the nation. The approach used in this research was the transitivity system which proved very successful in the analysis of Trump's Speech. In his speech, transitivity processes were revealed, and how these transitivity processes were assimilated was explained. Results showed that about 126 transitivity processes were prominent mentally, relationally, and materially. Material processes gave attempt the protection of human life. Relational processes were constructed for the ideas of life protection. On the other hand, mental processes protected the dignity of life in Trump's speech. It was revealed by transitivity processes that there was very little involvement of women in speech of Trump. (Salayo & D., 2020).

In 2018, Mullet and Diana R. conducted research on Critical Discourse Analysis. It is an approach that assists in the interpretation of a text. Critical Discourse Analysis is simply a methodology in which a text is elucidated. This approach is advantageous in such a way that discourse is studied using this interdisciplinary approach. CDA concerning theoretical perspectives has used different approaches. The approach used in this research was a qualitative analytical approach which is useful for describing discourse. This approach provides different ways to construct a discourse and to bring balance to social inequalities. Thus, it presented a general analytical framework for CDA, which is necessary for providing systematic research in education (Mullet, 2018).

Tinashe, Sonia, and Junaidi (2019) investigated on the Critical Discourse Analysis of Obama and Trump's Speeches". The approach used in this research was the Fairclough model of Critical Discourse Analysis (three-dimensional framework). For this purpose, there were five speeches by Obama, and two speeches by Trump were analyzed. Results showed that their ideology of immigration was the same as that of immigration identity in the society of America. It was seen that diction, pejorative adjective, and different themes were present in presidents' speeches. As far as the political discourse of these speeches was concerned, they had dominant superiority over immigrants. (Tinshe, S., Junaidi, & J., 2019).

In 2022, Ali and Rashid researched positive discourse analysis of the speech given by President Xi Jinping' Speech. He gave this speech at Pakistan's National Assembly. The main aim of this research is to discuss Corpus-based positive discourse analysis. It must be clear that adjectives were examined from a positive discourse analysis perspective and were related to lexical items. In addition to this, three resources were used to examine Xi's speech: the system of engagement system of attitude, and the third one was the system of graduation. Results revealed that many positive resources were present in the speech of the President. It was concluded that language was used in the speech in which engagement was increased (Ali, A., Rashid, A., Ahmed, & M., 2022).

3. Research Methodology

The present research contributes to the existing body of knowledge by concentrating on and analyzing speech in terms of linguistic options, discursive practices, and socio-cultural points of view. It also examines how specific linguistic structures assist speakers in efficiently propagating their beliefs and convincing others to accept those ideologies enthusiastically. The participants in this study are the vice-chancellors of the five different public and private universities in Multan. These messages were taken from the university websites, which were published to help students take information regarding university programs and guidelines regarding admissions. These websites were launched to help students take information regarding university programs and guidelines regarding admissions. The sample for this research is comprised of the public messages that were sent by the vice-chancellors.

4. Data Analysis

1. Prof. Dr. Mansoor Akbar Kundi (B.Z.U Multan's Vice Chancellor's Message)

Thank you for choosing the Bahauddin Zakariya University for your academic pursuits. It is one of the nation's leading public research universities. The university is widely known as an institution of strong performance and high ambition as it has continued to make excellent progress towards its goals. It plays a significant role in developing indigenous human resources through its highly productive achievements both in sciences and humanities as it has a variety of disciplines.

The university is organized into various departments and colleges that offer a wide range of programs: M.A., M.Sc., MBA, Ph.D., B.Sc. Engineering and Diplomas etc. Additionally, undergraduate courses and short-term courses are also offered. The university provides excellent facilities to its students. The students have access to high qualified faculty, modern labs and air-conditioned libraries. The students and faculty of this university also have access to the HEC's (Higher Education Commission) sponsored digital library. Through this digital library students and faculty update their knowledge with the latest developments in their respective fields of study. This is a marvelous facility available to our students and faculty as the digital library contains all the leading international research journals.

In addition to it, the university as a matter of policy keeps on reviewing its syllabuses. This is done with an aim to update our students with the contemporary issues related to their respective areas of studies. We believe in quality education and it provides us a very motivating feedback: our graduates, while competing for jobs, have outperformed students from some Pakistan's most famous universities. Moreover, a great number of our graduates have been recipients of prestigious national and international awards/fellowships. The university, through different phases, has made tremendous progress, but the university's brightest days still lie ahead. Very recently, we have taken ambitious steps to further uplift this university. One such step is to streamline the semester schedule. Another is enrichment of laborites and libraries. To provide accommodation to maximum number of students, the university has planned to build new hostels. Moreover, the departments that have been established in recent past are provided with proper buildings. The university's convocation hall will be ready for use very soon. International Conferences and Seminars will be held on regular basis. And, most important, we are going to link with universities of three other countries. The United States, Venezuela and Nepal. Through this innovative partnership program, students of these three universities will be taught through videoconferencing. This, in fact, is an attempt to create an atmosphere of mutual understanding among different cultures and countries to make this world healthier, safer and more tolerant.

I wish you best of luck for your admission plans!

Analysis

The language of this message has been studied at the macro level of Fairclough's CDA, carries persuasive qualities. The appealing language the speaker uses makes the audience more alluring and lends legitimacy to the political viewpoint. The power dynamics are present, and phrases like "strong performance" and "high objectives" are utilized to convince the students to comply with your wishes. CDA reveal the concealed ideals in this section since things have not been completed, but the convincing aspects are that the university is the best

venue for students to realize their ambitions. The discursive words and discourse are being played out here so that it is possible to provide the institution's students with a promising future. The language used here is intended to persuade young students because young students are the audience that institutions want to attract in the first place. For the purpose of persuading students, persuasive incentives and words such as "guarantee" and "employment" are utilized. Students may be tempted to take advantage of the message's significant influence on the reader because it mentions the worldwide universities of "The United States, Venezuela, and Nepal" and connects those universities with the natives of those countries. Any critical analysis of discourse should pay close attention to the speaker's manner of expression. There is a strong connection between the values of expression and those of relationships and this speech analysis. The expressive value refers to the extent to which the speaker is able to convey their own personal experiences. Analysis of Genre is a term that refers to analyzing a text in relation to the lexical choices utilized in this speech within a broader sociocultural framework.

In addition to this, it can also relate to the specific recognition of patterns in the speaker's speech. The speech makes reference to the underlying meaning and purpose, which is to convince the audience, which consists of the pupils. The author of the message displays discursive conduct, which is constantly shifting throughout the course of the discussion. However, it keeps the same agenda of persuasion, which keeps on shifting from one point to another without changing its aim or objectives of convincing students that the institute is the finest possible location for them to be. Despite this, it continues to maintain the same agenda of persuasion.

2. Asim Nazir Ahmad (I.S.P Multan's Vice Chancellor's Message)

ISP is committed to achieving the highest standard. We confer upon our students the best experience through the dedicated faculty, the best services and the top-notch facilities. In research and teaching, we are one of the top-ranking institutes of higher learning in Multan. With the highest teaching quality, fantastic learning environment and outstanding faculty we provide ample chance to broaden your wisdom and vision.

ISP is well proven-route of your success because there are fewer grander or more inspiring venues anywhere for graduation than here. We educate our students to be problem solvers. ISP has set high quality as the major objective of its programs. This goal is achieved by the high level in a standard of courses taught, by the high caliber, devoted, committed, versatile faculty and by the intensive theoretical and practical training imparted to our students. The rigorous level of teaching may be judged from the fact that ISP remains open throughout the year. We are such stuff as dreams are made on, and our little life is rounded with a sleep. (William Shakespeare) ISP helps its alumni to realize their dreams. It believes that to dream anything is the beauty of the human mind and to do anything is the strength of human will. At ISP we treat every student as a person with his dreams, ambitions and inspiration. This is the best way we help our students to make the most of their opportunities. We embark upon a mission to produce quality professionals and well skilled human capitals in all fields of education for the welfare of humanities, particularly of Muslim Ummah. I look forward to welcoming you to ISP

and offer my best profound wishes for your future.

Analysis

According to Fairclough's three Dimensional Model, the message's phrasing and phrases imply that the institution plays an ideal role in the lives of its students. The purpose of using lexical items such as "best," "high," and "top-notch" is to attract students in order to ensure the future. They clarify that the institution always acts in the student's best interest. While the language description is also highly persuasive to, persuade the minds of the people, particularly the students concerned with their own growth, it is particularly effective in influencing the learners. By adding credibility to the ideology and discourse through the use of new terms, the language is used to indicate to students that the university possesses a high status. In order to maximize the possibility that students would be persuaded, the vocabulary used to describe the faculty is intended to reassure students that the university has access to the best faculty possible. By employing the word "dream," students are made to believe they are now enrolled in the nation's best institution.

The use of language and literary devices demonstrates discursive behavior since it continually evolves through many topics that have hidden meanings behind them. The explanation about the capacity reflects the discursive behavior, and the speech closes with the words "dream" and "inspiration," both of which contribute to the speech's plainly discursive nature. The true purpose of the speech is, behind the scenes, to attract the pupils' attention in whatever way possible. The conclusion of the speech, in which the belief system is utilized to legitimate the authority and legitimacy of the institute as well as how it is well embedded in its culture, is the section of the speech that is the most captivating. The speech makes an effort to demonstrate solidarity with the student community by referring to a common set of beliefs. This ensures that the students are thoroughly convinced that the institute is the only best possible answer for their future efforts and that they are entirely convinced that the institute is the best possible solution for their lives. The speech covers practically all facets of a student's life.

3: Emerson University Multan's Vice Chancellor's Message

Welcome to A Century Old Institution! Now, as a University, we have to fly even higher, because our vision is to transform lives. We intend to make a difference through teaching, service, partnerships and research. In sciences, we will focus on innovative ideas. On the other hand, search for truth in humanities will provide information to improve human condition. I do believe that being part of Emerson University Multan will be one of the most impactful things in your life because you will become agents of change. I wish you the best of luck for your admission plans!

Analysis

The students in Multan who had been working toward a better future are influenced by the linguistic phrases that are used in the political ideology that "fly even higher." The fact that the university chose to communicate its concern for its students by using the phrase "the most significant thing" demonstrates that the institution places a high value on care and compassion. The wording is less discursive than usual, but it nevertheless conveys the intention of raising the

institute to a level at which no other institute can compete. According to the 3D model of Fairclough, the agenda of the message makes it abundantly clear that the institute is "a century old," which implies its authenticity by suggesting that this is the institute that every student must trust and should join without any hesitation because it is "a century old." In the more discursive portion of the message, the range of topic competence that the university possesses, such as in the sciences and the humanities, is discussed in greater detail. The message gives the impression that the university has everything a student could require, which supports the agenda of the message, which is that the university is the one that can provide a student with practically anything, whether it be in the sciences or the humanities. The last part of the letter suggests explicit instruction to the students who must stake admission, revealing the obvious agenda that the message was trying to convey. A part of the discursive language used by the vice-chancellor is to wish students the best of luck. This is meant to convey the message that the students will not be sorry for their decision and that they must take action to be admitted to the university.

4. Mian Shamim Haider (National College of Business Administration & Economics' Vice Chancellor's Message)

The twenty-first century promises to be a tremendous experience for our youth in terms of its vitality, vigor and speed. To meet the challenges and avail the opportunities of the new millennium, National College of Business Administration & Economics (NCBA&E) is committed to produce professionals, entrepreneurs, business executives, information technology experts, managers and, artists who are well versed with the changing market dynamics and have skills to incorporate new technologies in their strategy. It has improved its physical infrastructure and strengthened its human resource element to provide contemporary training and quality education. The dynamism and dedication shown by its faculty and staff has instantly inspired the student's community to expand and enrich its potential and talents to face the rigors of life ahead and achieve its goals. I take this opportunity to thank our patrons for supplementing our efforts in developing the capabilities of our young generation.

Analysis

The message's wording and phrases suggest that the message is playing a pivotal role in the lives of its students, in accordance with Fairclough's three-dimensional model. The use of phrases like "dedicated to produce" and "enhanced its physical infrastructure" is intended to entice prospective students to enroll at the institution so that its future success can be ensured. They make it clear that the school's primary concern is the student's welfare.

Though the linguistic description is persuasive to anybody who reads it, it has a disproportionate impact on the minds of pupils actively engaged in their development. By providing credibility to the ideology and discourse by adopting new phrases, the language is utilized to suggest to students that the university possesses a high standing. In order to maximize the probability that students would be persuaded, the wording used to describe the faculty is meant to reassure students that the university has access to the best faculty.

The use of language and literary devices reveals discursive behavior since it continually progresses through various topics that have hidden meanings. Discursiveness is reflected in the

speech's explanation of the capacity, and the speech concludes with the words "enrich its potential and talents" and "instantly inspired," both of which add to the speech's obvious discursive quality. Behind the scenes, the real reason for the speech is to grab the students' attention in whatever manner possible.

The conclusion of the speech tries to legitimize the authority and legitimacy of the institute, as well as how it is fully embedded in its culture, which is the element of the speech that is the most fascinating. In the speech, the speaker tries to show that he stands with the students by referencing shared values.

5. Prof. Dr. Uzma Quraishi (The Women University Multan's Vice Chancellor's Message)

I hope you all are safe and coping well with the global pandemic challenge that has engulfed our lives. In this difficult time, we need to stand strong and united and help the most vulnerable sections of society. We also need to maintain a semblance of normalcy through the development and delivery of online pedagogical skills and services. Our primary concern is to not let the quality of teaching and research suffer due to this global crisis. For this purpose, the Women University Multan is working on the development of its own LMS, online course catalogue, Web TV, and YouTube channel to make learning accessible and convenient for students. The faculty members are already in touch with students for teaching and research purposes and are doing their best to come up with the most effective pedagogical strategies and skills to create conducive online learning environment in the current situation. We, the administration and faculty of WUM, have strong faith in our student community and believe that, with combined efforts, we will get through these challenging times.

We are also working on developing an Online Psychological Counseling System for WUM faculty and students. WHO health guidelines are being implemented in the campuses and uploaded on the university website as well. The administration and faculty of WUM have also joined hands to launch HOPE Society to extend community service to the university employees on compassionate grounds. It includes the provision of ration service to the daily wagers and vulnerable sections of society.

We, as an academic institution, are doing our utmost best in these troubled times and we ardently hope that the entire human race will emerge all the more wiser, stronger, and victorious from this global challenge. We pray that the Almighty Allah (SWT) protect us all, انشاء الله.

Warm regards

Analysis

The speaker's use of enticing language makes the listener more focused and provides legitimacy to his or her political position. The power dynamics are there, and slogans such as "stand strong and together" and "the quality of teaching and research is suffering as a result of this global crisis" are used to earn the student body's trust. Since things still need to be completed, CDA reveals the veiled ideas in this section. However, the university is the most convincing arena for students to achieve their ambitions so that the institution's pupils can have a successful future. Discursive language and discourse are being utilized here. The language

studied at the macro level of Fairclough's CDA is persuasive. Discourse analysis should pay special attention to the speaker's linguistic style. This speech analysis demonstrates a close connection between the values of expressiveness and relationships. The expressive value relates to the speaker's ability to convey his or her own unique experiences. This language is intended to persuade young students because young students are the target audience that institutions seek to attract. Attractive incentives and phrases such as "strong faith" and "HOPE Society" are employed to influence students. In addition, it may also involve detecting specific patterns in the speaker's speech. The speech alludes to the underlying meaning and objective, which is to persuade the audience, which is comprised of the students. Throughout the message's course, the author displays a discursive demeanor that is continuously evolving.

5. Findings and Conclusion

It is concluded from the whole research that these messages from Vice Chancellors are very significant for the universities. Vice Chancellor is referred to as the senior statesperson in a University and his messages are very necessary for the progress of that university. The main goal of these messages is to emphasize creating an atmosphere of education in the university. These messages assist in getting information about a particular university. In addition to this, his message gives information about the performance of the university. Therefore, Bahauddin Zakariya University includes this message. Vice Chancellors' messages show a wide range of programs that a university offers. These messages are very helpful to get to know about the progress plans of a university. V.C. of Women University Multan says that the WUM is planning for developing its LMS, all online courses, and YouTube channels. Therefore, WUM is having this message for showing its strategic development plans. Air University Multan involves a message from Javaid Ahmed which has a clear description of the qualified staff. In this way, these messages show how dedicated the staff is. Furthermore, Vice Chancellors' messages show that a university includes different departments, such as M.Sc., MBA, Ph. D, M.A, B.Sc., B.S, etc. All the postgraduate, undergraduate, and short-term courses are mentioned in these messages.

Moreover, Vice Chancellors' messages highlight the facilities which a university provides to its students, for example, modern labs, furnished classrooms, air conditioners in classrooms, and modern and peaceful libraries. Learners can upgrade their knowledge through these libraries. In the same way, these messages reveal high-quality laboratories in the universities. Messages indicate that the universities continuously review their syllabuses to maintain their privacy policies. The highest standards of universities can be seen from the messages. Messages of the Vice Chancellor help in examining the top-ranking universities in a specific area. These messages are very significant for universities; they play a vital role in revealing innovative ideas of a university. They show creative ideas which a university uses to improve the standards of the university. The Vice-chancellor's messages are analyzed linguistically in accordance with the CDA models proposed by Fairclough (2003). This analysis comprises messages from the vice-chancellors of fifteen public and private Multan institutions. CDA is referred to as "critical" because it seeks a power-revealing role in the physical realm of reality that is not equivocal in its character, technique, or conceptual approach; instead, it focuses on examining and analyzing

actual cultural and social facts. Through analysis, the cultural pragmatics and meanings are investigated in relation to how the discursive behavior has influenced the student community in speeches and power politics in discourse, and the deep meaning in the discourse has been the source of influence for the students. In the present study, the thematic and rhetorical characteristics of the vice chancellors' remarks are studied using critical discourse analysis (CDA).

5.1 Recommendations

We are required to have knowledge regarding CDA analysis as a result of its close connection to the issues that manifest in the environment in which we find ourselves. As a result, it is important for us to pay a heightened level of attention to it. Intertextuality, inter-discursivity, and the socio-historical context of formation are all topics that are discussed in critical discourse analysis. If we have background information on these topics, then we were able to interpret the text of speeches in a productive manner. In addition, the method that Michel Pêcheux devised and is now largely regarded as being among the most successful methods to do things is: It is a methodology for analyzing automatic dialogue. This approach weaves philosophy into the text's fabric in a natural and organic way. The use of this method is necessary in order to make a contribution to experimental, theoretical, and practical Critical Discourse Analysis.

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