



Ideology in Media: A Critical Discourse Analysis of Political Statements in Pakistani Newspapers

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Abstract:

Media plays an important role in making relationships between the public and statesmen. Statesmen are intended to propagate their ideologies to the situation in favor of them. Politicians try to make the situation as favoring them and false for opponents through political statements. Political ideologies are constructed and deconstructed through the loaded statements to produce public opinion towards a specific group or person. Current study is made in this perspective to analyze the political statements of the politicians regarding specific situations. The study is qualitative and is conducted to highlight the underlying political ideologies presented in the political statements. To explore the underlying power and hidden ideologies, approach of CDA is of Fairclough (2010) and Van Dijk (2001) 's CDA approach have been adopted as tools of data analysis. The results of the study describe that political statements and the terms are fully loaded with the ideologies and the power stretches. Every party is intended to win the favour of the people with the legitimated and the favoring terms which are acceptable for the public.

Keywords: CDA, Print Media, Power, Ideology, Politics .

1. Introduction

Print media has been popular tool of providing information to the public. Through print media, the public is addressed to modify their thoughts and ideologies through the guided discourse. Since the new government has to be come in ruling the challenges has been aroused due to the ruling parties and the desire of every stake holder of power is to make their ideologies as popular and rooted among the folk. Pakistan is a multicultural and multi-ethnic nation with a diverse range of languages and political parties. In Pakistan, a number of political parties are carrying for power. Through developing political terminologies for the creation and deconstruction of ideologies, media consumers are able to develop specific ideologies. Since the current movement has pervaded all facets of life, ruling and opposition political parties are attempting to convince people to change their minds. PTI (Pakistan Tehreek-e-Insaf) is a newly elected Pakistani political party that is currently ruling with the help of its allies. The party is in control of the state, but it is confronted with a variety of problems, including the need to define the party's dominance in the face of media challenges. Ideologies are needed to build as well as to win the hearts and minds of the electorate in order to retain public favour. The motto of the present government is for eradication of corruption and provision of the justice.

PDM (Pakistan Democratic Movement) is the platform of political struggle against the ruling PTI government and this platform is consisted on the 11 parties. PML-N (Pakistan Muslim League-Noon) is a political party that has been in power in Pakistan for the past three decades and is now the opposition party in the country's parliament. This party is more critical than most, and its members continue to propose political ideologies in order to gain the interest and support of the general public. And with the help of MPL-N, the platform of PDM is

created against the PTI government in which there are 11 major parties including PPP (Pakistan Peoples Party) and JUI-F (Jamiat Ulama-e-Islam-Fazlurrehman).

Ideology is characterized as a "method of abstracted meaning applied to public issues," making it a central concept in politics. Any political or economic trend implies ideology implicitly in cultures that differentiate between public and private life, whether or not it is articulated specifically as a system of thought." Critical discourse analysts describe it as a collection of "socially shared mental representations" (Van Dijk: 1998).

According to Van Dijk (2009) CDA is a kind of study of analytical discourse and its basic purpose is to study the dominance, abuse of power and inequality in the society beside this all of the above-mentioned elements of discourse, reproduced enacted and stopped through text and speech socially and politically in the context. Here the purpose of CDA application is to evaluate the two main things of the text. The first one is macro level and the second one is micro level. CDA tries to analyse the pragmatics of the text and discourse being presented for specific concerns.

Critical Discourse Analysis focuses primarily on the effect of power relations and inequalities in producing social wrongs, and in particular on discursive aspects of power relations and inequalities (Fairclough, 2010, p. 8 Reisigl, 2013; Ko, 2011; Machin and Mayr, 2012; Wodak, 2009; Jorgensen and Phillips, 2002).

The particular social relations, identities, customs and theme of powers can be best illustrated, by official statements being a ruling or in opposition person, in media. The existence of issues has been since the emergence of both states so to strengthen the national ideology and state idea; both states have been expressing the state of satisfaction and contentment through media for the public. Using the provocative language, the discourse of ideology and power, is considered as the useful tool to produce desired discourse among public.

1.1 Significance of Research

The study is unique in its nature which is helpful to understand the power and ideology as represented in the newspapers by the officials of the state as well as other stake holders. The current study is also important in its nature as it is also address that that how discursive discourse is used for the production of the desired sense among people and it is also 3 address that how the statements are represented as the legitimated realities for the public to construct desired ideologies.

1.2 Statement of the Problem

Prints media is known as the source of information because of its authenticity and popularity. The representations of ideologies and sense of legitimating in the statements tries to produce the descried ideologies about the things in among people. The discursive discourse in the shape of statements which is also being highlighted in prints media, try to create the legitimating of deprived realities to show the things as the legitimated for the public.

1.3 Objectives of Research

- To identify the discursive discourse for the legitimating of the ideology.
- To manipulate the terms and frequently used words in print media which illustrate the ideology of the speakers.

1.4 Research Questions

1. How ideologies constructed in the minds of people through print media?
2. Which type of words, phrase and terms are frequently used in print media headings to construct the ideology?
3. Why the legitimating of the realities is being shown for the construction of ideology?

1.5 Subsidiary Questions

- What is the role of print media in construction of ideologies through the headiness?
- Why the ideology tries to produce in the minds of people by the politicians?

1.6 Delimitations

The study is limited to the daily newspapers as well the theoretical Frame work of CDA. The following data is the limitations of the study.

- Daily Jang Newspaper (for the period of one month: January 1 to 20, 2021)
- Fairclough Model of CDA (2010) 4
- Van Dijk Model of CDA (2009)
- Statement of Ruling Party (PTI)
- Statements of PDM

2.Literature Review

Pasha (2011) did a study on "*Islamists In the Headlines: Critical Discourse Analysis of The Representation of The Muslim Brotherhood in Egyptian Newspapers*". This study looks at how Islamists are portrayed in the Egyptian daily al-Ahram from a social, discursive, and linguistic standpoint. What would the Egyptian government do to limit the Brothers' political expansion and possible threat, as the study's major question? To answer this question, the researchers used Critical Discourse Analysis (CDA) to look at how Islamists were portrayed on the front pages of Egypt's al-Ahram daily between 2000 and 2005. The research begins with a look at the Muslim Brotherhood's discursive and social activities. The process of news production, the role of ideology, the history of Islamism, and the types of ties between Islamists and regimes are all examined in this study. Second, the news stories are linguistically evaluated using the Idealized Reader (IR) framework, transitivity, sourcing, lexical choices, and presupposition. The study leads to the conclusion that the Egyptian regimes have been pursuing an exclusionary strategy against the Muslim Brotherhood on a continuous and systematic basis. This exclusion has been carried out through both hard force (detention, prison, and military tribunals) and soft power (negative media representation). The connection between the Egyptian state and Islamists is effectively described by Van Dijk's ideological square (1998): we are good and they are terrible. The investigation of al-Ahram data, augmented by other news sources, reveals the following: A. Almost all of the Egyptian government's accusations against the Muslim Brothers are unfounded, B. al-Ahram employs the technique of silence to conceal the Muslim Brotherhood's positive aspects, C. Islamists, contrary to popular belief, are willing to participate in democratic and civil society, and D. There is a connection between Islamism and Orientalism rhetoric. The government's

fear of Islamists as a political threat, its need to keep Western support, and the perpetuation of Orientalist rhetoric all contribute to the poor portrayal, according to the study.

Lambardi (2018) conducted a study "*Critical Discourse Analysis of Online News Headlines: A Case of the Stoneman Douglas High School Shooting*". The language employed in online news headlines to report the Stoneman Douglas High School shooting, which occurred on February 14, 2018, in Florida, is the subject of this thesis. The purpose of this study is to understand how the words chosen by journalists contribute to creating particular meanings, or representations of the event, and if any hidden ideologies are put forward through these representations, by analysing 50 online news headlines published by five of the most popular national and local news outlets. The research framework combined Fairclough's critical discourse analysis with van Dijk's sociocultural approach, resulting in the study of three distinct but interrelated elements of discourse: sociocultural practice, or the social and cultural context of gun ownership in the United States; discourse practice, or the processes behind the production of online headlines and the cognitive processes behind their interpretation; and finally, linguistic analysis. Despite news journalists expected neutral attitude, which is required by professional standards such as integrity and objectivity, hidden meanings and ideologies inevitably emerge in the language used to describe the violent incident and to characterize victims and attackers, according to the study.

Al Saedi (2020) made a study on "*A Critical Discourse Analysis of the Representation of Iraq in Media Discourse (Newspaper Headlines)*". The purpose of this study is to look into how Iraq is portrayed in newspaper headlines. It looks into how the Iraq-ISIS conflict was covered in the headlines of newspapers. Twenty-four headlines from an Iraqi daily, AlSabah Newspaper, and twenty-four headlines from an international newspaper, AlQuds Al-Arabi Newspaper, were collected as part of the data collection. The Ideological Square, introduced by van Dijk, was used to sample and evaluate the data (1998, 2006). The findings revealed that the underlying philosophies in addressing the Iraq – ISIS conflict are different in the headlines of these two newspapers. It was discovered that every newspaper's headlines represented their ideology in a positive (US) and negative (UK) manner (Them).

3. Research Methodology

The current study is qualitative in its nature which is limited to the both type of micro and macro analysis of language presented in the statements of Jang newspapers. The model adopted for this research study is of Fairclough 's framework of Critical Discourse Analysis (CDA) and Van Dijk (2009) CDA Model for linguistics analysis to manipulate the power, relationships and ideologies existed between speaker and reader through print media. The current study is with aim to expose and illuminate the hidden ideologies and desired discourse presented by Pakistani Urdu newspaper JANG by analysing the statements by linguistics perspectives as presented in the newspaper.

3.1 Data Collection

The data is collected for the study form above mentioned Daily Urdu newspaper JANG as published on January 1 to 20, 2021 accordingly. It is very much important to keep in note that the political activities are on the peak to earn the favour of public under the current situations. It is notable that the current political situations and the public conditions due to the country crises is of high significant where there are gaps in the ideologies of people and official people of state and other institutes. The choice of statements in this context is very much

important to expose and describe the stretches ideologies existed between speakers and readers.

4. Data Analysis



Figure No. 1

Dated: January 3, 2021.

English Translation: PPP enforced PDM to be surrendered. Zardari played his card very well. In long March, what will seed, you will crop: Interior Minister.

Sheikh Rasheed and Fazalurrehman on line.

I will cut FIR within 72 hours, who will talk against Army, Interior Minister. In such time, you will have no ministry: Leader of PDM.

Analysis

Political ideology and the political discourse are the intermingle terms used for the purpose of self-positivity. The main objectives of the political discourse are the construction and deconstruction of the political ideology to win the favour of the audiences, readers or the listeners (Dijk,2009). The present post is the description of the political ideology presented in the Daily Pakistani Newspapers. The discourse used in the Figure No. 1 illustrated the won positivity as the anti-people are not at the state of rest rather than they are at the state of gentleness and the state of no favours. The terms “enforced PDM to be surrendered” describes that the power is not in the hands of the PDM leaders yet it is in the hands of the other stakeholders too. The ruling person, sitting on the interior ministry, is making the own and the favours person, legitimated and more sensible than of the other members of the PDM leaderships that the part of the opposition, is not at state to win the favours of the PDM and even not of the public. The power is shown in the Figure, through the statement that “the critics of Army” which denotes that the opposition of the ruling party is not at the state of making the institution be more confidants as they make the things more crucial and enforcing that the people would not be tended to them. “Love of Army” is taken by the Pakistani nation as the more critical and concerning where the patriotic spirit is shown by the opposition as abandoned while the state running politicians are presented in the positive way. The cross talk is also there for the prestation of the leader of opposition and their thinking that they are at the state of power too where the “interior ministry” cannot save him. The used terms are full of ideologies making the issues of the politics more favouring the presenting certain type

of words that the people of the state would be favouring to them while, own positivity and the power-centred approach is shown by, both of the politicians; the ruling and the oppositional.

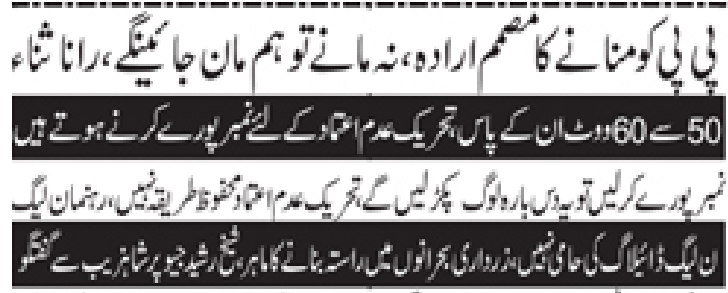


Figure No. 2

Dated: January 1, 2021.

English Translation: We have firm objective to make PP agreed, neither we will be agreed, Rana Sana.

They have fifty to sixty votes, for vote of no-confidence, numbers are needed to be completed.

If we complete the numbers, they will arrest our ten to twelve people so vote of no-confidence is not safe way, Leader of N-League.

N-League is not agreed for dialogue. Zardari is expert to take new way in distress. Sheikh Rasheed

Analysis

“Power and the ideology” are the two main aspects, which are frequently discussed under the CDA. CDA highlights the core aspects and the hidden ideologies, including the stretches of the power to manipulate the existing relationships between the masses. The power and the ideology are presented in sense of “own positivity” where the own ideology is presented in the positive way while the rest of the members are presented as “others” as they have no perfection in ideology. The power is presented in the legitimated way where the power is imparted in their own hands while the rest of the members are not in the state of the power too. The ideological description with the help of the terms as the “numeric game”, “untrusty” and “dialogue supporting” are the terms used in sense of making the things more favouring as well as making the scenario in the legitimated way where the own ideology is presented at the state of “perfection” while the ideology of the opposition is presented as at the state of no “priority”. “Firm aim of reconciliation” is also description that the person is not intended to lose the aspects in the legitimated way while they are intended to follow the things in the linear way to make the positive decisions.



Figure No. 3

Dated: January 4, 2021.

English Translation: Sometimes, we will show and sometimes, we will hide our cards. You will remain jealous. Fazalurrehman. Establishment, Selectors and Selected, all are watching that Punjab is awaking. Maryam Nawaz.

No Change, rather than occupation, we will finish the occupation of Islamabad. PDM

We need South Punjab Province rather than Sectarate, Yousuf Gilani. Punjab has arisen, the government is about to be ended. Address of Mian Iftikhar to the Raily.

Analysis

Political terms are mostly engineered which are of the background meaning, through which the certain type of ideologies and the power relations are built. The sense of own legitimation and the own actions are presented as “true” while the actions of the opposite person or the organization are presented in the diverse way. The present figure is also full of the political terms, denoting the mottos of the opposite persons as the “fraud” and destruction. Such terms are presented to prove the opposite person as “false” and “not fit for the situation”. Van Dijk (2009) mentions these aspects in the different way, describing that the political people use the terms in sense of their own positivity while they are presented in a way that they are of the false side. The terms “selectors, selected, destruction rather than change, will demolish the occupation and Jihad against Imran Khan” denotes that the public favouring and the culturally, positive and favouring ideology is presented in the headline, describe that the people would be intended to them and would considered them as the legitimated. The sense of hope that the “fraud, occupied and selected” government have to no moral significance and the morality of being choses and selected for running the state. These terms have the stretches of soft power through the words and utterances for the purpose of making the won actions and the intentions, in the legitimated and true way. The ideology is also there that the opponent of the opposition are the cruel and occupied people and they have no value of existence rather than they would be put away. The term “Jihad” is used against the cruel and the oppressors yet the terms is used to show that opposition is going towards the

straight path and they are intended to fight against the cruelty of the rulers as well as they are at right path so the public would favour them up.



Figure No. 4

Dated: January 4, 2021.

English Translation: PDM circus has been rejected, N-League theft the funds of South Punjab, Government Ministers.

All the budget had been consumed on Lahore and carpentering the roads of Jati Umarah. The roads of South Punjab are as Mohenjo-Daro: Shibli Faraz.

Inherited Politics is developing: Murad Saeed. The caller of assembly as "fraud", are running into the Zimni Election: Firdos Ashq, Shahbaz Gill.

Analysis

The ruling parties in the world, have been in concern to make their decisions and the parties more legitimating and concerning through their own intentions. The intentions are made through the “construction and deconstruction” of the political ideologies. Opposition of any of the government is taken on the behalf of the things which are not seemed normal and favouring to the country and same is going on. The present figure is also full of ideological news in which the term “circus” is taken for PDM Jalsa as the Jalsa in the South Punjab had been fully controlled and was fully populated, according to the opinion. The efforts and the gathering of the opposition is denoted as the part and the parcel of the “circus” in which the only show of the animals had been presented. The things are presented that the opposition is not ideologically perfect yet believes in the shows rather than of the perfection and development. “Consumption of budget on Lahore” also denotes that the former ruling people had not been there in favours to the interest of the country yet they had been in receiving and perceiving as well as decorating the only palaces of their own city. “Depiction of South Punjab road as ancient” is also ideologically loaded that the people of south Punjab had not been given attention rather their votes had been used for own embellishment by the former governments. The ideology is also there that the “inherit politics” denotes that the political parties of the former ruling had been at the state of ruling the country on the basis of their parental direction rather than they had been in concern to make the country more developed and developing. The ideologies are there that the former ruling government did not believe in the equality rather than they had been in concern to embellish their palaces and living acidities at all.



Figure No. 5

Dated: January 5, 2021.

English Translation: Institutions are free. NAB, which received Rs 104 billion in the last ten years, received Rs 289 billion in our two and a half years and anti-corruption received Rs 206 billion. PDM is free. We are not in danger. Accountability will continue without any political pressure. Government spokespersons should respond strongly to the opposition. Imran Khan

Analysis

Power of the institutions and the ruling is presented in the headline as the headline is fully loaded with the political ideologies and the political terms for the purpose of making the scenario and the aspects more favouring and the favour of the things is also there in sense that the government is playing its own role while the other institutions are playing their own role. The terms use as “uselessness of PDM, no danger by PDM, accountability without political pressure, recovery of payments, freedom of institutions and year of development” are more favouring to show that power and the ideology of the ruling people as in the legitimated. The description is made in sense of making the things more ensuring and the things more aspectual that the people of the country are in favours to the ruling people rather than of the oppositions. The things alleged with the oppositions are termed with the ideologically loaded terms as “corruption and looting” of the national wealth. The discourse being presented in the headlines is the fully loaded of the description that the state is at the running level rather than of seizing and no ethical direction and limitations are for the ruling people because of their fair dealing. The biggest province of the country which had been garrison of the national politics while the head of the province is also based on the majority of the members and the state head is also in his favours. The similes adapted for the governance of the present government is based on the “serve to rule” while the things are also most appropriating that the power of the present rulers are based on the service and the nation believes in the politics of the service rather than of the looting and making the things more diverse for the purpose of taking the issues and the scenario more empowering. The winning of the hearts and favours of the publics, are the ultimate realities stand the things of adoption which are based on the terms of politics so same are given in the headline. The description of the own power and the

power of manipulation is there in sense of making the things more concerning that the precedent government have the right of power and ruling even by ethics and by the empowerment of the public. The members of the opposition are considered as they have no concern in this regard and they cannot make the things more effective as the present ruling party can do. "Wining of public favour" is based on the political ideology and the adoption of the political terms so that the things would be favouring and the things would be imparted to the rulings. The same aspects are there with the enjoyment of the power and the power is being lied in sense of own priority and based on the own primitivity.



Figure No. 6

Dated: January 7, 2021.

English Translation: Loyal to the government is a traitor. I will not surrender before the NAB. Fazl-ur-Rehman

We will march on Maulana's call. Imran will not be allowed to hide. Ahsan Iqbal. Sugar and flour will not leave thieves. Ameer Maqam

Analysis

PDM leader, is at the statue of giving the authentic precautions, as the follower and the faithful of the present government are the spy and "enemy of the country". The term is used in sense of denoting that the present government had lost the ethical values as is being selected by the establishment. Van Dijk (2009) says that the political terms are widely used to ensure the things of positivity and of own favouring, so the present headline is also fully supportive in this regard, describing the own truth and trustworthiness for the country. "Flour and Sugar Thieves" are also the widely used terms in this regard that the present government is the supervisor of these thieves. These are the terms used in this regard, denoting that the present government is at the state of making the needs of the people, vanished from the market. The term "dharna" is also ideological loaded describing that the present government is also been born on the behalf of the dharna so the things can also be proven in the shape of the misplacing and replacing of the present government from the scenario of the ruling. The used terms, "thieves and wishes of supremacy of constitution" describes that the opposition is truly favoured to the people and can only let the people towards the development and progress with their vision and thoughts.



Political discourse is full of ideologies and does the ideological work (Van Dijk, 2009). Political discourse (PD) has the wide range of terms being used for own “positivity” while considering others as they are not fit for the situation. The situation handling is main element of PD in which the individuals or the groups are presented in the legitimated and favouring way. “Vote Chori” is the term widely used in the country, denoting the present government of the country as they are being selected rather than being elected. The election of 2018 is not considered as the fair so the term of “vote chori” is refer to the thieving and illegalization of the present government. The government as is needed to show its tendency towards the positive intentions so that the intentions of the country be favoured and the public be favoured. The term, mostly working ideologically, used by the ruling party is “looting by opposition” and the “theft of the national wealth”. These are terms used to be employed in context of the politics being made to denote the “negativity” of the position, as they had been former ruling participant in the country. The cross-talk description in the news, show that the intentions of the people and the country are to the favouring state of the policy where the intentions of the public are more concerning and are more favouring. “Vote Theft” and the “National Wealth Thieves” are the two terms, widely used by Opposition and Ruling party, for the purpose of winning of the favours of the public for their own legitimation and for their own positivity. The terms are both parallel in which on group is predated that they are favoured to the section of the people’s choice while the other groups are presented that their existence is not favouring to the “national interests”. This shows that the ideologies presented by the political parties, are there to win the hearts and the favours of the public so that the power could be morally and legitimately be imparted to them.



Figure No. 9

Dated: January 31, 2021.

English Translation: No electoral college is dismissed because of Sindh Government loosing. Senate will also be filled with illegible people, if we don’t participate. PDM Head.

We are against Government rather than establishment. We have no fight with institution, we have some cautions, which are mostly with the near ones. Leave to break the political parties. Fazal-ur-Rehman

Analysis

Ideology and the power are the two parallel terms widely used by the statement through the specific discourse. The discourse origination is based on the aspects of tendency and making the things more legitimated and favouring through the choice of the words. The present figure is the headline of the newspapers, describing the things of the political diversity. Every political part in the state of Pakistan cannot go against the establishment and has no tendency to be believed in the clashes yet they are at the state of taking the own positive decision in construction and deconstruction of the political ideology. Political terms, as “apnay, gilay shikway and not against establishment” are the terms used in this news illustrating that PDM believes in the positivity and enforcement of the institutions. establishment is at the state of making and creating the things of certain diversity in a way that as they do not like them. The used terms by the opposition in this regarded are political engineered in which the stretches of the power and the ideology is presented to enjoy the power and to enjoy the tendency of the people towards certain type of aspects. The notion of “foreign funding” is devoted to describe that the presented ruling party has no ethical values to rule in the country yet the country is not at the state of making the true findings of the development and the progress. The ideology presented in the headline, is this that the leaders of the opposition and the whole opposition parties deserve the right of ruling while the ruling party is not favoured to the rest of the country in sense of progress and developments.

5. Conclusion

The study is conducted in the perspective of the analysis of the headlines presented in the daily national newspapers of Jang, Rawalpindi. The political statements and the terms are fully loaded with the ideologies and the power stretches. Every party is intended to win the favour of the people with the legitimated and the favouring terms which are acceptable for the public. The main role of CDA is highlight and expose all those hidden ideologies and the power relations stretches so this aspect is also used in this regard to manipulate the hidden ideologies in the political headlines as well as the power related hidden in these political terms. The study has highlighted that the ruling party is in concern with the manipulation of the corruption, looting of national reserves, money laundering, inequality in state reserves sharing as well as the inequality existed between the former ruling parties and public. The PDM which is now and recently been fit in this regard to the opposition of the present government is intended to show that the present government have to no capacity of delivering, handling, administration, and is also selected. The terms used by the political leaders are fully loaded with the ideologically engineered thoughts to win the favour of the people in many of the regards. The study also suggests that further, stylistics analysis can also be made of the poetical statements being used by the political leaders in their speeches and especially shown in the headlines.

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