CRITICAL DISCOURSE ANALYSIS (CDA) OF PROMINENT POLITICAL FIGURES' SPEECHES AND INTERVIEWS

*Rashid Ahmed Shah, **Saddam Hussain, ***Farhat Nawaz, ****Lal Muhammad

ABSTRACT

The role of a language has been a touchstone of prominent figures throughout the ages. For Critical Discourse Analysts (CDA), to produce the meaning and the contextual interpretations of any genre of speeches or interviews is a complex practice in the field. They scrutinize and examine the contextual meanings of the utterances of the discourses made by the speakers based on social, political, regional, and cultural backgrounds. The experts of Critical Discourse Analysis (CDA) are seriously occupied with the language and its effects. The critical studies follow such discourses and narratives to evaluate the misrepresentations of such ideologies and discrimination via the talks and the texts. The purpose of the study is to critically analyze some of the selected portions of the speeches and interviews of Pakistani politicians and the aftermaths of such talks on the international platform. Moreover, the speeches and interviews are taken on the board to see the contextual meanings and their effects based on their ideologies, especially in Pakistani society.

KEYWORDS: Prominent figures, Critical Discourse Analysis, interpretation, genre, speeches, interviews, ideologies, politicians, and aftermath.

1. INTRODUCTION

In the field of Discourse Analysis, the experts take the texts and the utterances to provide possible interpretations while keeping the social, economic, political, cultural, and ideological backgrounds in their mind. As far as the politicians & political figures are concerned, the experts look to the Political Discourse (PD) of the speakers based on particular genres, they give their point of view (Maalej, 2012). A language can be viewed and analyzed in different ways. One of the aspects of the language is Political Discourse (PD) which is meant to deal with the reproduction of the abuse of power and the types of discursive dominance. This can be the interpretation of any politicians' speeches or interviews.

Political Discourse (PD) is designed to evaluate the narratives, worldviews, and ideologies of political figures. When we do CDA of such political discourses, we realize that their ideological concept, agenda, and narrative behind such discourses which they want to pursue in the society (Chilton, 2004; Van Dijk, 1997a). Thus, Political Discourse is taken on the board to review such narratives of these politicians based on their ideologies (Dijk, 2003). According to Maalej (2012) the speeches of politicians and interviews given on the international platforms, their debates, floor discussion, and parliamentary debates are mainly called Political Discourses. Commonly, in these political interviews, debates, and speeches the speakers use such defensive discourses, or the way they use their language is based on their ideological, political, social, and cultural background. They try to use very specific words that do not go against their ideology because their utterance plays a vital role in their political career. This becomes their grand narrative so they have to defend it. Critical Discourse Analysis is also called Critical Linguistics. It was first coined in the 1980s in Britain at the time when the work Language and Control was published. Critical Discourse Analysis deals with the type of discourse which is analytical research and primarily it discusses the abuse of the social power, dominancy, and by this these inequalities are ratified, reshaped, and resisted by the talks and the texts in a social and political context (Maalej, 2012).

*Lecturer at Abbottabad University of Science and Technology (AUST), KPK, Pakistan

**English Lecturer (Visiting) at Baluchistan University of Engineering and Technology Khuzdar

***Lecturer at Abbottabad University of Science and Technology (AUST), KPK, Pakistan

****English Lecturer (Visiting) at Baluchistan University of Engineering and Technology Khuzdar

In this regard Critical Discourse Analysts take the vivid position, therefore they want to explore, rectify, resist, and understand these social inequalities (Dijk, 1985). Micheal Alexander Kirkwood Halliday was a linguist from Australia who developed a modal called "The Systematic Functional Linguistics" Which is the mainstream of Critical Discourse Analysis as well as the theories which can be applied to check the effect and meaning of the texts and speeches made by the speakers (Wang, 2010). The basic aim of the Critical Discourse Analysis is the public speeches, interviews, political agendas, narratives (made by influential political figures), and the laws. Thus CDA aims to analyze, expose, discover, and reveal the interconnection and relationship among the power, language, ideologies, and narratives by them. Political Discourse is one of the sub-varieties and linguistic features, it cannot only be put into a genre but should be defined by a social domain like that of politics such as the talks and texts of professional politicians and institutions included prime ministers, ministers, government, parliament, or any political parties not locally but also on the international level (Maynard 1994; Sharndama, 2016).

This article analyzes some selected portions of the speeches and interviews of some prominent Pakistani politicians applying Fairclough's Modal (1989, 1995) of CDA to see the effects of their talks given on the media and the consequences after giving publically. Furthermore, this research paper deals with Critical Discourse Analysis of the discourses of the politicians where it deals with speeches and interviews of Pakistani Politicians given on the different international platforms and to see its effects on the society. This article paves the way to the interpretations of the Political Discourses of these famous politicians on the mass level. The article applies Fairclough's (1989, 1995) modal for CDA which talks about three dimensions in terms of analysis of the discourses. The first one is the analysis of the text (description), the second is processing analysis means the interpretation, and the third and most important is the Social Analysis that talks about the explanation of the talk and text accordingly. This frame is used in this study to do the CDA of the selected portions of the most prominent politicians' speeches and interviews. The basic object of this modal is to analyze the relationship among power, ideology, narrative, and language to expose how they convince and direct the public while using the power of the language and also to make them agree and support their ideologies, narratives, and policies (Wang, 2010).

2. RELEVANT LITERATURE REVIEW

Critical discourse analysis (CDA) is a commendable discipline and a considerable productive field for researchers and linguists in language studies. This critical discipline was attracted and inspired a large number of professionals for the use of language effectively around the 1970s. CDA has approached approximately all steps of social and political contexts with the help of elemental meaning over text and talk. Dijk (1993) substantially focuses on asserting that Discourse is used in terms of representing ideas, attitudes, beliefs, behaviors, social values, and political terms. It is intended to impose the function of text and talk for determining sufficient meaning through context shaping, framing, and organizing (Dijk, 1997). Fairclough (1989) emphasized that language is considered as a social process signifying linguistics and non-linguistics features of a society. Therefore Fairclough has known as a great figure in the study of language and power. Though the critical notions of Fairclough must be absolute in the context of sociolinguistics to express the expertise in the use of language in social text and talk. Fairclough (2009) claims that 'hegemonic practice and hegemonic struggle to an essential extent have the digressive exercise, in verbal and written communication.

Further Dijk (1993) argues that we mostly pay more attention to "top-down" interaction of preeminence than to "bottom-up" relations of resistance, compliance, and acceptance. Schaffner (1996) states that political discourse, as a sub-category of discourse in general, may be divided into two criteria; one is called function and another one is thematic. The political discourse can be decisive historically and culturally in the political context. Different functions are supposed to be fulfilled because of various

political activities. If it is thematic its topics ought to be relevant to politics such as political ideas, activities, and interactions.

Although we are encoding the analysis of discourse especially the discourse of political speeches, interviews, and conversations, such as the example of the speech of the Turkish Prime Minister Tayyib Erdogan, as Erdogan had a debate with the president of Israel, Shimon Peres. They were in the World Economic Forum in the year 2009. When they debated later on Erdogan left the debate with President Shimon Peres, afterward, he became a very famous leader in the world. Even both the people, the high socioeconomic and the low socio-economic showed their interest in the incident that happened in Davos Debate that day. Keeping the incident in consideration, the discourse can be constructed politically and socially through experiences and situations. Almost the attitude of language depends on the mentalist view of attitude as a state of readiness therefore variables of intervening between conceiving the persons and their responses (Fasold, 2006).

Dijk (1993) argues that Critical discourse analysis from its types can be a quite expository perspective against socio-cultural problems faced in the language context. Here the main focus is to express those texts and talks that outgrowth with power, dominance, inequalities, and discrimination in the Society. Leeuwen's (1996) groundwork relies on the social actors which are the reasons and policies of the powerful organizations, though they may include or exclude them from the mainstream of power.

Furthermore, Mazzoleni and Schulz (1999) argue on self-reflection in political discussion, mediation like self-reflection is a neutral concept that in relation how to the mediation of media between political sectors by interceding, transmitting between various actors, settlements, or institutions. Medialization in the talk of politics is considered as the practice through that politics is increasingly constructed by patterns (Schulz, 1999). Political discourse is a cross-disciplinary notion that consists of political science and communication fields. Dijk (1997) notes that Political Discourse Analysis (PDA) expertise professionals ought to express that the political science must be studied adequately when that is conceived that the problem is the most important discursive dimension. Thus, political studies may help the PDA by introducing the theories and approaches that have excursive proportions.

Dlugan (2009) points out that the political speech of King Martin Luther, "I have a dream" and the King was the prominent leader of non-violent regression that examined the racial quality of the United States of America. He makes Martin Luther King's speech very historical because of some reasons; the very first reason as he stated was the strong connection between the king's speech and the context. The connection clarifies through the ways of repetition that were used in King's political Speech. Further, he used literary references in his speech to relate it to express the credibility and morality of the argument and analytical communication. Finally, the third reason he enriches was; how Martin Luther King quotes geographical examples in his speech to support his arguments, and how he distinguished freedom and slavery by using metaphor.

3. **OBJECTIVE**
To know the impact of the texts and utterances of some selected prominent Pakistani politicians on their political career in the light of critical discourse analysis.

4. **QUESTION**
What is the impact of the texts and utterances of some selected prominent Pakistani politicians on their political careers in the light of critical discourse analysis?

5. **METHODOLOGY**
The methodology of the study is qualitative in its nature. The data have been collected from some of the renowned newspapers like "Dawn Newspaper" which is one of the leading and widely read

newspapers, BBC (British Broadcasting Corporation) which is said to be the biggest broadcasting house in Westminster, London and also from the Samaa News channel which is one of the major broadcasting news channels in Pakistan. Moreover, the secondary data have been collected from the past published research papers which are published in international journals, social media such as YouTube, and other reliable websites accordingly.

The data have been acquired by using purposeful sampling as it is used in qualitative research to select and identify the information related to the phenomenon (topic) about the interest. The collected data were subjected to the Critical Discourse Analysis (CDA) while using Fairclough Modal. The textual analyses of these selected speeches and interviews of the politicians have been done in order to see the impact on their political career while applying the lances of the Fairclough modal of CDA.

6. DATA ANALYSIS
6.1. What is the impact of the texts and utterances of some selected prominent Pakistani politicians on their political career in the light of critical discourse analysis?

Studies of sociolinguistics have clarified that people from all over the globe, use their languages differently to express any ideology or manifesto socially and politically in certain contexts. The results can be displayed as positive or negative attitudes for the specific group of people with their social and cultural backgrounds in a domain of power. Discourse analysis (DA) determined the specific notions which make the text and talk quite fascist. We may analyze the text and talk concerning diverse social and political contexts as representative of possible text and talk in the discourse of social and national communication (Decilla, 2006).

Though the notion of context is considered momentous for CDA. Since this is certainly mentioned that social, psychological, political, and ideological domains have a strong relation in negative and positive components. From a sociolinguistics point of view, there are some important perspectives of the politicians in the Pakistani context that need to be discussed and analyzed especially some of the selected portions of the speeches and interviews of prominent Pakistani politicians.

6.1.1. *Critical Analysis of Prime Minister Imran khan's pre and post speeches election 2018 in parliament and to the nation.*

Imran Khan is a world-renowned former cricketer captain and the founder of Pakistan Tehreek-e-Insaaf (political party) which is now one of the leading political parties in Pakistan. When Imran khan delivered his political speech for the very first time in the parliament, at that time his party (PTI) was not in power in 2013. This speech of Khan has a vital role in the political discourse of Pakistan in linking to the democracy as PTI's slogan and Imran Khan's manifestation is, "New Pakistan". Imran Khan begins his speech with praise of Allah Almighty, he presents himself as Pakistani, trademark of his patriotism, not as opposition leader. Later on, he gives the example of other nations' history, he says that knowing history is like a weapon for a leader.

He goes on to point out that many countries, like South Korea, Indonesia, and the Philippines adopted Pakistan as a role model for them because of its natural resources and land. He emphasizes that we ought to speak the truth to the nation and stresses that we are facing the biggest issues in the country and among them, the major is corruption, as having the government in Khyber Pakhtunkhwa (KPK) he suggests a good accountability court in the province to stop the ways of corruptions.

As usually people are influenced by religion they quote the religion in their communications in other words they are using the religious discourse as the backpack. Imran Khan refers to Islamic teachings as Allah Almighty destroyed many nations as they were not followers of Allah's command. Khan says that we are the Muslims and supposed to follow all commandments of Almighty Allah, and previously

(pointing to the other Muslim rulers) our great figures followed His (Allah) commands. Therefore, they were able to build a state that was established in Medina based on equality, justice, peace, and prosperity. Further, he quoted the example from the Holy life of the First Caliph of Islam Abu Bakr Siddique (R.A) when he took the responsibility of the caliphate (Khilafat).

The first and foremost thing he did was that he presented his business in order not to link any official involvement personally with the affairs of the state. Therefore, Imran Khan tries to give the reference from the life of Hazrat Abu Bakr Siddique (R.A) in his speech to strengthen his speech and create an effect on the public. For an ideal Leader, if required, it is mandatory to close down his business exercises for the sake of Allah. Finally, khan compares Pakistan with Switzerland analytically, as he refers to Switzerland and how they have established a system of justice and utilization of natural resources. Switzerland has not that many resources as compared to Pakistan but we see that yet they are progressing far better than us and the only reason is the usage and strategies they apply in their country which is why they are having a very prosperous life.

The speeches uttered by Khan if analyzed critically, like when he gave this narrative in parliament from the opposition side in 2013. People gave positive feedback and not only this but the effect of his speech was at its peak because many prominent Pakistani political leaders joined his party (PTI) after his talk. Similarly, in the election 2018, Imran Khan won the election over the country and has become The 22nd Prime Minister of Pakistan. By this, we can understand that the power of language if occurred in the right direction by any influential personality affects irrespective of whether it is for his gain or any other perspective but it does have a strong result in this regard. As it is considered many times, that Khan was striving to route The Country into "**Naya Pakistan** (New Pakistan)" with "**Nayi Soch**, (New thought & ideology)". He proceeded to present a five-point agenda first and foremost.

- Supremacy Of Law
- Implementation of Zakat, (Progressive Taxation)
- To develop compassion for needy persons.
- Merits in all the departments
- Education

PM Khan started his address with a profound expression to thank those who were supporting him since the first day of his entire political history. Then he cleared that he never pursued a career and profession in politics but a mission and vision with sincerity. This is considered the general proclamation to hold the opinion of the public as PM Khan mentioned.

Later on, PM Khan referred again in his address to the quotation of religion, and gave an example from the role modeling of The Holy Prophet (P.B.U.H) and has State of Medina. That was based on justice, equality, a strong system of law, prosperity, and integrity. Similarly at one another place Khan said, "**Mujhe maloom ha ab sare chour 1 sath jama honge ma in sub ka muaqbila karonga aur tabdeli lekar rahonga** (I know now that all culprits have come together on the streets)". I will fight against them and bring the change.

Dijk (1995) coined the socio-cognitive model and points out that politicians try to formulate and express their self-presentation positively from the positive communication ideologies. It is widely considered that various politicians pursue their ideologies to get the favor of their workers and supporters, rhetorically they behave with their workers.

Rhetorical approaches of PM Imran Khan on various occasions as he uttered, need to be critically analyzed. A question does arise that what PM Khan has fulfilled his promises so far? As he promised that he would shelter the homeless people, despite giving them a shadow in his tenure many citizens' homes have been demolished in the name of encroachment (Tajawuzat). He also promised that he would control the illiteracy rate in all provinces but unfortunately. yet, Pakistan is facing this dilemma, as the province

of Pakistan (Baluchistan) there are approximately 5000 schools still nonfunctional, 18 lacs students are out of schools which are criticized by all the common people because these were the serious issues.

Prime minister (Khan) was to demolish as he promised but all went astray. He emphasized establishing the state as a model of Medina, it was a very difficult task for him therefore, he faced some controversies even he is still unable to implement it. He assured that the business holders would not interfere in the political activities but people criticized him for accepting his one of the main ministers (Jhangeer Tareen).

In his maiden address to the nation after becoming prime minister of Pakistan, the strong and rude tone he used in his speech. Many senior politicians and senior anchorpersons criticized him that such words cannot be uttered by a prime minister of a country as he says, "**main choron ko nhe choronga** (I will not leave these looters)". A prime minister ought to be very polite not rude, his this attitude was criticized by many people because such words influence the minds of the people.

His speeches contain something new like his slogan **"Change"** which attracted people to vote for him. Imran khan's ideology "Change" and a "new Pakistan" indicate the work and prosperity directly and indirectly. In his speech **"New"** word shows that he did not accept the system of the previous one, he wanted to bring a new system for the betterment of Pakistan. According to Khan (2013) "**Tabdeli Aa Nhe Rahi Tabdeeli Agyee ha** (Change is not coming, change has already come)".

After being PM, till the day so many people and analysts argue and have a strong allegation to his slogan. "Tabdeeli (Change)" as PTI has passed its 100 days tenure but still the people of the country are suffering from poverty. After accomplishing 100 days, Imran Khan promised to the nation in a ceremony on August 18, 2018; he says, "**ham aik crore Nokriyan aur 50 laak naeye ghar baneangay".** (We will create 10 million jobs and 5 million new homes will be built) further, he says, "**ham 8 hazar tax collection aur 8 Arab me metro bus system banaenge"** (we will collect 8 thousand taxes and within 8 billion rupees, we will give the nation metro bus service). Later on in his speech, he emphasized that he announced Poultry form **"Murghopaal"** scheme, even Poultry Farm Development Authority also announced to contribute, as PM said, "**Ham ghareebon kelye Murghipaal scheme Shro karhe han wo aundy dengi aur bachy dengi aur ghareeb apne bachon ko kila saky ga"** (we are going to organize a hen raise scheme which would be beneficial for the poor).

Recently on the 22nd of December PM launches 'Billion Trees Honey Initiatives, to boost honey production through the plantation of trees. To the public gathering PM said, "**es Program k taht aesy podey lagaye jaengy jin par shihd ki makhiyan ziyada bethti hun".** (In this scheme we will plant such trees which provide to support the bee flora). As a great amount of time, around two years passed in the government of PTI, now people have criticized the above narratives and political discourse spoken by president Imran khan.

It is considered that none of them has been done successfully yet. What type of change his government has brought for the people of Pakistan who are suffering from these obstacles and difficulties. But on another side, Imran khan has long-term plans to make this country a developed country. PM Khan (2020) addressed in Prime Minister's low-cost housing scheme on March 3rd, 2020, that, "**2020 Noukrryon ka saal hoga**". (2020 will be the year to provide job opportunities to people).

Afterward, people of the country criticized him, not to mention giving jobs to the people even PTI has fired many laborers from their jobs, such as Steel Mill workers, etc. Though we recently observed on 18 December 2020 Imran khan's exclusive interview on SAMA with Paras Jahnzaib asked this question about the firing of steel Mill workers, he could not satisfactorily answer them. Later on, Imran khan addressed the Tiger force convention on 18 October 2020, "**Nawaz Sahreef tum wapis aao dekho ma tumhe kaha dalta hun**". (He warned & threatened the deposed Prime Minister Nawaz Sharif while touching his chin as a gesture, Nawaz Shareef come back and see where I put you). Further, he said, "**Naye Pakistan k bad ab naye Imran Khan ko bhi dekhogy".** (After; new Pakistan now you will see

new Imran Khan). And said, **"Insha Allah, nawaz Shareef ab ma tumhe dekhaonga k kesy larty han".** (If God wills, I will tell you how to fight).

6.1.2. *Nawaz Sharif's Speeches*

On the 27 of September in 2013, at UN General Assembly, in his speech he uses a few phrases to introduce his agenda, like **"Good Governance, peace and security of the entire nation"**. These domains are known as the main pillars of good governance. Mian Muhammad Nawaz Sharif cleared, "We are the anchor of peace, a beacon of peace and beacon of hope for the whole nations". Furthermore, he argues that we ought to be clear that we are not just theoretical but practical as well. We must show honor for those who do not discriminate in the norms of racism, sects, caste, and creed. To clear his point of view he stated, "Terrorism knows no border" and Islam is the religion of brotherhood and peace for all".

The people criticized that Nawaz Sharif, claimed in his tenure but he could not provide good governance to the nation. He looted the country, as currently, we observe that Sharif's family is facing the Panama scandal at National Accountability Bauru (NAB) due to their bad governance. Though they claimed the positive change and developmental projects; such as Lahore Metro Bus, and the progressive position of the city Lahore. They faced criticism, as KP Minister Shaukat Yousafzai claimed (2020) in a Meet Press that Peshawar BRT (bus rapid transit) won't be costly than Lahore Metro. The textual level means the cost Sharif brothers spent was too much than the requirements. They corrupted the Metro Bus Lahore as well. A time came when deposed PM Nawaz Sharif was removed from his ministry.

In the response, he gave a strong statement in a gathering of Gujranwala after the dismissal on 11 August 2017, and in a homecoming rally from Islamabad via GT Road, he said, "**Mujhe keyon Nikala**" (why I have been kicked out from my seat), though the Supreme Court of Pakistan (SCP) stated the actual removal of Nawaz Sharif that he spent a life beyond his means for income and failing to make money trail that his properties cost billions of dollars in all over the world. PTI brought its awareness campaign to inform the people why Nawaz Sharif was ousted from the PM office and sacked from to contest election for the rest of his life. PTI launched an awareness Campaign, "**Tujhe keyon Nikala** (why you were disqualified)". This campaign listed almost 10 points to the removal of Mr. Sharif including corruption, misusing the government properties and money laundering, etc.

6.1.3. *Ishaq Dar's Recent Interview to BBC*

On 2 December 2020, former finance minister and a close aide of ex-Prime Minister Nawaz Sharif, Ishaq Dar was interviewed recently on BBC News Show "HARD Talk" by Mr. Sacker, he tried to defend himself but he got stuck in the BBC interview. Ishaq Dar said, "I have my main residence in Pakistan which has been taken over by this regime", he further says, "hitting out at the incumbent PTI-led government", "Haven't got too many properties and my net worth is what has been (inaudible)". In this statement, Ishaq Dar tries to show his transparency in taxation and Panama Papers, when he asked whether he or his family had any assets.

He replied to the Interviewer negatively and form the fascial expression as he looked that he was afraid to tell the reality as he said, "my son has his own business for the last 17 years, he is independent, and I have paid my all taxes in UK, and Pakistan as well". But then the host asked him a bit tough question, that If he has paid all dues so why he is hesitating to go to Pakistan? The former Minster replied, "**Well; let's see what is happening in Pakistan. Where are the human rights in Pakistan? Dozens of people have been killed In NAB's custody, virtually, what credibility does Prime Minister Imran Khan's government have? The whole world has witnessed, it was a stolen election",** said Dar in response to a question as to whether he or Nawaz Sharif has any credibility with the masses.

Dar is claiming that the government of PTI, has stolen the election from them, everyone knows that the general election of 2018 was rigged. Further, he said that PM Imran Khan is waiting to put him (Dar

Former Minister) in custody. How much corruption he did. As we see during the interview, what was the gesture and hesitation of Dar, what we realize is that Dar was not quite confident at all while giving the interview. The masses and analysts have observed the hesitation of the former Minister was obviously negative to justify his assets.

7. DISCUSSION AND FINDINGS

As discussed some of the selected portions of the speeches of prominent politicians of Pakistan Namely the setting Prime Minister Imran Khan, former and deposed Prime Minister Nawaz Sharif, and one of the right hands of Nawaz Sharif and former foreign minister Ishaque Dar. If we go into detail while doing the CDA of these selected speeches, the readers get to know the effect of the language they have used in the interviews, speeches, and the promises they have made.

As Crystal (2003) states that a language has effects and very quick responses if uttered by any authority. In this way, whatever these politicians are talking about, they have a particular ideology which they want to impose on the public. Similarly, Wodak and Decilla (2006) state that a text or any utterance has a connection with the social meaning and it creates situational meaning as per the social, economic, and political background.

Above mentioned statements of the PM Khan that show a kind of threat, therefore many people have criticized him because of the gesture and posture he used against Sharif which is inadequate and inappropriate as far as a leader of a country is concerned. For PM khan to use such rude and slang language is unethical because language has an effect and it plays a vital role especially if used by any influential personality (Maalej, 2012). PM Khan must have refined gestures, this kind of gesture is not appropriate for PM Khan. He uses his speeches to influence the minds of people. His speeches contain something new like his slogan "Change" which attracted people to vote for him.

As we have done the critical and textual analysis of Khan's speeches & interviews and also scrutinized the ideology he has about his government and also his political discourses. Therefore there is a close connection between the talk & the text and it gives the meaning according to the background in which we live. According to Hockett (1960) the meaning of the words has a social bond with the words and meaning is arbitrary. There is no fixed meaning of any words, the meaning we construct from any words, talk or utterance has a connection with the background. If we critically analyze the speeches of Imran Khan as explained his pre-and post-election speeches have a very big contrast.

Similarly, if we analyze further the speeches of former Prime Minister Nawaz Sharif, again the language he has used in his speech like, "Mujy Q nikala (why I have been kicked out" affects the public because this creates the situational meaning in the context even though the Supreme Court of Pakistan has explicitly declared his allegations and stated the facts behind his disqualification but we can see him (Nawaz) that yet he tries to prove himself innocent. Further, if we look again at the interview of Ishaque Dar given to BBC recently. To analyze the language and the facial expressions he made during the interviews give us very different meanings because from this type of situation we realize that he was afraid of telling the truth in public even though he tried a lot to defend himself but all went astray.

Dijk (2003) states that the politicians try to develop their influence by using a certain type of genre in their speeches as Dar was trying to do in his recent interview. He was supposed to answer the posed question of the interviewer. Instead of giving the answer, he (Dar) started blaming his opponent (Imran Khan) that what they have done for the public of Pakistan. This is how these politicians play with words and try to impose their ideologies while using different tactics and tricks. Every text has certain connections with the backgrounds. Therefore, the discourses these politicians use in their speeches and talks have particular ideologies that they want to pursue in society.

8. CONCLUSION

The current study is executed while using the Fairclough (1989, 1995) Model of CDA which consists of intertextual analysis. Fairclough (1989, 1995) Modal of CDA takes a text and a talk in three ways; the first one is the text analysis means the description of the text and talk, the second one is the processing analysis in terms of interpretation and the final one is the social analysis which talks about the explanation of the talk and text respectively. It shows power practices while using words and discursive practices.

Furthermore, it is also highlighted that how the language is used to preserve and retain the ideological and political believes in front of the masses. Language is the sole intrinsic power to instruct ideologies in people's minds. Some political statements of several political leaders have been critically analyzed that how they use the magic of language to convince the people of Pakistan to pursue their narrative in a very crystal clear manner. Thoughts are expressed through language and language is the sole way of conduction to enslave or empower the nation.

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