

A Critical Discourse Analysis of Speeches by Imran Khan and Nawaz Sharif at the United Nations General Assembly



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Abstract: *This study investigates the political discourse of two well-known Pakistani politicians, Imran Khan and Nawaz Sharif and used Fairclough's 3D model and Critical Discourse Analysis (CDA) as theoretical frameworks. This qualitative research investigates the language and rhetorical techniques used by Ex-Prime Ministers Imran Khan and Nawaz Sharif of Pakistan to sway public opinion, rally support, and forward their political objectives through a close analysis of their speeches. Text analysis, discourse practice analysis, and socio-cultural practice analysis are the three primary facets of the research that shed light on the function of language, ideology, and power in political communication. Both leaders, albeit in different ways, successfully communicate with their respective audiences by using a variety of rhetorical strategies, including metaphors, repetition, and analogies. The results shed light on the subtleties of political discourse in Pakistan by highlighting the intricate interactions between language, politics, and society. In the end, this research adds to our knowledge of the dynamics of political communication and governance in Pakistan and provides insightful information to academics, decision-makers, and the general public.*

Keywords: CDA, United Nations speeches, Fairclough's 3D model

Introduction

Language, serving as a vital communication tool, not only conveys an individual's current ideas and thoughts but also reflects their cultural, political, and religious identity. Discourse, defined as the language in use within a specific context, constitutes tangible data that plays a crucial role in exploring diverse meanings within sociological and psycholinguistic concepts. The terms "discourse" and "discourse analysis" are commonly employed in linguistic discussions, often with fuzzy boundaries. In linguistics, discourse encompasses any formal

or informal communication that can be systematically studied. It can manifest in both spoken and written forms. Titscher (2000), as cited in Bayram (2010), conceptualizes discourse as an umbrella term with various dimensions and layers of meaning, covering aspects of linguistics, sociology, and philosophy. Cook (1992) defines discourse as language use in communication. Consequently, discourse analysis is an investigative process exploring how language elements, situated within their complete-textual, social, and psychological contexts, emerge as meaningful and cohesive for their users. Moving beyond,

critical discourse analysis (CDA) integrates discourse analysis with other fields for a comprehensive analysis, aiming to draw valid conclusions. Critical Discourse Analysis extends its scope beyond language studies to encompass areas such as media discourse, public discourse, organizational studies, and political discourse. Numerous researchers have proposed models and theories for conducting CDA, with Fairclough's 3D Model standing out as a notable contribution.

Discourse analysis involves the examination of language, a crucial element in human communication that encompasses speeches, texts, and creative writings. Language serves as a vehicle for transferring socio-cultural codes and norms, encapsulating every aspect of life. Beyond conveying ideas and social norms, individuals utilize language to influence and achieve specific purposes. Notably, influential figures like religious scholars or political leaders wield language to establish followership and submission.

The roots of discourse analysis can be traced back to key works and thinkers who contributed to its evolution. J.L. Austin's "How to Do Things with Words" (1962) introduced the speech-act theory, a foundational concept in discourse analysis. This theory underscores the performative nature of language, highlighting its ability to not only describe but also enact acts, shape social realities, and impact human behavior. The concept of power holds significance in both societal interactions and critical discourse analysis. Foucault (1972) stated that Power signifies the display of authority by individuals over those under their influence. Language serves as the thread weaving together societal elements through communication, evaluating whether authority is responsibly wielded and obligations are fulfilled. Critical Discourse Analysis (CDA) employs a multidisciplinary approach to examine language as a social practice, transcending traditional disciplinary boundaries. The aim of CDA is to uncover and analyze how text and spoken language are used in social and political contexts to wield power, perpetuate inequalities, and either uphold or challenge

supremacy.

This study delves into the complexity of political discourse analysis within the context of two prominent political leaders, Mr. Imran Khan and Mian Muhammad Nawaz Sharif. By analyzing a significant speech from each leader, the study explores how language is strategically employed for political advantage and its role in shaping social realities.

The focus of this study is on the intersection of language and power in political discourse, falling under the purview of critical discourse analysis. The primary objective of this research is to analyze and evaluate the speeches of Imran Khan and Nawaz Sharif, focusing on the veracity of their statements and the presentation of their public personas. This study aims to decipher potential implicit meanings embedded within their speeches, examining the role of their language in shaping public perceptions and constructing versions of reality. Understanding this linguistic influence is imperative in enhancing information comprehension in an era inundated with vast amounts of data. Understanding the role of power is crucial in comprehending politics and the influence wielded by political figures through their speeches. Drawing upon the theoretical framework of Norman Fairclough, a renowned expert in Critical Discourse Analysis (CDA), this study employs a structured lens to thoroughly examine linguistic features embedded in the speeches of Khan and Sharif. Fairclough's three-dimensional model, particularly in the realms of religious ideology, popular perception, and decision-making, offers insights into the subtle ways in which language shapes and alters socio-political reality.

Literature Review

This part highlights the previous works about Critical Discourse Analysis (CDA), pointing its underlying ideas, diverse applications, and critical purpose. Discourse analysis is an interdisciplinary subject that focuses on the convergence of language and social life to understand the complex ways that language determines society dynamics and influences human interactions. In this context, political

leaders' speeches are rich language resources that provide insights into power structures, ideological foundations, and persuasive techniques.

Researchers looked closely at many of Imran Khan's speeches, using a variety of discourse analytic techniques to assess his rhetoric. Asia Nusrat, for example, examined Imran Khan's power discourse, which was especially clear in remarks he made during the Dharna demonstrations. Nusrat's work is important because it adds to the body of knowledge and helps Pakistanis understand how their leader uses language to exert power. Fairclough's three-dimensional model (1989) served as a foundation for data interpretation in Nusrat's theme analysis methodology. Important conclusions from the textual, discursive, and sociological research of Khan's speech emphasized the purposeful use of pronouns like "I" to establish authority and "we" to win over the audience.

The researchers found a study vacuum about Imran Khan's linguistic and persuasive abilities after undertaking a thorough review of the literature that included articles, theses, newspapers, and political speeches broadcast by news networks. Khan uses language methods to effectively enforce his ideas, but occasionally, his emotional outbursts take away from his intended message and could have a negative effect on the audience (Ghilzai et al., 2018). The close relationship between language and society is highlighted by academics like Halliday and Matthiessen (2014), who also point out how writers, journalists, and politicians use language in social contexts to strategically communicate their beliefs to the intended audience. This implies that language, with its varied expressions to portray diverse ideologies, is crucial in influencing listeners or readers about a specific viewpoint (Ghannam, 2011; Mahmood et al., 2011). Furthermore, Fairclough (2015) asserts that by analyzing figurative language employed in social contexts, discourse analysis assists in revealing the explicit and implicit agendas present in texts (as mentioned in Hassan, 2018). Van Dijk (1988) goes on to say that different ideologies can be

communicated through discourse construction, highlighting the value of Critical Discourse Analysis (CDA) in determining how language shapes social and political situations (Gopang & Bughio, 2015). CDA examines how language creates meanings and strengthens social ties in addition to examining the complex interaction between language and society (Mullet, 2018; Aazam et al., 2019). As a type of discourse, speech is an effective tool for widespread persuasion and communication (Gopang & Bughio, 2015). It allows people to communicate ideas directly or indirectly to the public, influencing and persuading large numbers of people (van Dijk, 1988, 1993, 1995, 2001, as cited in Gopang & Bughio, 2015). Thus, a grasp of speech and discourse dynamics is essential to understanding how people, especially political figures like Imran Khan, use language to further their agendas and influence public opinion.

Farid, Nawaz and Tariq (2020) argued that Discourse studies continues to be dominated by the political sphere, especially when examining the statements of politicians like Imran Khan. Many studies in the field of Critical Discourse Analysis (CDA) have examined political discourse and the "Us vs. Them" split from a CDA standpoint.

Advanced discourse analysis, or CDA, sheds light on the ways in which language exerts power and shapes society (Dijk, 2001; Farid, Tariq & Nawaz, 2020). Within CDA, the relationship between identity, power, and ideology is crucial (Van Dijk, 2006; Fairclough, 1989, as quoted in Farid, Tariq & Nawaz, 2020). According to Van Dijk (2006), ideology includes a set of values, a dominant force, a stabilizing element, and a part of a group's identity. In analyzing discourse, Fairclough (1989), as referenced in Tariq & Nawaz (2020), highlights the relationship between ideology and power by differentiating between power that is expressed in speech and power that underlies discourse. CDA examines how language, which is frequently characterized by the "Us vs. Them" dichotomy, is used to express power relations, shape identities, and maintain power imbalances (Singh, 2004, as referenced in Farid, Nawaz and Tariq 2020).

An excellent place to study discourse practices is political speeches (Sharififar & Rahimi, 2015; Iqbal, 2015; Naz, 2012; Ahmad, 2014, as cited in Farid, Nawaz and Tariq 2020). To understand how language is used to assert power and ideology, researchers have examined the speeches of a number of political leaders, including Imran Khan (Sharififar & Rahimi, 2015; Iqbal, 2015; Naz, 2012; Ahmad, 2014, as referenced in Farid, Nawaz and Tariq 2020). Imran Khan urged for group action to bring about peace and harmony in his 2019 speech to the UN General Assembly. He covered important global concerns such as money laundering, terrorism, climate change, Islamophobia, and the Kashmir dispute. They conclude that Imran Khan, the 22nd prime minister of Pakistan, addressed the 74th session of the UN General Assembly in New York on September 28, 2019, and the analysis clearly showed divisions between "Us" and "Them" in every section of his speech. The four main topics that the prime minister addressed were Kashmir, Islamophobia, Money Laundering, and Climate Change. He outlined the differences between "Us" and "Them" in each subject, emphasized the necessity of finding a solution, and made a commitment to the politically and economically.

Imran Khan's September 27, 2019, UN General Assembly speech, with a focus on Islamophobia, was the subject of a different study conducted by Amir, Ahmed, and Ahmad (2020). Their investigation focused on the several kinds of speech acts that Khan used in the speech, as well as any overlaps and direct or indirect forms. The researchers performed both qualitative and quantitative studies using the Speech Act theory put forward by Austin and Searle as their analytical framework. The results showed that Khan's discourse was primarily composed of expressive and representative behaviours; however there were also some significant examples of direct speech. The survey found that Khan's presentation of the facts, instructional material, and upbeat tone typified his discussion on Islamophobia.

Uzma, Islam, Saima, and Furwa (2013) carried out research on the deceptive language strategies used by political figures to spread their beliefs.

The speech given by Pakistan Tehreek-e-Insaf (PTI) chairman Imran Khan from Shaukat Khanum Hospital two days before the 2013 general elections was the subject of the critical critique. The researchers sought to clarify the underlying ideas that were present in the speech that was being offered. Using Fairclough's 1995 analytical framework and additional instruments like word choice, repetition, positive self-representation, negative other representation, and referential strategies, a qualitative analysis of the chosen speech was carried out to investigate the ways in which particular linguistic components shape people's opinions and political positions. The study found that political vocabulary is purposefully constructed to obliquely communicate particular ideas throughout the conversation. Politicians also use a variety of linguistic strategies to influence public opinion in support of their hidden agendas. According to studies, it is essential for the general public to comprehend the codes and symbols used in political discourse in order to facilitate public comprehension.

The speech acts used in Imran Khan's July 26, 2018, inaugural speech as prime minister of Pakistan was examined by Hussain, Shahwar, and Basit (2020). The objective of the paper was to classify the speech acts that Khan used, evaluate the occurrence of overlapping actions, and distinguish between direct and indirect speech acts. According to their analysis, Khan's speech included directive acts (25%) and commissive acts (39.583%) among the total data reviewed. Representative acts made up 27.083%, expressive acts (1.041%), declarative acts (7.291%), and directive acts (7.591%).

Khalid and Mahmood (2020) carried out a thorough investigation on the function of metaphor in political discourse, paying particular attention to how Pakistani politicians such as Imran Khan employed it. Their study sought to clarify the ways in which metaphors are used to define political narratives, create identities, and impact public discourse by utilizing metaphor analysis methodologies. By examining the subtle yet potent ways that metaphors change beliefs, alter perceptions, and influence the larger socio-political scene in

Pakistan, Khalid and Mahmood shed light on the nuances of metaphorical language in political speeches.

Imran Khan's and other well-known Pakistani politicians' political speeches were carefully compared and examined by Khattak and Rahman (2019). In order to find similarities and differences in discursive methods used by politicians of different political ideologies, their research examined the language patterns and persuasive approaches employed by these politicians. Khattak and Rahman illuminate the rhetorical strategies used by public leaders to further their goals and garner support by applying this comparative perspective. Their research provides insightful information about the various ways that language is used in Pakistani politics to communicate and persuade.

Mahmood and Haider (2019) conducted a study to investigate how Nawaz Sharif's political rhetoric affects public opinion and electoral behavior in Pakistan. Using a combination of surveys and speech content analysis, the researchers examined the ways in which Sharif's discourse influenced public opinion and shaped voting behavior. Mahmood and Haider sought to clarify the relationship between Sharif's language and its influence over public opinion and electoral dynamics by analyzing the linguistic components and rhetorical devices woven throughout his discourse. This research adds to a more complex understanding of how Pakistan's socio-political environment has been shaped by Sharif's political communication.

Hussain and Ahmed (2018) conducted a thorough study of Pakistani political leaders' discursive practices, focusing on the language features and rhetorical devices that were used in their speeches. The researchers used critical discourse analysis to uncover the complex power relationships and ideological frameworks present in political speech. Their research shed light on the ways speech is used to uphold power, sway public opinion, and advance ideological goals by closely examining the language choices, narrative structures, and persuasive techniques used by political actors. The study conducted by Hussain and Ahmed makes a substantial contribution to our

knowledge of how language is used in Pakistan to spread ideologies and manipulate politics.

Hassan and Malik (2018) conducted a thorough analysis of the political speeches made by Pakistan's previous Prime Minister, Nawaz Sharif. The primary objective of their research was to examine the rhetorical and persuasive skills employed by Sharif to effectively communicate his political message. The researchers' analytical approach was discourse analysis, with the goal of revealing the complex ways in which Sharif used words to advance his political agenda and influence public opinion. Hassan and Malik aimed to shed light on the fundamental processes by which political figures like Sharif interact with the public and shape public opinion by analyzing the language subtleties and rhetorical tactics used in his speeches. This study clarifies the function of language in communication and makes a substantial contribution to our knowledge of Sharif's strategies for communication.

Khan and Malik (2017) conducted an in-depth analysis of Pakistani political speeches, including Imran Khan's, to investigate the use of rhetorical devices and persuasive strategies. They analyzed the vocabulary and organization of these speeches using discourse analysis to find trends and tactics politicians employed to sway public opinion. Their research exposed the deft use of linguistic devices including metaphorical language, repetition, and appeals to values and beliefs, underscoring the nuanced nature of political discourse. The study's findings highlight the value of critical analysis in identifying persuasive tactics in political discourse and how language affects public perception and political communication. Overall, by offering insightful information on the mechanics of political communication, Khan and Malik's research advances our knowledge of how rhetoric shapes political debate in Pakistan.

Qureshi and Abbas (2017) analyzed Nawaz Sharif's discursive practices, paying close attention to the language characteristics and rhetorical strategies he used in his talks. The researchers used critical discourse analysis to uncover the hidden power structures and ideological frameworks that are woven into

Sharif's political rhetoric. Through close examination of Sharif's language and rhetorical devices, Qureshi and Abbas aimed to reveal the nuanced processes by which political beliefs are expressed and power is exercised in Pakistani politics. This research adds to our understanding of Sharif's discursive strategies by illuminating the complex interactions that shape political discourse between language, power, and ideology.

Siddiqui and Ahmed (2016) analyzed Pakistani political leaders' rhetoric in an effort to better understand how language shapes public opinion and aids in the formation of political ideology. Their qualitative examination of political speeches revealed the nuanced discursive techniques politicians use to establish authority and legitimacy. The researchers shed insight on how political leaders construct narratives and frame issues to win support and uphold their power by looking at language patterns and rhetorical tactics. Their research emphasizes the role that language plays in forming political discourse and the intricate relationship that exists in the Pakistani setting between rhetoric, power relations, and public opinion. Siddiqui and Ahmed provide insightful information on how speech shapes political environments and promotes social understanding through their painstaking study.

Khan and Ahmed (2016) conducted a comparative analysis of the rhetorical techniques used by Nawaz Sharif and other prominent Pakistani politicians. By carefully dissecting Sharif's language and persuasive efforts, the researchers aimed to identify the similarities and differences in discursive strategies used by different political ideologies. Khan and Ahmed sought to shed light on the subtle strategies used by politicians to effectively express their thoughts and influence public opinion by closely examining Sharif's language in comparison to those of other notable leaders. This comparative research highlights the subtleties of persuasive communication methods used by various political players, leading to a clearer knowledge of the numerous rhetorical landscapes within Pakistani political discourse.

The impact of political speech on public opinion and political conduct in Pakistan was investigated in-depth by Ali and Hussain (2015). Through the use of surveys and content analysis of political speeches, their study explored the complex ways in which politicians manipulate language to influence public opinion and voting behavior. Ali and Hussain sought to understand how language influences voters' beliefs and behavior by closely examining the language and substance of political speeches. Their research offers insightful information about the complex interactions that occur between public opinion development and political communication in the Pakistani setting.

Ali and Raza (2015) conducted a thorough analysis of the rhetorical function in Nawaz Sharif's political discourse, emphasizing its ability to convince and mobilize followers. In order to expose the rhetorical techniques and persuasive methods used by Sharif to maintain his political relevance and influence public opinion, their study used discourse analysis as its main approach. Through a close examination of the language and communication strategies that Sharif employed in his speeches, Ali and Raza sheds light on the ways in which political figures interact with their listeners and win over people to their causes. This study advances our knowledge of rhetoric's ability to persuade in political discourse, especially in light of Nawaz Sharif's leadership in Pakistan.

The study conducted by Abbas and Khan (2014) examined the rhetorical strategies used by Pakistani political leaders, with a particular emphasis on the use of persuasive language and rhetorical appeals in their speeches. Using discourse analysis techniques, the researchers aimed to reveal the complex tactics politicians use to build support and inspire supporters. Abbas and Khan offered insightful analyses of the language quirks and persuasive strategies woven into political speech, shedding light on the ways in which politicians sway public opinion and galvanize their supporters.

Scholars have endeavored to explain the complex relationship among language, power dynamics, and ideological conceptions in political speech by critically analyzing their

rhetoric. The results of these researches highlight the role that language plays in influencing voting behavior, organizing support, and forming public opinion.

Research Questions

This research aims to address following questions as:

1. What specific linguistic techniques are employed by Imran Khan and Nawaz Sharif in their speeches?
2. What is the specific impact of Imran Khan and Nawaz Sharif's speeches on religious ideology in Pakistan?
3. How do these linguistic techniques significantly shape public perception and influence decision-making in Pakistan?

Methodology

1. Research Design and approach

This research uses a qualitative methodology and Critical Discourse Analysis (CDA) to examine the speeches given by Nawaz Sharif and Imran Khan during the UN General Assembly (UNGA). The particular CDA framework employed is the three-tiered model developed by Norman Fairclough. It has three interrelated levels of analysis: description, interpretation, and explanation. Because of how well it examines the intricate connections between language, ideology, and power, this model has been chosen.

2. Data Collection

The official transcripts of Imran Khan and Nawaz Sharif's UNGA addresses served as the study's main source of data. These transcripts, which are open to the public, offer an extensive range of political conversation. The speeches were picked because they reflected the political beliefs and communication techniques of the speakers and were significant in an international setting.

3. Data Analysis

The Fairclough 3D model is used for the data analysis. The speeches are examined using the subsequent steps:

a. Description: This step involves a thorough analysis of the speeches' linguistic components. Analyses of vocabulary, syntax, sentence structure, and rhetorical techniques are all included in this. The precise linguistic motifs and idioms that every leader employed in their UNGA speeches are identified in this stage.

b. Interpretation

Examining the hyperlinks between the language elements found in the description stage and the speeches' larger context is the focus of the interpretation step. Examining the speakers' political backgrounds, the UNGA audience, and the social and cultural circumstances are all part of this.

c. Explanation

The aim of the explanation phase is to expose the speeches' power structures and ideological foundations. This stage investigates how speakers' language reflects larger ideologies and power systems and how these aspects affect listeners' perceptions. The analysis takes into account the ways in which political language is used to express, justify, or subvert established power **structures**.

4. Limitations and Ethical Considerations

Since this study is qualitative, the findings are by their very nature arbitrary and open to the researcher's interpretation. An attempt is made to keep the analysis impartial and transparent. Since the data is freely accessible and doesn't include any human subjects or private information, there aren't many ethical issues.

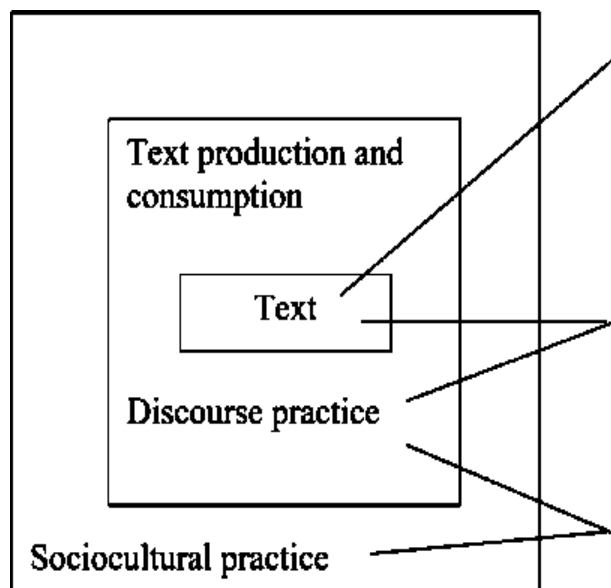
Model

Fairclough's model is used as three types of analysis—text analysis (description), processing analysis (interpretation), and social analysis (explanation)—are essential for investigating linguistic and discursive phenomena within socio-political contexts (Fairclough, 1995; Churiaraki & Fairclough, 1999). A sophisticated grasp of the role language plays in forming and reflecting social power relations is made possible by these analytical techniques, each of which corresponds to a different facet of the model. Three distinct types of analysis, which

are prerequisites for these three processes, are;

- Text Analysis (description)
- Processing Analysis (interpretation)
- Social Analysis (explanation)

To clarify and emphasize the linkages in various dimensions, the best way to present this framework is diagrammatically.



Fairclough's 3D Model

Analysis of Speeches

Textual Analysis of Imran Khan Speech

This section addresses the first dimension of Fairclough's model. The text is described by the initial dimension of the triangle that makes up the model. The text is examined for the sake of this description at several points, including those involving humor, satire, irony, ridicule, metaphor, simile, proverb, propaganda, and rhetoric. This comprehensive empirical data highlights the significance of the preceding chapters by going into further depth on how the aforementioned categories were used. Each component has been explained in detail independently. In this way, the goal of the model's first dimension of application has been realized.

In his speech of 76th session of UNGA Imran Khan made the use of following rhetorical devices.

I. Alliteration

Imran Khan has used this phrase twice, most notably in the phrases "peace with Pakistan" and "fight for the liberation." In this instance, Pakistan's peace and freedom are being demanded through the repeated use of consonant sounds.

II. Allusion

The speech's illusory components are evident when Ronald Reagan's name is called out, as in "President Ronald Reagan invited them to the White House in 1983." This reference transports us back to the White House visit by Mujahideen in 1983 following 9/11.

Khan's speech is powerful and appealing because of these literary methods and figures of speech, which also help him express his point clearly and emotionally.

III. Analogy

In stating, "What the East India Company did to India, the crooked ruling elites are doing to the developing world," Imran Khan offered a poignant contrast. Imran Khan has explained the tendency of imperialism, colonialism, and post-colonialism by drawing comparisons between historical and contemporary circumstances.

IV. Anaphora

Imran Khan's speech is characterized by a broad variety of succeeding sentences that are repeated, such as in "One, reverse its unilateral... Two, give up oppressing it... Three: stop and undo the demographic shifts. At this stage, the word "reverse" has importance.

V. Hyperbole

The phrase "a reign of terror" and "a reign of fear and violence" are two instances in which it has been employed to emphasize a point. It concerns the suffering-ridden region of Kashmir.

VI. Humor

Although the speech mostly deals with serious topics, Khan's depiction of the reaction of powerful nations to violations of human rights has a lighthearted touch. In this comment, "Such double standards are the most glaring in case of India, where this RSS-BJP regime is being allowed to get away with human rights abuses

with complete impunity," he indirectly mocks the selective attitude taken by powerful nations in addressing infractions by their allies.

VII. Irony

Imran Khan uses irony that has its own meaning since it perfectly accomplishes his goal of denouncing the underappreciation of Pakistan's efforts during times of terror and war. He says, "The only reason we suffered so much was because we became an ally of the US." The irony here is that working with the US has its drawbacks, including having to deal with terrorism in Pakistan as a result.

VIII. Imagery

When he uses phrases like "a reign of terror by an occupation force" and "mob lynching by cow vigilantes," the speech's creative environment is descriptive in nature. Once more, the concept of horror and dread is exaggerated.

IX. Invective

Khan used invective to attack the Indian government's policies, notably in relation to how it treats Muslims and what it does in Jammu and Kashmir. He calls their philosophy "fascist" and characterizes the activities of the Indian government, for example, as a "plunder of the developing world by their corrupt ruling elites". A good example is this one: "The hate-filled 'Hindutva' ideology, propagated by the fascist RSS-BJP regime, has unleashed a reign of fear and violence against India's 200 million strong Muslim community."

X. Metaphor

Khan uses metaphor two times in this speech. His use of metaphors to explain difficult concepts is evident in statements like "the gap between the rich and the poor countries is increasing at an alarming speed," which draws attention to the growing economic divide.

XI. Propaganda

Imran Khan used propaganda tactics in his speech, characterizing Pakistan's efforts to limit the Covid epidemic as effective and crediting the government's use of "smart lockdowns" and social protection initiatives like Ehsaas for this achievement. His assertion that "Pakistan has

been successful so far in containing the Covid pandemic is evidence of this, by the grace of Almighty Allah."

XII. Proverb

Imran Khan underlines the significance of acknowledging Pakistan's sacrifices in the context of the War on Terror by using a rhetorical tactic comparable to a proverb, though he does not declare it explicitly: "Imagine how we feel when we are blamed for the turn of events in Afghanistan." Here, he makes an implicit reference to a proverb while appealing to the audience's sense of justice and understanding.

XIII. Personification

Imran Khan is the only one who has used personification. When he uses phrases like "the virus does not discriminate between nations and people" when discussing viruses.

Imran Khan has discussed COVID-19 and its overall effects on individuals in this passage.

XIV. Parallelism

Imran Khan (in "Reverse its unilateral and illegal measures instituted since 5th August 2019; stop its oppression and human rights violations") once used grammatical constructions repeatedly for rhetorical effect. Here, the tyranny that existed in occupied Kashmir is brought up once more.

XV. Satire

Imran Khan uses satire to expose the rich countries' hypocrisy over money laundering from underdeveloped nations. He makes a case for the eventual fallout for affluent nations by drawing comparisons between past exploitation and contemporary economic inequities. This is apparent in his speech; "What the East India Company did to India, the crooked ruling elites are doing to the developing world - plundering the wealth and transferring to western capitals and offshore tax havens."

Textual analysis of Nawaz Sharif's speech

It was made in 68th session of UNGA

I. Alliteration

Alliteration means "Pakistan upholds international law and promotes international consensus." The phoneme "p" appears again in the words "Pakistan," "upholds," "promotes," and "international."

"Islam is a religion of peace, compassion, and brotherhood." (The "p" sound is repeated in the words "peace," "compassion," and "brotherhood.")

Alliteration gives a speech rhythm and emphasis, which helps to make some sentences more memorable and powerful. It gives the language a more lyrical feel and enhances the discourse's overall impact.

II. Allusion

An allusion is when a well-known someone, thing, or text is mentioned. "Just as our founding fathers envisioned a prosperous Pakistan, we must continue their legacy." The phrase "founding fathers" refers to the founders of the Pakistani independence struggle and references their goals and aspirations for the nation.

III. Analogy

To draw attention to similarities between two dissimilar items, an analogy is used. "We must nurture our nation, just as a gardener tends to his garden." This analogy highlights the need for care and attention by drawing a comparison between the task of tending a garden and that of nourishing the country.

IV. Anaphora

The repeating of a word or phrase at the start of subsequent clauses or sentences is known as anaphora. "We'll do our best. We're going to do well. We're going to flourish." The speaker emphasizes their dedication and resolve by using anaphora, which is demonstrated by the repeated usage of "We will" at the start of each sentence (clause).

V. Hyperbole

"I come before this house in all humility, as the elected Prime Minister of Pakistan, for the third time." (Placing emphasis on the need of winning a third term as prime minister)

Irony

The irony is that "Terrorism knows no borders." (Ironically claiming that terrorism is indiscriminate and implies that it is not limited by geography.)

VI. Humor

Not mentioned specifically in the speech. Without using any comedy, the lecture addresses important issues pertaining to diplomacy and international affairs.

It's important to remember that, despite the speech containing some of these literary devices, others might not be as obvious because of the discourse's formal and diplomatic tone. Rhetorical techniques are the main tool used in the speech to successfully communicate its message to the audience.

VII. Irony

There is no ironic phrase in this speech. When anything is expressed ironically, it goes against expectations or intentions. Even while Nawaz Sharif's speech might not have many overtly ironic moments, there are definitely several situations where the tone or context alludes to sardonic undertones.

VIII. Imagery

The use of vivid language to elicit sensory sensations is known as imagery. "Our nation stands tall, like a mountain, unwavering in the face of adversity." This imagery creates a striking picture of strength and constancy by equating the nation's resiliency with that of a lofty, unshakable mountain.

IX. Invective

"Those who perpetrate terrorism are enemies of Muslims and Islam itself." (Utilizing forceful words to denounce terrorists as Islam's foes).

X. Metaphor

"I extend an invitation to him to engage with us to address all outstanding issues between our two countries and Prime Minister Singh's response was positive." (Using the metaphor of extending an invitation to describe diplomatic interaction)

Simile

"Peaceful Muslim communities are profiled and

subjected to discriminatory practices." (Comparing the practice of profiling Muslim populations with another)

XI. Propaganda

"Pakistan is an ardent supporter of the United Nations, which is an anchor of peace and a beacon of hope for all nations." (Utilizing persuasive language to advance Pakistan's UN backing.)

XII. Proverb

Although Prime Minister Nawaz Sharif's speech contains language and sentences that communicate wisdom or common views, it does not contain any specific proverbs. Proverbs are usually short, ancient sayings that express a universal truth or provide guidance. Even though the speech doesn't explicitly use proverbs, it does communicate certain common sense ideas and concepts. For example;

"Democracy needs constant vigilance and strong institutions." (Implying the importance of diligence in maintaining democratic systems.)

"More importantly, it is not promises, but good governance that sustains democracy." (Highlighting the importance of effective governance over mere promises.)

"The suffering of the people cannot be brushed under the carpet, because of power politics." (Emphasizing the idea that the plight of the people cannot be ignored, especially for political reasons.)

Although these statements are not traditional proverbs, they reflect principles that are often encapsulated in proverbs or wise sayings.

XIII. Personification

The following quote from Nawaz Sharif's speech is an example of personification

"Pakistan has endured many challenges, but we have always emerged stronger." In this instance, Pakistan is shown as overcoming obstacles and growing stronger, giving the nation human characteristics.

XIV. Parallelism

Applying attention to comparable linguistic

structures or phrases is known as parallelism. "Peace is something we must work for. Prosperity is what we have to aim for. We have to work for advancement." By saying "We must strive for" repeatedly, parallelism is created, highlighting the significance of each objective.

XV. Satire

Not mentioned specifically in the speech. The entire speech is delivered in a serious, diplomatic tone; no sarcasm is used for amusement or critique.

Interpretative Analysis of Discourse (Interpretation)

Overview

In the second section, we use Fairclough's triangle model to analyze the discursive strategies used in Nawaz Sharif and Imran Khan's speeches. First, we look at intertextuality, paying particular attention to how they support their claims with in-text citations. They compare the accomplishments of their respective governments for the benefit of the public using references from a variety of fields, such as historical occurrences and the deeds of their enemies. This tactical move strengthens their argument's persuasiveness. We then do a discursive analysis, focusing on how they pointed their remarks. We may learn more about the underlying discursive methods used by both leaders by closely examining subjects like nationalism, Islam, culture, literature, democracy, and capitalism.

Interpretive analysis of Imran Khan's speech

Intertextuality

Intertextuality in Imran Khan's speech is evident in several instances where he references historical events, cultural contexts, and global narratives to convey his message:

Historical Events

Khan highlights the ways in which Pakistan is still affected by historical events, such as Pakistan's involvement in the Afghan conflict in the 1980s.

Cultural Backgrounds

He makes use of cultural allusions, such as

calling on Allah at the opening of his speech, to connect with his listeners and represent Pakistan's Islamic identity.

Global Narratives

Khan highlights the interdependence of these problems by placing Pakistan's problems within larger global themes, like as the COVID-19 pandemic and climate change.

Topic Analysis

Khan addresses a variety of subjects throughout his speech, many of which are important regional and global issues:

Global Challenges

He highlights Pakistan's reaction to the triple difficulties of the COVID-19 epidemic, the economic crisis, and climate change while outlining potential solutions for international cooperation.

Pakistan's Attitude

Khan presents Pakistan as a responsible global actor and peace champion by outlining the nation's perspective on matters like terrorism, climate change, and regional conflicts.

Human Rights

He raises awareness to the suffering of the Kashmiri people on a global scale and speaks out against violations of human rights in the region.

International Affairs

In his discussion of Pakistan's ties to the US, its participation in the fight against terrorism, and its initiatives to bring about peace in Afghanistan, Khan emphasizes the need of honoring Pakistan's sacrifices.

Discursive Analysis

Khan uses a variety of discursive devices in his speech to create meaning and influence debate, including:

Power Dynamics

In his assertion of Pakistan's place in international affairs, he portrays it as a major actor with insightful observations and contributions to make.

Ideological Stance

Khan presents Pakistan as a voice for justice and peace while outlining the nation's ideological positions on human rights, terrorism, and regional crises.

Rhetoric Strategies

Khan used rhetorical devices to convince his audience and support his points throughout the speech, including repetition ("Mr. President"), emotional appeal (highlighting Pakistan's sacrifices), and comparison (comparing present issues to historical events).

Cultural and Social Context

The speech is set in Pakistan's social and cultural framework, highlighting Pakistan's identity and establishing a connection with the audience through religious and cultural allusions.

In conclusion, Khan's speech effectively utilizes intertextuality, topic analysis, and discursive analysis to address global challenges, articulate Pakistan's position, and advocate for international cooperation and action on pressing issues.

Interpretive analysis of Nawaz Sharif's speech

Intertextuality

The act of citing or incorporating other texts into one's own work to add levels of meaning or make links to larger literary or cultural contexts is known as intertextuality. Intertextuality might not be immediately apparent in Prime Minister Nawaz Sharif's speech because it mostly focuses on diplomatic discourse and addressing global challenges. However, we may still find situations where the speech may depend on broader cultural or political contexts:

Historical Events

The speech makes reference to historical occurrences, such as the 1948 UN Security Council presentation of the Kashmir dispute. This alludes to a particular historical occurrence as well as the current war over Kashmir, which plays a vital role in the politics and history of the area.

Cultural Background

The mention of the 1999 Lahore Accord between Pakistan and India alludes to a particular diplomatic accord between the two countries. This agreement acts as a benchmark for further discussions and diplomatic endeavors.

Global Narratives

The UN's importance in preserving peace and tackling global issues is frequently mentioned throughout the speech. These allusions rely on the larger background of global cooperation and diplomacy inside the framework of the United Nations.

The speech delivered by Prime Minister Nawaz Sharif draws on larger historical, political, and diplomatic settings that enhance its intertextual complexity even if it may not explicitly include literary works or cultural allusions in the conventional sense.

Topic Analysis

Democracy

The Prime Minister highlights the value of democracy as the cornerstone of Pakistani administration. He talks on the nation's fight for democracy and how maintaining it requires ongoing attention to detail.

In order to maintain democracy, Sharif emphasizes the need of robust institutions, an impartial court, unrestricted media, and a thriving civil society.

International Relations

It is noted that Pakistan supports the UN as a venue for international collaboration and peacekeeping operations. The Prime Minister urges changes to the UN in order to improve its efficacy and representation. The speech discusses Pakistan's position on local matters, such as the situation in Kashmir and the necessity of finding a peaceful settlement by communication and respect for international law.

Terrorism

Sharif denounces terrorism in all of its manifestations and emphasizes Pakistan's

resolve to oppose extremism by means of national discussion and consensus. The speech discusses how terrorism has affected Pakistan and emphasizes the costs paid by security and civilian troops in the war on terror.

Socio-Economic Development

The Prime Minister discusses Pakistan's economic objectives and obstacles, such as the country's energy scarcity and the requirement for structural changes. As part of Pakistan's attempts for socio-economic development, initiatives for social justice, education, healthcare, and the empowerment of women and minorities are explored.

Regional issues

The speech discusses a number of regional issues, including as the situation in Afghanistan and the Kashmir dispute, and it calls for dialogue and diplomatic solutions. Concerns are also expressed over the Syrian crisis and the requirement for international cooperation to solve humanitarian issues.

Nuclear Policy

Pakistan asserts its security interests in the area while highlighting its commitment to disarmament, non-proliferation, and the peaceful use of nuclear energy.

Discursive Analysis

Power Dynamics

The speaker promotes peace, collaboration, and communication while portraying Pakistan as a responsible member of the global community. In the address, Pakistan's economic objectives, difficulties, and programs for social justice, healthcare, education, and empowerment are described. In addition to reiterating Pakistan's security objectives and promoting peace, collaboration, and discussion, the prime minister strategically presents Pakistan as a responsible player in the international arena.

Ideological Stance

The prime minister highlights the value of democracy and how it contributes to accountability, stability, and sound government. The speech discusses Pakistan's position on a

range of global problems, including as calls for reform, regional cooperation, and support for the United Nations. In addition to denouncing terrorism in all its manifestations, Prime Minister Sharif emphasizes Pakistan's efforts to counter extremism via discourse and national unity. The speaker upholds Pakistan's sovereignty and security interests while presenting Pakistan as a responsible member of the international community and promoting harmony, collaboration, and communication.

Rhetorical Strategies

The discourse is distinguished by its courteous, statesmanlike tone and formal, diplomatic vocabulary. Rich language and intricate sentence constructions are used to successfully communicate the speaker's point. A variety of rhetorical strategies, including parallelism, similes, and metaphors, are employed to highlight important ideas and influence listeners. Pakistan uses persuasive language and reasoning to support its interests and advance its position on global problems.

Cultural and Social Context

The discourse is enhanced by the speaker's use of historical events, diplomatic agreements, and international organizations to support and legitimize their points of view. Pakistan's diplomatic arguments are given validity and context by allusions to diplomatic agreements and historical occurrences.

Socio-Cultural Analysis

Socio-Cultural Analysis of Imran Khan's Speech

Discourse Analysis

Socio-Cultural Practice

Khan frequently addresses socio-cultural activities that are part of Pakistani society in his lectures. For example, in order to connect with his audience and support his points, he often uses cultural allusions in his talks, like as passages from Islamic texts or allusions to Pakistan's past battles. His talk to the UN General Assembly on Islamophobia demonstrates this cultural resonance.

Structures of Ideological Polarization

Imran Khan often draws attention to ideological differences and presents his party as the agent of good change by drawing comparisons between the policies and acts of his government and those of past governments in his speeches. His numerous addresses to the country, in which he criticizes political rivals and positions his party's platform as a radical break from the established quo, demonstrate this ideological division.

Descriptive and Discursive Levels

Imran Khan frequently uses both levels of description and discourse in his lectures. For example, in his August 18, 2021, speech to the nation, he gave a thorough account of the successes and difficulties faced by his administration and offered insights on the status of the country.

Contextual Factors

Language

Imran Khan uses a lot of vocabulary in his speech to express his viewpoint on a number of international topics. He emphasizes his position on human rights breaches, for example, by using terms like "campaign to destroy mosques," "reign of fear and violence," and "criminal enterprise" to characterize the predicament faced by Muslims in India.

Khan also emphasizes certain issues in his word choice, such as the effects of terrorism and the fallout from geopolitical actions. He attempts to elicit strong emotional responses and bring attention to these concerns by using language like "pernicious phenomenon" to describe Islamophobia and "forcible snatching of mortal remains" to illustrate human rights crimes in Kashmir.

Voice

As Pakistan's prime minister, Imran Khan has a position of authority and influence that gives him a significant voice on the international scene. His address serves as a representative of Pakistan's position on a range of global topics, including as terrorism, climate change, and violations of human rights.

Khan also gives voice to underrepresented communities, such Muslims in India who are

subjected to prejudice and the oppressed people of Kashmir. Khan hopes to raise awareness of these communities' predicament and bolster support for their cause by providing a voice to them.

Ideology

Imran Khan's statement is indicative of his government's worldview, which places emphasis on matters like social justice, human rights, and peace. His focus on the necessity for human rights protection, inclusive government in Afghanistan, and a settlement to the Kashmir dispute is consistent with the administration's ideological position.

Khan's ideological position against discrimination, extremism, and inequality is also shown in his condemnation of Islamophobia, terrorism, and economic injustice.

Power

Imran Khan has considerable political clout and influence due to his roles as both the prime minister of Pakistan and a well-known international figure. During his address, he would argue for global policy reforms and state Pakistan's viewpoint on important international problems.

Khan draws attention to the power dynamics at work in international relations and the effects of past actions on the current state of affairs by referencing geopolitical events such as the Soviet-Afghan conflict and the US-led coalition in Afghanistan.

Overall, discourse analysis uses Imran Khan's speech as an example of how language, voice, ideology, and power interact. Through this perspective, we may analyze his speech and learn more about the ways rhetoric is utilized to advance political goals, promote social justice, and defend national interests abroad.

Socio-Cultural Analysis of Nawaz Sharif's Speech

Discourse Analysis

Socio-Cultural Practice

In the framework of international politics and diplomacy, the speech represents more general

socio-cultural practices. It illustrates how language functions in this sociocultural setting to create meaning, manage power relations, and mold conversation.

Structures of Ideological Polarization

The speech could display patterns of ideological polarization, in which some concepts or ideals are highlighted at the expense of others. For instance, decries of terrorism and declarations of national sovereignty could be juxtaposed with the focus on democracy, peace, and collaboration.

Descriptive and Discursive Levels

The discourse is both discursive and descriptive in nature, forming narratives, viewpoints, and interpretations while explaining policies, events, and concerns.

Contextual Factors

Language

The speech makes use of formal, diplomatic, and convincing language. It displays the customs of diplomatic discourse as well as the speaker's effort to persuade the audience of Pakistan's viewpoint on a range of international topics.

"I stand here today before this Assembly, soon after my country has seen a new dawn."

The formal and elegant language used by the Prime Minister to address the United Nations General Assembly is reflected in this statement, which accentuates its importance.

Voice

In his advocacy of Pakistan's interests, beliefs, and viewpoints on the international scene, Prime Minister Nawaz Sharif speaks for his country in this address.

"I am working toward a national inclusive approach."

Prime Minister Nawaz Sharif is speaking through this statement, which demonstrates his dedication to inclusive leadership and governance for Pakistan.

Ideology

The address is based on a number of ideological tenets, such as the interests of the nation,

democracy, peace, and sovereignty. The speaker's arguments and priorities are shaped by these ideological stances, which also define the speech.

"Strong institutions and ongoing vigilance are necessary for democracy."

The Prime Minister's ideological position is reflected in this remark, which highlights the value of democracy and the necessity of strong institutions to uphold it.

Power

Pakistan asserts its sovereignty and security interests in the address while also presenting itself as a responsible member of the international community, reflecting power dynamics in the global arena.

"Pakistan is a staunch supporter of the UN."

By endorsing foreign programs and organizations, Pakistan is positioned as a major player in the international arena, demonstrating its strength and clout.

The highlighted statements provide an example of how Prime Minister Nawaz Sharif's speech embodies each contextual aspect, influencing its substance and significance within the larger socio-cultural framework of international politics and diplomacy.

In Prime Minister Nawaz Sharif's address to the UN General Assembly, formal language, an authoritative voice, ideological concerns, and power dynamics all function within the socio-cultural framework of international diplomacy and politics. The Prime Minister presents Pakistan as a responsible global actor by outlining the nation's positions on democracy, peace, sovereignty, and socioeconomic growth using convincing speech and elegant language. The Prime Minister's voice as the head of Pakistan is reflected in the speech, which upholds national interests while abiding by ideological standards and negotiating power dynamics on the international scene. Ultimately, the discourse analysis demonstrates how the intersections of language, voice, ideology, and power influence the content and impact of the speech and contribute to the larger socio-

political dynamics of international relations.

Compare the Both Speeches

1. Description

Imran Khan and Nawaz Sharif both discuss world affairs and share their opinions on a range of sociopolitical and economic topics. While Imran Khan's address emphasizes issues with human rights, terrorism, and geopolitical conflicts, Nawaz Sharif's speech concentrates on topics like democracy, governance, and accountability.

Imran Khan's speech is distinguished by a stronger and combative tone, especially when he tackles topics like terrorism, Islamophobia, and violations of human rights. He advocates for international collaboration to address these issues and condemns the behavior of other countries, especially India.

A more conventional political narrative is reflected in Nawaz Sharif's speech, which emphasizes the value of democratic ideals and sound government. He talks on the difficulties Pakistan's democratic institutions face and urges changes to bolster democracy and encourage accountability.

2. Interpretation

Imran Khan presents himself as a defender of justice and human rights and views world affairs through a prism of moral urgency. His speech is marked by a feeling of urgency and a need for swift action to solve urgent issues including terrorism, Islamophobia, and geopolitical disputes.

Nawaz Sharif's statement might be seen as supporting the maintenance of current political procedures and norms, with a focus on institutional changes and democratic ideals. He positions himself as an advocate for consistency and stability, pushing for little adjustments within the current political system.

3. Explanation

Imran Khan calls for swift action to address global injustices and inequality in a more strong and combative manner. Criticizing the conduct of other countries, especially India, he advocates for global collaboration to tackle urgent

problems like terrorism and violations of human rights.

In order to overcome Pakistan's issues, Nawaz Sharif argues that institutional strengthening and gradual transformation are necessary. He places a strong emphasis on maintaining democratic ideals and values, encouraging accountability and openness, and protecting the rule of law.

Overall, while Imran Khan and Nawaz Sharif both discuss related topics in their speeches, they approach them from different angles and employ distinct rhetorical devices. Imran Khan's rhetoric is more strong and combative, advocating for swift action and international collaboration to solve urgent concerns, whereas Nawaz Sharif's discourse is more moderate and focused on gradual transformation within current political structures.

Discussion and Results

The research indicated an obvious distinction between Imran Khan and Nawaz Sharif's methods and rhetorical techniques during their separate UNGA statements. Urgency and assertiveness characterise Imran Khan's discourse, which emphasises strong demands to action and the urgent necessity for international collaboration to address pressing concerns. His aggressive demeanor conveys a readiness to question accepted wisdom and push for structural reform. Nawaz Sharif, on the other hand, takes a more measured and moderate stance, stressing the value of incremental changes and cooperating within the confines of the current political system. His rhetoric suggests a penchant for stability and diplomacy, as seen by his tendency to embrace gradual reform. These variations draw attention to the distinct philosophies and leadership philosophies that every politician brings to the international scene, showing that even if they may address similar themes, perspectives and distinct methods.

1) What specific linguistic techniques are employed by Imran Khan and Nawaz Sharif in their speeches?

The first research question is about the linguistics techniques used by Imran Khan and

Mr. Nawaz Sharif in their speeches. The analysis of speeches highlights the use of fifteen major linguistic techniques by them respectively. Alliteration, allusion, analogy, anaphora, hyperbole, humour, irony, imagery, invective, metaphor, propaganda, proverb, personification, parallelism and satire are the devices used by both the leaders.

- I. In the speech of Imran Khan the repeated sound of "P" to ask for peace and freedom is used while Nawaz Sharif's alliteration also highlights the repetition of consonant "P" here with a more vivid *description* as the words like Pakistan, upholds, promotes" all contain alliteration.
- II. Imran Khan has used the allusion 1983 when they made a visit at Whitehouse. The allusion by Nawaz Sharif takes us towards the creation of Pakistan as he *allusionized* the founding fathers of our country.
- III. Khan's analogy is a contrast between East India Company of past and developing world ruling at present. The analogy of Sharif presents two concepts one of gardening and other one of nurturing the nation. He states that both stand equal as both are meant for productivity.
- IV. Anaphoric sentence by Khan contains the successive use of one, two, three with the *prominancy* of word "reverse". Sharif's anaphoric sentence is about the act of performance. He repeats the statement such as we'll do our best, we are going to do well, we are going to flourish. All are about the future possibilities of being successful.
- V. Khan has used hyperbole at two points once while mentioning "a region of terror" and on the other hand, talking about a "region of fear and violence". Nawaz Sharif has also made twice used of hyperbolic statement first while discussing his third victory as P.M of Pakistan and secondly while throwing light of ever ending terrorism.
- VI. The speech of Khan is *necessessarily* about serious topics still it also contains high hearted touch of humor through the words; "Such double standards are the most glaring in

case of India, where this RSS-BIP regime is being allowed to get away with human rights abuses within complete impunity.” Humor is not specifically found in the speech of Nawaz Sharif as it only contains some serious strands.

- VII. Imran Khan has used Irony while stating the dual standards of appreciation as Pakistan was not appreciated countries on allying with us meanwhile others are really apprehended on their little efforts. In Nawaz Sharif’s speech there is not found any specifically used statement for serving ironic purpose but still at time his tone moves towards it.
- VIII. The use of imagery by Imran Khan is found twice in phrases like “Region of terror try an occupation force” and mob lynching by cow vigilantes” to magnify the effect of the scene of oppression. Nawaz Sharif has once made the use of imagery while discussing about his nation, the nation stands tall, like a mountain unwavering. *Mountainious* determination is being imagined here for the struggle of nation.
- IX. Invective by Khan is an attack on Indian government. The word “*faseist*” has been used by Imran Khan against oppression done by Indians. Nawaz Sharif use of invective stands against terrorism.
- X. Twice used of metaphor is found in Imran Khan’s speech for the explanation of rather tough concepts. His basic concentration here is on the ever increasing gap found between rich and poor. Metaphor and simile both have been used under the same head by Nawaz Sharif. Metaphor is about comparison of Muslim populations with others.
- XI. Imran Khan has *propogated* his government is effort by describing the way it dealt with covid by “small lockdowns” and introducing “Ehsaas programme.” Nawaz Sharif has made the use of propaganda by speaking of Pakistan’s support for UN and backing it up.
- XII. Khan’s use of rhetorical tactic which makes it stand in comparison to a proverb really

beautifies his statement such as: “Imagine how we feel when we are blamed for the turn of events in Afghanistan”. Turn of events is a proverbial rhetoric pointing towards the happenings in Afghanistan. Nawaz Sharif has thrice used proverbs first about democracy and democratic implementation, second about effective governance and third one is about the sufferings of common public.

- XIII. The personification of Khan is quite vivid and well elaborated in his statement “the virus does not discrimination between nations and people”. Nawaz Sharif’s speech only once contains the use of personification. Sharif has given human qualities to Pakistan by stating its ability against the face of difficulties.
- XIV. The use of grammatical constructions in enhancing the effect of rhetoric is the technique employed by him for discussing parallelism. This parallelism once again discusses the injustice being done on Kashmiris. Nawaz Sharif has once created the effect of parallelism while describing peace and prosperity both at same time and in similar end for progress.
- XV. The hypocrisy of rich countries is the target of satire by Khan. He explains how western world is exploiting East by economic inequities. Nawaz Sharif’s speech does not contain the use of satire in a specific content as it is in rather serious in tone.

2) What is the specific impact of Imran Khan and Nawaz Sharif's speeches on religious ideology in Pakistan?

Imran Khan and Mian Muhammad Nawaz Sharif both play their respective role in forming the ideological stance of Pakistani public especially with regard to the religious aspects. There are a few points which seem quite common in the speech of both the leaders such as injustice, violation of rights and inequality; they refer to these prevailed cruelties happening with the Muslims especially with Pakistani in an international level. They are maltreated as their dignity is exploited. by speaking on such topics the leaders have tried to strengthen the religious

of Muslims most importantly Pakistanis. Apart from similar points discussed by both the leaders the analysis also come up at a distinguishing level. As far as Imran Khan's speech is concerned he has especially raised the issue of Islamophobia to ask for the protection of Muslims worldwide. On the other hand, Nawaz Sharif has specifically raised the point of sovereignty to talk of running the government according to Islamic code of conduct. In this way the question of formulation of religious ideology on part of both the leaders is justified.

3) How do these linguistic techniques significantly shape public perception and influence decision-making in Pakistan?

The linguistics techniques can really formulate the opinion of public and bring about diversified change in their thinking. Some of which are quite vivid one. Such as analogy of Khan contrasting present and past shape the opinion of public while Sharif's analogy describes the process of growth and formulation of any nation. The use of hyperbole is also very significant Khan hyperbolically describes the fear and horror being faced by Kashmiris to raise awareness of public on the issue of Kashmiri while Sharif exaggerates terrorism to awaken public against it. Khan humorously makes public think of oppression being done by Indian Army and a great silence of us on it. Once again the irony of Khan is also meant for change in public opinion as it asks for justice by us referring to the Alliance when Pakistan lost lives of many nationalists but still did not get any appreciation.

The imagery of Khan also awakens the public towards terror and violation of human rights. Then, Khan's invective is against fascism while Nawaz Sharif's invective once again leads towards terrorism. Then comes the proverbial statements Khan's proverb goes straight to the happening of terrorism in Afghanistan and asks why Pakistan was blamed for it as Pakistan had nothing to do with it while Sharif's proverb is about double standard of so called democracy. Last one is the use of satirical statement by Khan to describe how western countries are being *hypocritical*. In this way, the linguistic techniques of both the leaders affect in shaping

public perception.

By using Fairclough's 3D discourse analysis model to the study of Nawaz Sharif and Imran Khan's speeches, some important conclusions about their communication preferences and subjects of importance may be drawn. Though they employ different rhetorical strategies, both presidents address important sociopolitical and economic issues that Pakistan and the larger international community are currently experiencing. A more conventional political narrative is reflected in Nawaz Sharif's speech, which places a strong emphasis on institutional transformation within preexisting frameworks, governance, and democratic values. On the other hand, Imran Khan's speech is distinguished by a moral clarity and feeling of urgency, as he advocates for swift action to tackle urgent problems including terrorism, human rights violations, and geopolitical conflicts.

Conclusion

This study used Fairclough's 3D model to analyse the discursive techniques and rhetorical strategies used by Imran Khan and Nawaz Sharif in their speeches. The results showed that in order to successfully communicate their political messages; both leaders make use of different rhetorical strategies and techniques. Imran Khan, who is renowned for his captivating speeches, frequently use metaphors and analogies to enhance the vividness and memorability of his points. His lectures, which stress themes of accountability and change, connect with larger audiences because to their emotive appeals and populist language. Because of his vast political experience, Nawaz Sharif usually speaks in a more formal and structured manner, bolstering his arguments with precise policy details and statistical proof. His talks emphasize governance and development initiatives, which is indicative of a more conventional style of political discourse. The investigation's findings revealed the significance of contextual elements, such as sociopolitical dynamics and the leaders' individual backgrounds, in influencing political speech. Both leaders successfully engage their audiences and have a grasp of persuasive communication while having diverse approaches. This study

highlights the need for more research to fully investigate these intricate linkages and advances our knowledge of how language, ideology, and power interact in Pakistani political discourse.

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