

Representation Of “Corruption” Concept In Pakistani Media: Cognitive And Pragmatic Aspects



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Abstract: *This article presents the results of a study that examined the cognitive and pragmatic characteristics of the notion of “CORRUPTION” as represented in Pakistani media discourse. The authors contend that media discourse analysis must incorporate extralinguistic elements, such as cognitive and pragmatic factors. This study utilized cognitive linguistics methods to analyze the language used by media and journalists, while also addressing the pragmatics of the conceptualization process. The authors have investigated corruption related to media texts and assessed their cognitive and pragmatic characteristics. The media serves as a channel for transmitting information and content to the public. The term “media” encompasses several communication channels; each has unique value and influence on people’s lives. Media has become deeply ingrained in the consciousness and emotions of individuals in modern society. The research analyses the linguistic strategies employed to depict the concept of “CORRUPTION” in Pakistani media discourse. The authors examine the linguistic strategies employed to depict cognitive frameworks associated with the concept of “CORRUPTION”. The research material consisted of media texts published on the websites of Pakistani mass media outlets, including Daily Dawn, The Express Tribune, The Nation, The Daily Times, and The News. The study encompassed discourse analysis, semiotic analysis, and lexical definition methodologies. The study's findings indicate that the Pakistani media have covered issues of corruption and bribery. Furthermore, the Pakistani media utilizes linguistic methods to express cognitive frameworks of circumstances.*

Keywords: Corruption, Media discourse, Misuse of Authority, Bribery, cognitive and pragmatic

Introduction

“Corruption is the abuse of entrusted power for private gain. It can be classified as grand, petty and political, depending on the amounts of money lost and the sector where it occurs.” (Transparency International, 2018)

Extensive literature has emerged in recent decades regarding the necessity of combating corruption in nations worldwide. Corruption is a multifaceted issue lacking a singular and

universally accepted description, largely due to variations in cultural, methodological, disciplinary, and regulatory factors across different nations. The World Bank defines corruption as “the abuse of public power for private benefit” (World Bank, 2020), aiming to reconcile various interpretations of corruption. Nonetheless, it is crucial to recognise that this definition may be perceived as an

oversimplification. Although it encapsulates the fundamental nature of corruption by emphasising the exploitation of public authority for individual benefit, it may not entirely address the intricacies and subtleties of this widespread problem.

The media is crucial in mitigating corruption by revealing and disclosing corrupt activities, educating the public on the harmful consequences of corruption, and enhancing the critical consciousness of civil society. In numerous nations, mass media, including newspapers, television, and radio, function as the principal supplier of information for the populace.

The accessibility of this information is essential for the efficacy of political and economic markets, as observed by Simons (1948), Stigler (1961), and Stiglitz (2000). Indeed, the media play a crucial role as mediators that gather information and disseminate it to citizens and customers. Prior to examining the influence of media on society, it is imperative to define mass communication clearly.

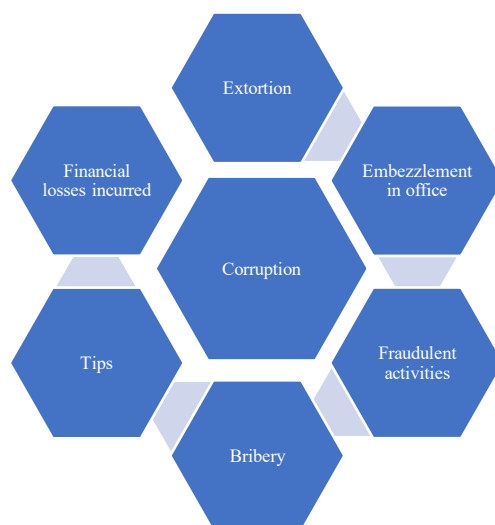
Wimmer and Dominick (2013) define mass media as “any communication channel utilised to concurrently reach a substantial audience, encompassing radio, television, newspapers, magazines, billboards, films, recordings, books, and the internet.” This concept includes many classic media forms, such as print, television, and radio, alongside contemporary media forms, including the internet and smart devices like smart tablets, smartphones, and smart TVs.

The media's role in preventing corruption has three primary functions: oversight, integrity promotion, and citizen involvement. The media functions as a watchdog and the fourth pillar of democracy by scrutinising the conduct of public officials in the legislative, executive, and judicial branches, so fostering checks and balances within the system. The media's oversight role can be fulfilled by consistently monitoring government performance or by researching and revealing misconduct, thereby compelling decision-makers to respond. The media can offer ongoing scrutiny of persons and institutions, facilitating the identification and public condemnation of officials who exploit their position to conceal corruption or fail to act upon evidence of such misconduct.

The significance of information in moulding public perception and impacting anti-corruption efforts is paramount. The vulnerability of information to manipulation, especially concerning sensitive issues such as corruption, presents a significant challenge that must be confronted.

LITERATURE REVIEW

The depiction of corruption, its negotiation, and execution are emphasised through speech. Corruption and bribery manifest in various forms, including petty bribery, political bribery, and financial bribery. In this research, we focus on the overarching conceptualisation of corruption and bribery in relation to the fundamental notion of dishonesty, rather than on specific forms. It can be categorised as follows:



Corruption adversely affects a nation's progress. Although professional definitions of corruption and bribery are well defined, public comprehension frequently varies, resulting in a discrepancy between legal definitions and popular perceptions (Orosz, 2010). Corruption and bribery are frequently used synonymously in colloquial discourse; however, their definitions may differ based on context. This research examines the larger conceptualization of corruption and bribery in relation to dishonesty, rather than focusing on specific varieties such as petty, political, and financial bribes. This distinction is essential for comprehending the public's perception of these terms and how such perceptions may impact policy formulation. The terms "corruption" and "bribery" are frequently regarded as equivalent in public discourse (Dikmen & Çiçek, 2023; Rothstein & Torsello, 2014).

English-language newspapers in Pakistan and their influence on public views of corruption, as well as the media's role in fostering and galvanizing civil society's response to corruption. The vocabulary, techniques, and circumstances utilized by journalists and reporters in depicting instances of corruption will be examined. These not only offer insights

into the media's portrayal of corruption but are also crucial for comprehending public perceptions of corruption and societal expectations of the government.

Media discourse significantly influences the portrayal of essential social and political issues. These representations shape public discourse on matters including immigration, climate change, healthcare, and terrorism. Discourse analysis examines the language and narratives used to depict these issues, uncovering the underlying assumptions and ideologies. Media depictions of corruption and the potential variables influencing varying media views towards it.

The term "Pragmatics" is sometimes used to denote the study of language in practice. It is an analysis of the importance we attribute to language and the behaviors we undertake while employing language in specific contexts. Discourse analysis is the study of language beyond the sentence level, concentrating on the interrelation of phrases to create meaning, coherence, and achieve purposes. The "Discourse Analysis: Text and Talk" engaged linguists, anthropologists, and psycholinguists, each of whom investigates language in diverse circumstances.



Dijk views a text as consisting of various interrelated structures or levels (van Dijk 1988). He classifies it into three levels. Primarily,

macro-structure. This represents the universal relevance of a work, identifiable through the analysis of the topic or theme inside a narrative.

Secondly, the superstructure.

This discourse structure relates to the textual framework of the document, outlining how the text's components are cohesively organized into the news format.

Van Dijk views the use of vocabulary, expressions, assertions, and rhetorical methods in media as essential to a journalist's approach. These linguistic selections function not only as communicative instruments but also as vehicles for political messaging, shaping public opinion, securing support, enhancing legitimacy, and sidelining opponents.

Van Dijk posits that all texts are amenable to study through those dimensions. Although consisting of varied elements, all these components create a unified entity, interconnected and mutually supportive. Dijk's discourse comprises three dimensions: text, social cognition, and social context. Dijk integrates the three components of discourse into a unified analysis. The essay examines the utilization of structure and discourse techniques to reinforce a particular theme. Social cognition investigates the process of news text induction, which encompasses individual cognition from journalists (van Dijk 1988).

Cognitive-pragmatic and cognitive-semantic studies on meaning generation in conversation are now insufficiently represented in Conversation Discourse Studies (CDS). Pragmatic strategies, such as presupposition, implicature, innuendo, and allusion, are recognized for their importance in argumentation and ideological discourse (Wodak, 2007).

H.G. Widdowson, in his analysis of linguistic meaning, characterized "context" as "the components of the circumstances surrounding actual language use that are considered relevant to meaning." He additionally remarked, "In other terms, context is a schematic construct...attaining pragmatic meaning necessitates the alignment of the linguistic components of the code with the schematic elements of the context" (Widdowson 2014, p. 126).

The discourse and its context are closely

interconnected: the discourse clarifies its context, while the context facilitates the interpretation of the assertions inside the discourse. Contextual information is essential for discourse analysis.

Grice's study acknowledges that linguistic information often lacks completeness, and that pragmatic inference is crucial for achieving a comprehensive understanding (Grice 1975).

In communication, a comparable technique for a listener involves mimicking the speaker's decision-making process by analyzing how a network of factors intention, context, and knowledge culminates in the selection of speech. A listener is encouraged to emulate the speaker's conduct by employing a logical, objective-oriented selection framework. Speakers must evaluate many expressions to determine the most effective one for facilitating audience comprehension of the desired meaning within a specific setting.

METHODOLOGY, DATA AND RESULTS

The analysis's headlines came from a variety of Pakistani English-language daily newspapers. These headlines were taken from October 28th and 29th, 2025 periodicals. There were several stories about corruption within the substantial amount of news that was covered by Pakistani media during this time. This study's foundation is this problem. The following justifies the selection of this data:

- I. It provides compelling language examples for pragmatic and cognitive study.
- II. It contains the information needed to analyze the concept of corruption in the given situation.

We concentrate on the process of examining the discourse's cognitive and pragmatic elements, as well as any possible relationships between these elements and the linguistic forms that both pragmatically and cognitively express the idea of corruption.

The following prominent English-language newspapers in Pakistan have had their headlines included in this study:

- 1. The Daily News**
- 2. The Daily Nation**

3. The Daily Dawn

4. The Daily Times

5. The Express Tribune

Because media discourse has a significant impact on shaping attitudes and ideas in modern society, especially corruption, it is an intriguing topic for researchers from numerous fields. The idea of corruption expressed as information is examined in this part, with a focus on the presentational styles used in media discourse and the informational value that these materials possess. One of the goals of Pakistani media discourse is to illustrate various corruption-related qualities that give rise to unique cognitive models (scenarios) of situations that are influenced by pragmatic factors.

One of the Pakistan's leading English news paper the News reports a corruption in its headlines story as, *Investigation against YouTuber: NCCIA chief made OSD; 9 officials booked by FIA* [The News]. In the headline the "CORRUPTION" concept is represented implicitly via phrase *9 officials booked by FIA*, cognitive model (scenario). The model also comprises such constituents as The PARTICIPANT (,YouTuber, NCCIA, FIA). The CHARACTERISTICS of the PARTICIPANT (Cyber crime investigation agency and Federal investigation agency). The ACTION (booked). The language units which are used to represent the situational cognitive model have the following semantic peculiarities: *Investigation-probe, OSD-officer on special duty, booked – arrested* etc. The journalist uses specific words denoting, actions of the participants involving in illegal activities and misuse of powers, because the referent situation represents questionable and negative image of investigation agencies, and the journalist implicitly forms the negative attitude of the readers towards such people who misuse their authorities and powers and get involved in illegal activities and gain personal benefits by bribery and corruption.

The News is one of the very popular English newspapers in Pakistan publishes story about corruption as, *It is important to note that Waqar has not been named in any charges in the government inquiry or FIR. He was removed*

from his post while other NCCIA officials implicated in corruption have been booked and arrested. [The News]. In the news story the "CORRUPTION" concept is represented via clause *NCCIA officials implicated in corruption*, cognitive model (scenario). The model also comprises such constituents as The PARTICIPANT (Govt & NCCIA). The PARTICIPANT'S CHARACTERISTICS (state and institute). The ACTION (FIR). The language units which are used to represent the situational cognitive model have the following semantic peculiarities: *charges-accusations, inquiry-probe, implicated-involved, corruption-bribe, booked-charged, arrested-custody* etc. The journalist uses specific words denoting, actions of the participants involved in receiving bribe by misuse of powers, because the referent situation represents very bad image of law enforcement agencies, and the journalist explicitly forms the adverse attitude of the readers towards such people who are involved in corruption, misuse their authorities and powers and get involved in illegal activities and gain personal benefits by bribery and corruption.

In another news report in Pakistan's English the News publishes story about corruption in following way, *An official inquiry report revealed that multiple NCCIA Lahore officials were involved in taking bribes and misusing their authority during the probe against Saadur Rehman.* [The News]. In this news story the "CORRUPTION" concept is represented via clause *bribes and misusing their authority*, cognitive model (scenario). The model also comprises such constituents as The PARTICIPANT (govt and Saadur Rehman NCCIA official). The PARTICIPANT'S CHARACTERISTICS (public office holder/investigation department). The language units which are used to represent the situational cognitive model have the following semantic peculiarities: *official inquiry-govt probe, revealed-unearthed, multiple-many, bribe-kickback, misusing-illegal exercise of powers, probe-uncover* etc. The journalist uses specific words and personal nouns of a person denoting, actions of the participants involved in receiving bribes by misuse of powers, because the referent

situation represents very bad image of law enforcement agencies. Journalists explicitly provide each detail of the story to the readers and want to form a disgusting attitude of readers towards such people who misuse their powers and authority of a public office and favor illegal activities and gain personal benefits by bribery and corruption.

In following excerpt of the News an English newspaper of the Pakistan gives details of a corruption case as, the report signed by Assistant Director Syed Zain-ul-Abideen of FIA/ACC Lahore -- detailed how officers extorted millions of rupees from the accused's family and other individuals under investigation. [The News]. In the given news story, the "CORRUPTION" concept is represented via the clause *officers extorted millions of rupees*, cognitive model (scenario). The model also comprises such constituents as The PARTICIPANT (Syed Zain-ul-Abideen and officers). The PARTICIPANT'S CHARACTERISTICS (Assistant Director FIA/ACC and NCCIA officers). The ACTION (inquiry reported). The language units which are used to represent the situational cognitive model have the following semantic peculiarities: *extorted-obtained or got*, etc. The journalist uses specific words and personal nouns of an official to give all the details to the recipients about such activities of investigation agencies involved in illegal activities and gaining bribe in such investigations in terms of favoring culprits. The journalist presents bad images of said institute and form hateful image of such officials.

Very popular English newspaper of the Pakistan The Dawn in its headline publishes story about corruption as, [9 NCCIA officials booked for 'extorting money' from Ducky Bhai's family; 6 remanded in FIA custody](#). [The DAWN]. In the headline the "CORRUPTION" concept is represented via phrase 'extorting money', cognitive model (scenario). The model also comprises such constituents as The PARTICIPANT (NCCIA officials and FIA). THE PARTICIPANT'S CHARACTERISTICS (State investigation agencies). The ACTION (booked). The language units which are used to represent the situational cognitive model have

the following semantic peculiarities: *booked-charged, extorted-obtained or got, remanded custody-sent to FIA imprisonment* etc. The journalist uses specific words and personal nouns of a youtuber to give all the details to the recipients about the investigation agencies involved in illegal activities and gaining bribe in such investigations in terms of favoring in trial and weakening the case of Ducky Bhai (Youtuber). The journalist presents bad images of said institute and form hateful image of such officials.

In another news report of the daily Dawn Pakistan narrates corruption story as, *A Lahore court on Tuesday granted the Federal Investigation Agency (FIA) a three-day physical remand of six National Cyber Crime Investigation Agency (NCCIA) officials in a case registered against them for allegedly misusing their authority, extorting money and taking bribes*. [The DAWN]. In the news story the "CORRUPTION" concept is represented via clause *misusing their authority, extorting money and taking bribes*, cognitive model (scenario). The PARTICIPANT component is represented by the lexical units *Federal Investigation Agency (FIA) and (NCCIA) officials*. This model also comprises such constituents as CHARACTERISTICS of the PARTICIPANT (*state investigation agency*), PARTICIPANTS' ACTIONS (*physical remand*). The journalist uses a language and units of the language which represent the situational cognitive model have the following semantic peculiarities: *extorting money -obtained or got money, taking bribes-receiving money, misusing authority-power abuse* etc. The journalist uses specific words and names of the agencies to give all the details to the recipients about illegal activities and power abuse, and malpractices of investigation agencies in referent situations. This paints that these agencies abuse their powers and are involved in illegal activities to gain bribes in such investigations to weaken the cases. The journalist presents very bad and alarming images of said institute and form hateful images of the referent agency and individual officials as well.

The following excerpt of the daily Dawn an

English newspaper of the Pakistan publishes story about the corruption as, *The first information report (FIR) of the case has been registered with the FIA Anti-Corruption Circle Lahore on the complaint of Aroob Jatoi, the wife of YouTuber Saadur Rehman alias Ducky Bhai, who has been arrested in a [case pertaining to promoting gambling apps on social media](#)*. [The DAWN]. In the given story the “CORRUPTION” concept is represented via clause *FIA Anti-Corruption Circle Lahore*, cognitive model (scenario). The PARTICIPANT component is represented by the lexical units *Federal Investigation Agency (FIA) and Aroob Jatoi, the wife of YouTuber Saadur Rehman alias Ducky Bhai*, . This model also comprises such constituents as CHARACTERISTICS of the PARTICIPANT (*FIA, Aroob Jatoi, YouTuber Saadur Rehman alias Ducky Bhai*), PARTICIPANTS’ ACTIONS (*FIR registered*). The language units represent the situational cognitive model have the following semantic peculiarities: *arrested-taken into custody, promoting gambling-advocating illegal games gambling* etc. The journalist uses specific words and names of the people of referent situation to give all the details to the recipients about whole case of *Aroob Jatoi, the wife of YouTuber Saadur Rehman alias Ducky Bhai*,. This paints bad image of NCCIA, The officials abuse their powers and are involved in gaining bribes in such cases for compensation of offenders. The journalist presents questionable images of said institute and does not form good images of the referent agency and individual officials as well.

One of the Pakistan’s very popular English newspapers the Nation publishes corruption story in its headline as, *NCCIA scandal exposes institutional corruption, apathy on cybercrime*. [The Nation]. In the headline the “CORRUPTION” concept is represented via *institutional corruption*, cognitive model (scenario). The PARTICIPANT component is represented by the lexical unit *National Cyber crime Investigation Agency (NCCIA)*. This model also comprises such constituents as CHARACTERISTICS of the PARTICIPANT (*state cybercrime investigation agency*),

PARTICIPANTS’ ACTIONS (*exposes*). The journalist uses a language and units of the language which represent the situational cognitive model have the following semantic peculiarities: *scandal-rumour, expose-unearth, institutional departmental, corruption-bribery, apathy-concerns*, etc. The journalist uses specific words to give all the details to the recipients about illegal activities and malpractices of NCCIA in referent situations. The journalist presents very bad and alarming images of said institute and forms highly negative images of the referent NCCIA and individual officials as well.

The following excerpt of the Nation an English newspaper of the Pakistan publishes story about corruption as, *The latest scandal engulfing the National Cyber Crime Investigation Agency (NCCIA) has exposed the entrenched institutional corruption, poor oversight and a lack of resolve of a state institution to tackle the growing threat of online crime*. [The Nation]. In the news story the “CORRUPTION” concept is represented via *institutional corruption*, cognitive model (scenario). The journalist uses a language and units of the language which represent the situational cognitive model have the following semantic peculiarities: *scandal-rumour, engulfing-powerfully affect, exposed-unearthed, institutional departmental, corruption-bribery, poor oversight-lack of accountability, threat-danger*, etc. The journalist gives all the details to the readers about such activities as an investigation agency and malpractices of NCCIA in referent situations. The journalist presents negative images of the institute and forms highly hateful attitude of the readers towards the NCCIA and individual officials as well.

The nation is one of the popular English newspapers of the Pakistan narrates corruption story as follows, *Earlier this week, the Lahore Zone of the Federal Investigation Agency (FIA) registered a corruption case against at least eight officials of the NCCIA for allegedly misusing their authority, extorting money and taking bribes. They were also accused of sending a share of the corruption money to the agency’s headquarters in Islamabad*. [The Nation]. In the

story the “CORRUPTION” concept is represented via phrase *taking bribes*, cognitive model (scenario). The PARTICIPANT component is represented by the lexical units FIA and *National Cyber crime Investigation Agency (FIA and NCCIA)*. This model also comprises such constituents as CHARACTERISTICS of the PARTICIPANT (*state investigation agencies*), PARTICIPANTS’ ACTIONS (*registered a corruption case*). The language units which represent the situational cognitive model have the following semantic peculiarities: *misusing their authority-abusing powers, extorting money-getting illegally money and taking bribes- getting financial benefits* etc. The journalist uses specific words to give all the details to the recipients about the malpractices of NCCIA, abusing of powers, and receiving financial benefits in referent situations. The journalist presents highly negative images of NCCIA and individual officials as well who are involved in such unlawful activities for personal gains violating the rules and responsibility of the duty.

The daily Times an English newspaper in Pakistan reports a corruption story as, *Government changes NCCIA DG as corruption scandal widens*. [The Daily Times]. In the headline the “CORRUPTION” concept is represented via phrase *corruption scandal*, cognitive model (scenario). The PARTICIPANT component is represented by the lexical unit Govt and DG *National Cyber crime Investigation Agency (DG, NCCIA)*. This model also comprises such constituents as CHARACTERISTICS of the PARTICIPANT (*Head of agency*), PARTICIPANTS’ ACTIONS (*Government changes*). The language units which represent the situational cognitive model have the following semantic peculiarities: *scandal-rumour, corruption-widens-broaden*, etc. The journalist gives all the details to the recipients about changing Head or DG of NCCIA, due to illegal activities and malpractices of NCCIA several officials. The journalist presents very bad and alarming images of institute and forms highly negative images of the referent NCCIA and individual

officials as well.

In the following excerpt of the daily Times an English newspaper narrates corruption story as, *The arrested officers include Additional Director Chaudhry Sarfraz, Zafar, Shoaib Riaz, Ali Raza, Mujtaba Zafar, and Yasir. According to the FIA, a case has been registered against the officials for “misuse of authority” and taking bribes to favour a complainant in an ongoing inquiry*. [The Daily Times]. In the news story the “CORRUPTION” concept is represented via phrase “*misuse of authority*”, situational cognitive model. The PARTICIPANT component is represented by the lexical unit FIA. This model also comprises such constituents as CHARACTERISTICS of the PARTICIPANT (*Federal investigation agency*), PARTICIPANTS’ ACTIONS (*Registered a case*). The journalist gives all the details to the readers about the corruption case and mentions the names of NCCIA officials who are involved in misuse of powers, extorting money from criminals, and favoring them. The journalist presents very bad images of these officials who violated the code and conduct of the department and brought shame for the department and lost public trust.

The Express Tribune is also one of the popular English newspapers in the Pakistan publishes corruption story as, *Case filed by Ducky Bhai’s wife, nominating nine NCCIA officials, on charges of bribery and misuse of authority* [The Express Tribune]. In the news story the “CORRUPTION” concept is represented via phrase *charges of bribery*, situational cognitive model. The PARTICIPANT component is represented by the lexical unit Ducky Bhai’s wife and NCCIA officials. This model also comprises such constituents as CHARACTERISTICS of the PARTICIPANT (*social influencer and state cybercrime investigation agency*), PARTICIPANTS’ ACTIONS (*Case filed*). The journalist gives all the details to the readers about Ducky Bhai’s case, how NCCIA officials misuse powers and get monetary benefits such as bribery. The journalist presents evil image of corrupt individuals who brought defame to the state cybercrime agency.

In another news story the Express Tribune publishes about corruption as in the following excerpt, *As per the FIR, Rehman was taken into custody by the NCCIA in connection with the inquiry of his case handed to Riaz as his Investigating Officer. The inquiry found that a total of Rs9 million had been extorted from Rehman's family, through Riaz's frontmen, for his judicial remand.* [The Express Tribune]. In the news the "CORRUPTION" concept is represented via clause *Rs9 million had been extorted from Rehman's family*, situational cognitive model. The model also comprises such constituents as The PARTICIPANT component is represented by the lexical unit *Rehman* (Ducky Bhai) and NCCIA officials. This model also comprises such constituents as CHARACTERISTICS of the PARTICIPANT (social influencer, *Riaz's frontmen* and state cybercrime investigation agency), PARTICIPANTS' ACTIONS (*taken into custody*). The journalist narrates all the details to the readers about the case and in the inquiry the officials found guilty in *Rs9 million extortion from Rehman's family. The journalist forms very negative attitude of the readers towards the corrupt officials and corrupt practices and warns the readers about such malpractices as well.*

The following excerpt of the Express Tribune which narrates corruption story as, *The FIR states that the named officials were involved in extortion and they distributed money among their networks.* [The Express Tribune]. In the news the "CORRUPTION" concept is represented via clause *extortion, and they distributed money among their network*, situational cognitive model. The model also comprises such constituents as The PARTICIPANT component is represented by the lexical unit NCCIA officials. This model also comprises constituents such as CHARACTERISTICS of the PARTICIPANT (NCCIA state cybercrime investigation agency), PARTICIPANTS' ACTIONS (*FIR*). The journalist reports all the details to the readers about the corruption case the officials involved in *extortion Rs9 million extortions from Rehman's family and distributed among gang.*

The journalist forms negative attitude of the readers towards the corrupt officials and corrupt practices and warns the readers about such malpractices as well.

CONCLUSION:

Pakistani newspapers depict corruption by reporting narratives of bribery instances, conveying a negative image of the institutions and persons implicated or convicted. Newspapers employ terms such as corruption, bribery, and abuse of power to report on malfeasance. The activities component of the cognitive models is denoted by the verbs and nouns that depict the activities of a PARTICIPANT, burdened by their own misdeeds, engaged in corrupt practices, convicted, punished, fined, and found guilty. Nevertheless, the publications depict NCCIA officials as dishonest, power-abusing individuals engaged in unethical and illicit acts. The employment of nouns and pronouns pertaining to the PARTICIPANTS component of the cognitive model illustrates the indifference towards NCCIA and those officials who contravene the institute's code of conduct.

This study demonstrates that newspapers utilized to portray corruption and bribery as harmful inside the state. The journalist's realistic aim is to communicate the relevant elements of the issue to alert and inform readers about corruption, abuse of authority, and malpractice.

Cognitive models, together with pragmatic and discourse analysis, have enabled the development of a framework that offers a consistent and rational explanation of the concept of corruption as represented in many newspaper headlines. Verbal modes facilitate the formulation of a distinct conceptualization of corruption, bribery, and malpractice via cognitive instruments. The majority of the selected news articles focus on the linguistic representations of cognitive frameworks. The analysis highlights the significant persuasive and rhetorical efficacy of these cognitive abilities in communicating messages and swaying readers.

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