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CONSTRUCTION AND DECONSTRUCTION OF POLITICAL IDEOLOGY THROUGH DIGITAL MEDIA DISCOURSE IN PAKISTAN: A CRITICAL DISCOURSE ANALYSIS OF FACE BOOK POSTINGS

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ABSTRACT
Statesmen have been using political rhetoric to spread ideas for as long as humanity has existed. The rise of Critical Discourse Analysis (CDA) has allowed for the exposure of concealed ideologies in political discourse. This theory supports the use of linguistics and semiotic elements to understand conversation from a micro to macro level. The current research also considers the analysis of political postings on social media for the objective of exposing concealed political speech in text and semiotics. The political discourse analysis (PDA) covers a wide range of topics, including the exposition and explanation of hidden messages, the building and deconstruction of ideology, and the manipulation of public opinion. Pakistan has always been caught in a truth conundrum when it comes to the policies and ideology espoused by political parties. In this perspective, the current study is extremely important to conduct due to the increased temperature of political ideology building following the 2018 elections and the effect of social media. The study's sample includes posts from the political pages of the ruling PTI (Pakistan Tehreek-e-Insaf) and the opposition PML-N (Pakistan Muslim League Nawaz), which is playing the role of opposition party. Five posts from each page are chosen as the study's sample. For the analysis of the postings, Fairclough (2003) and Van Dijik (2009) CDA models are used. The study's findings show that the discourse on Facebook is both deep and

high pragmatic, with the goal of deconstructing political ideologies in people's minds through the use of various terms appropriate to the situation, such as price increases, corruption, illegal use of power, poverty and ineffective administration, and foreign relations, among others. The type of discourse used in Facebook posts has the goal of drawing people's attention to certain types of ideas in a legitimate way, as the speakers are well-wishers of the public, while the resistance is expressed by the public figure page in common man's language, but full of similes and exemplifications.

INTRODUCTION

Since its inception, Facebook has been the most popular social media networking tool, with the most users keeping and networking platform for business as well as personal views. PTI (Pakistan Tehreek-e-Insaf) is a newly elected Pakistani political party that is now ruling with the support of its allies. The party is in charge of the state, but it is confronted with a variety of obstacles, including the need to describe the party's dominance in the face of media challenges. Ideologies are required to develop as well as to win the hearts and minds of the public in order to preserve public favour.

PML-N (Pakistan Muslim League-Noon) is a political party that has been in power in Pakistan for the past three decades and is presently the opposition party in the country's parliament. This party is more critical than others, and its members continue to propose political ideologies in order to gain the attention and support of the general public.

"*Ideology is defined as a system of abstracted meaning applied to public concerns*," according to Wikipedia, making it an important idea in politics. Every political or economic trend implies ideology implicitly in civilizations that discriminate between public and private life, whether or not it is expressed explicitly as a system of thought. "Critical discourse analysts define it as "socially shared mental representations" in a similar way (Van Dijk, 1998).

CDA, according to Fairclough (1995), is the study of the ambiguous causality and determination between (a) discursive practises, events, and texts and (b) broader, social and cultural structure, relations, and processes in order to investigate how such practises, events, and texts emerge from and are ideologically shaped by power relations. As a result, CDA investigates the dual, reciprocal, interplay, and dialogic practises, as well as events and textual formation (in online contexts) and larger social influence, in order to comprehend their consequences on social power. Because discourse(s) are essentially part of, and impacted by, social structures, and created in social interaction, CDA is critical to the study of social/interactional power (Van Dijik: 2003)

According to Van Dijk (2002), CDA is a type of analytical discourse study whose main goal is to investigate dominance, abuse of power, and inequality in society, as well as all of the above-mentioned elements of discourse, which are reproduced, enacted, and stopped socially and politically through text and speech. The application of theoretical framework in the literary work of literary personalities is critical discourse analysis of postings. The goal of the CDA application in this case is to evaluate the text's two key points. The first is at the

macro level, while the second is at the micro level. CDA tries to decipher the
pragmatics of the postings' text. The conversation and textual pattern are
thoroughly examined in analysing the literary text.

Fairclough's (2003) and Van Dijik's (1998) 's Critical Discourse Analysis
(CDA) frameworks are used to control hidden ideologies as portrayed in
political posts for the construction and deconstruction of ideologies among the
people. The CDA of political posts on Facebook can be utilised as the most
effective method for influencing public opinion toward desired outcomes.

Statement of the Problem

In this age of globalisation, social media has evolved into a quick network of
communication. The use of social media to propagate and legitimise beliefs has
become commonplace. Social media has been a prominent tool for mind
mapping and public opinion change in recent years. The transformation of social
media from sharing and communication to a source of ideology creation is a
new issue in the information technology era, and it has the potential to change
people's minds and ideologies about any circumstance.

Significance of the Study

The study of critical discourse analysis in language and imagery is a new trend
in data analysis using linguistic applications. It's a new way of conducting
research. In this study, there will be two types of dimensions: the first will be a
comprehensive study of linguistics, and the second will be a semiotic analysis
of images. The new researcher will gain a thorough understanding of CDA as a
result of this study. The linguistic application will be used in correspondence by
the stakeholders. Understanding of the creation and deconstruction of political
ideologies in critical moments was achieved through this research.

Objectives of the Study

●   To critically study political page posts for the purpose of constructing
and deconstructing political ideologies through the use of imagery and
linguistics.

●   To develop and dismantle ideologies by understanding the semantic and
situational language given through political posts on political pages.

RESEARCH QUESTIONS
1.   How political ideology is constructed and deconstructed by the ruling
and opposition parties through social media?

2.   Which are the ideological intentions of ruling and political parties for
gaining the favour of public?

RESEARCH METHODOLOGY
`This study is qualitative in nature, according to Gay (2012), who defined
qualitative research as "a type of research approach in which facts and figures

are described in textual forms rather than mathematical forms." The words and visuals described in political postings and political sites in Pakistan will be analysed using Fairclough's Critical Discourse Analysis (CDA) model and Van Dijik's ideological CDA model as a research instrument. The texts and visuals will be subjected to linguistics and semiotic analysis in order to alter the latent ideologies.

Sample of the Study

In the period allotted, the researcher will be limited to political posts on political pages. Posts from the ruling party's and opposition party's political pages are monitored for data collecting purposes. 5,5 posts are taken in respect to different situation by ruling and opposition party.

LITERATURE REVIEW

CDA's goal is to show 'social inequality as it is communicated, flagged, created, legitimised, and so on, through language use (or in conversation),' based on Habermas' (cited in Harris, 1995) and Fairclough's (1989) papers on the relationship between language and power relations in the public sphere (Wodak, 2001). This explicitly stated and actively pursued goal of identifying conditions and end-result links in everyday human concerns through study is what gives the method the name 'basic,' a phrase that isn't only tied to semantics. For the basic examiner, the goal of undertaking investigation is to uncover a social problem by disclosing information about the structures and practises that create and propagate the problem (van Dijk, 1986).

CDA, according to Jorgensen & Philips (2002), can also be considered as a sign of a broader trend in talk research. In this sense, CDA encompasses a number of methodologies that are unique in their approaches to semantic analysis, but they all share some fundamental perspectives on communication, which are the central principles of CDA. Some of these take the position that talk both creates and is created by society and culture. There's also the guideline that CDA focuses on social concerns and takes an interpretive and illustrative approach. Another concept is that talk has ideological capacities, and so a basic analysis of talk can show the role of rambling activities in the development, maintenance, and testing of unequal energy relations in the public sphere (Fairclough & Wodak, 1997).

CDA is defined by Van Dijk (2001) as "a kind of talk explanatory research that mainly ponders the way social power manipulation, predominance, and imbalance are organised, reproduced, and fought by content and talk in the social and political context" (p. 1). CDA views 'predominance, segregation, power, and control' as social ideals that are expressed in language (Wodak, 1995). The basic talk investigator's goal is to learn how language is used as a 'instrument of energy and control' (Caldas-Coulthard & Coulthard, 1996).

To deal with CDA, the current study used Fairclough's (1992) method. According to this viewpoint, conversation is displayed on two levels, namely, large and small scales. Social concepts like as social request, power, predominance, and imbalance are discussed at the whole scale level. These

social truths are dynamic, and they discover articulation at the small scale level of talk (van Dijk, 2001), where phonetic ideas like language structure, discourse acts, style, and talk are managed (Jorgensen & Philips, 2002). In this vein, the talk expert's goal with this hypothesis is to figure out how semantic smaller-scale talk structures replicate, question, or disseminate social large-scale talk substances.

Amedie (2015) conducted a study on the social influence of social media. The research was qualitative, describing the social media's growing impact on society. According to the report, social media has been an effective tool for spreading information and sharing. In our digital age, social media can be used for a variety of purposes, but it can also be used to promote incorrect information and erroneous theologies. In the presence of social media, people weary of describing their inner dialogue, according to the study.

Sutkute (2016) published a paper titled "Social media as a tool of resistance or a new form of slackertivism." In this case, the study was based on a qualitative analysis that was shared on social media. The study's findings revealed that social media has evolved into a tool for quickly disseminating information from one end of the globe to the other. It has evolved into an instrument for the spread of beliefs as well as resistance to other ideologies. Users of social media freely express their hasty reactions to various items in order to clarify things based on their knowledge. According to the experts, social media has established itself among the masses as a social movement against any theology or misconception that needs to be validated or cleared. Through social media and rapid communication, a social movement for the construction of society can be rapidly created.

Reggie (2015) wrote on "*Social media and the new battles of young people against marginalisation: a challenge to missional ecclesiology in Southern Africa*". The research was carried out in a qualitative manner, describing the young generation's struggle against the marginalisation of their rights. The study's main goals were to combat the negative side of social media, which was used to entangle young people in various terrorist operations. The study's findings revealed that South Africans are misusing social media, which is a platform for freedom of thought and expression. They are not told the truth by the posters, and the process of recruiting in militant groups disrupts the lives of many people. The findings of the study reveal that South Africans would be better off using social media since there is a strong desire to stay away from the enslavement of young minds for personal gain.

Hamrit (2016) conducted a study on the Critical Discourse Analysis of Islamists' presence on Facebook sites in Tunisia after the revolution. The study's goal was to objectively examine secular and religious messages for the development of ideas among users. The study was qualitative in nature, with the Van Dijik CDA model and the Fairclough CDA model being used to examine the posts. The study's findings revealed that secular post-posting persons analyse the posts using discursive methods, adjective selection, metaphors, and word choices. Aggression was prevalent in many of the comments.

In his research, Nien (2018) looked into the role of social media in self-mediation, Banksy, and resistance. The study was descriptive in character, describing various angular methods of self-mediation with the goal of changing cultural meanings. Semiology was used as a research approach, as well as a review of past works. The study's findings revealed that social media can be used for both discursive ideology building and cultural representation. The promotion of anti-war theology can also be done through social media. People will produce discursive identities in the world as a result of their self-mediations of researching things on social media.

DATA ANALYSIS

PTI

Figure 1

English Translation: Details of the Public Friend Budget in difficult situations.

* No new taxes
* Policy of reduction in government spending continues

ANALYSIS
The semiotics of the picture describe that the people of the state are being too closed and be loved by the state. The pictures are put of every school of labour thought and generation to persuade the viewers for the sake of legitimating the political ideology. The selected terms of relief and making the life ease is the basic aspect of persuading the people for the purpose of making legitimated ideology. The things which are familiar and similar to be told to the nation, are being told here for the purpose of catching the sympathy and controlling of the mind towards own choices. The relaxation in the shape of "no new tax" is also being put to the people of state for the purpose of making them more happy as there is Corona pandemic in the world while the economies of the world are being on crises but the state is playing ideal role for the purpose of welfare of the natives even in the presence of Pandemic. The reasons could be behind the legitimating the things through persuasive discourse is that the people would maintain their interest on the state for the purpose of electing them again while the credits would be given to the leadership in a way that the leadership is playing ideal role for the development of the nation and country because the crucial situation is very much challenging which is being "triumphed over"

Figure 2
English Translation: Opposition is not habitual and habitual to see Pakistan's progress, nor is it eager to see, so the previous rulers have never been able to do such a way that is in the interest of the country. All such failed politicians, including their supporters, conspiracy and negative propaganda against the current government Engaged in, which has always been their thermometer.

ANALYSIS

The semiotics of the picture describe that the confusions are there on the faces of the members of opposition while the linguistic analysis exposes that the writer is intended to highlight the past experience of the politicians which always had been of leg pulling. The message and hidden political ideology is being proposed that the politicians would be at the platform of mutual understanding for the sake of national development rather than at the platform of interests making. The images as are shown describe that the member of imposition have no exact faces in one direction rather than their faces are at the divert and towards different direction which highlight that they had been having no mutual understanding in past but for the sake of seizing the national development, they are at one platform against the government. The ideology is propagated that the government is leading the country towards progressivism and development while the members of opposition are not at the state to peruse the development rather than they are creating hurdles on the way of country. The members of option are called as "nakam (unsuccessful)" because they had been ruling the country but they could never win the hearts of people as the people are now sensible so opposition 's propaganda will never be accepted at any price.

Figure 3

English Translation: The history of Pakistan is a witness to how the People's Party and Muslim League N have used this country as a business to make

comfort for them and bank balance for their children and then their children and
properties and residences outside Pakistan.

It would have been better if they had adorned their children with the ornaments
of education. People's Party and Muslim League-N never thought of improving
the educational system in Pakistan, the reason would have been thinking that
when they were. If their children can't get knowledge by taking admission in the
big institutions of the world, then what will the poor people of Pakistan do after
reading? It would have been the proper education that would have held the
supporters of such corrupt politics, responsible for the decay of Pakistan in
every era and the situation of the country would have developed.

If today the public sees every move of Tehreek-e-Insaf, establish their
independent opinion on it, praise and criticize the steps, remember that this
consciousness is the result of the yearly struggle of the founder of Tehreek-e-
Insaf that the nation has understood. Took many years.

ANALYSIS

The semiotics analysis of the picture describe that the member of opposition is
intended to speak but their voice is not been accepted while the line describes
that "aj phir Bilawal Assembly sy bhag gaey" stands that the moving of Bilawal
from assembly shows that Bilawal is not at state of being to be tagged as the
responsive person because they have no response of the put objections. The
CDA of the post exposes the hidden ideologies as the members of opposition in
which PPP and PML-N are the major parties never had been involved in giving
sense and acknowledgement to the nation as the nation had deserved. The
members of opposition never tried to educate the nation to describe their views
as critics or in favour of the national interests. The ideology here is propagated
that the PTI is the ideal party and is giving the freedom of expression because
the nation is free to describe and tell their views as their views are valid. The
power relations are there that the current ruling party is sharing the power with
the people and is "not violating' while it is setting the proper agendas of
educating and illuminating the people with the sensibility which had never been
made by the past rulers.

Figure 4

English Translation: Minus One is the dream of the opposition that she sees every night that Imran Khan should not be the Prime Minister.But everyone who came to the assembly won because of Imran Khan. There is an aircraft left by Minus One opposition. In fact, there is no reality for him.Zulfi Bukhari

ANALYSIS

The linguistics analysis of the picture shows that the member of state runners is at the form of defence as well as offence. The opposition are being targeted as "minus 1" stands for Imran Khan's exclusion from politics while on the other hand the things are quite certain that the voting system has elected Imran Khan as PM of Pakistan. The discursive discourse is being employed here as it is denoting that without Imran Khan, no one can stay in parliament as Imran Khan is the only person who is preserving the rests of the members of assembly. Opposition remembers are also being called as the people of "no importance". The legitimation of ideology as is being made here in the post is that the government of Imran Khan is only and suitable choice for the developments of Pakistan rather than the opposition. The opposition members are being called as "no important" people as their role in the development of the Pakistan is minimum while their anemic choices to exclude the politics of Imran Khan cannot be fulfilled.

Figure 5

English Translation: ″ Good news for Pakistanis ″
The statistics of Corona cases decreased, improvement in exports, the first IPAO in a year, along with the great thanking of Pakistan stock market, the hustle of Pakistan stock market has been restored. Watch this video report by Kamran Khan.

ANALYSIS
The legitimation of state as well as government ideology is being shown through the media talks and media representation in a way that among the most rating person of Media Anchors, Kamran Khan is reporting. The semantics as well as the semiotics analysis also describe that the video is being presented for the purpose of truly depicting the developmental picture of state runners. Media discourse is mostly liked by the people so inclusion of the media reports refers to the development, can be the best tool of propagating the own political ideology. The linguistic analysis itself tells that the developmental and progressive attitude is being presented in the post as the post is about the increasing of stock market rating while the business community inclusion in the developments of the country is also presented here. The first line describes that the "good news" refers to the development of the business and increasing of the export is the symbolic of the national development while the presented ideology in the post is that these fruits are due to the state policies which is being run by PTI as PTI is making development. The political ideology being presented here is that the country is making development due the policies of PTI government.
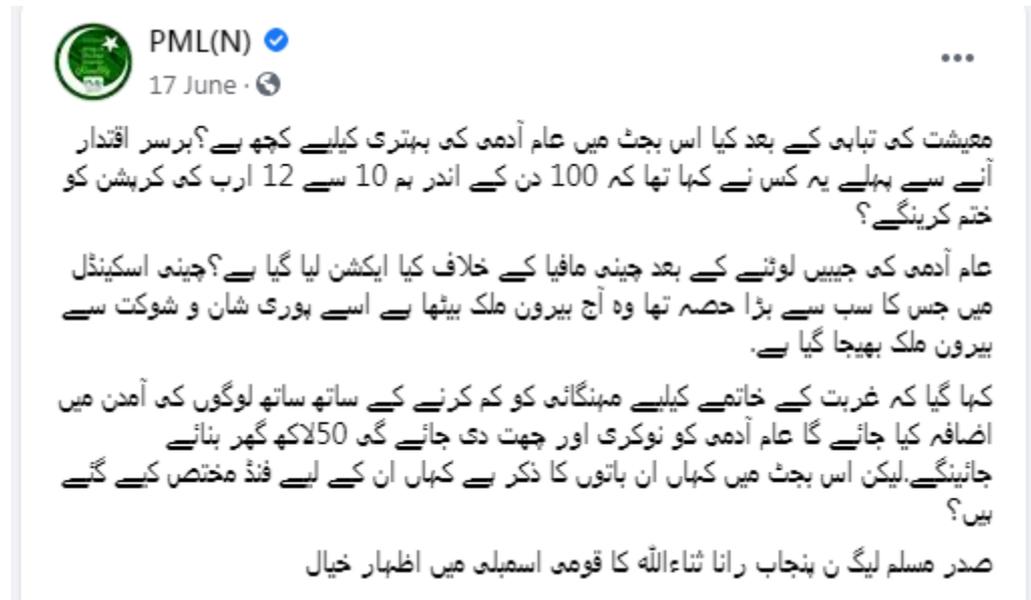
PML-N

Figure 6

English Translation: After the destruction of the economy, does this budget have anything for the betterment of the common man? Before coming to power, who said that within 100 days we will end corruption of 10 to 12 billion?

After looting the pockets of common man, what action has been taken against the Chinese Mafia? The one who had the biggest part of the sugar scandal is sitting abroad today. He has been sent abroad with full glory.

It was said that to eliminate poverty, the income of people will be increased along with reducing inflation. The common man will be given job and roof. 50 lakh houses will be built. But where are these things mentioned in this budget, where are the funds allocated for them?

President of Muslim League N Punjab Rana Sanaullah expresses his views in National Assembly

ANALYSIS

The preset post is posted to make the diverse and counter views on the situation of budget. The presented ideology against GOP is that the state runners have destroyed the economy as well as the deceived the public through fake promises. The intentions are going to be made that the present government is destroying the whole scenario of the public economy as it promised to eradicate the corruption and will provide the shelters but all is diverse. Through this discursive discourse "snatching the homes and jobs", the terms is being referred to the cruelty of the government as it is going against the prosperity of common man. In a portion of the post, the intended things are described that the "Sugar Mafia" is the friend of PM (Prime Minister) and PM is being surrounded by such people so through such mafias, the only action would be expected which is "looting". Price increasing of the things is the big issue in Pakistan and this situation is also being seen in the country as the percentage of increasing of the prices are too high as compare to the past. The intention meanings in the post through discursive discourse are there that "state runners are ineligible to run it and they have no control on the usual things rather than they have only control on "looting" and giving "fake and hollow promises".
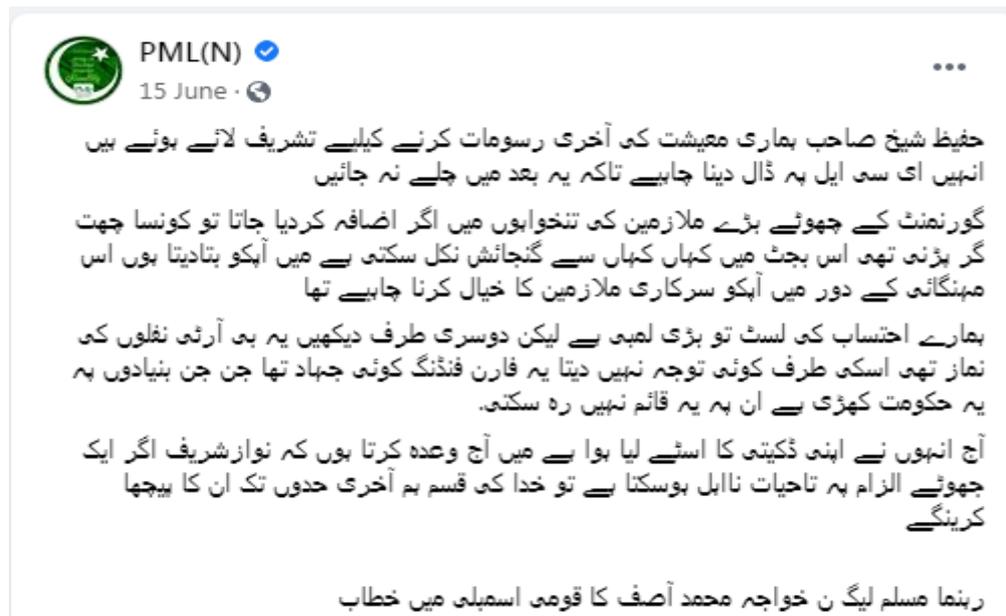

Figure 7

English Translation: Hafeez Sheikh Sahib has come to perform the last rituals of our economy. He should be put on ECL so that they don't go later. If the salaries of the small and big government employees were increased, which roof would have to fall down, where can this budget get the capacity? I tell you, you should have taken care of the government employees in this period of inflation.

Our list of accountabilities is very long, but looks at the other side, it was the prayer of Naflon, no one pays attention to it. This foreign funding was a jihad. The basis on which this government is standing, it cannot stand.

Today he has taken the status of his robbery. I promise today that if Nawaz Sharif can be disqualified for a lifetime of false accusation, I swear to God, we will chase him to the last limits. Leader of Muslim League N Khawaja Muhammad Asif addresses the National Assembly.

ANALYSIS
Language used in the post is full of "discursive terms" to label the ruling people as the "mafia", "cruel" and "ineligible" as they have no vision to run the state. No icreament in the salaries of the civil servants have proved that "no care" is being shown by the state runners because they are only intended to destroy the economy. The "ECL" is the term used to cancel the foreign visa so it is only employed to the corrupt people. The minister is being called pragmatically as the corrupt and running person from the state so he is being called in such way.

Through this discursive illustrations, the intended things are being told in the post is the present Finance Minister is the corrupt person and has been let in the country to destroy the economy of the state. The winning of the favour of the civil servants is being shown in this regard is that there is high price increasing in the country while no care is being paid by the country. The scenario is clear out that the state runners are not since. The "Nafal Prayer" name as given to BRT, "Foreign Funding" to PTI as "Jihad" and the basis of the government are so weak. The intended meanings in this regard are clear that the state is being run by the weak and administratively weak people who have only purpose to descry the state. The intentions to produce the political ideology in this regard are that there would be protest against "the cruelty" of the state and the state can be ruined systematically by them. The last lines are of high discursive ideology that "ineligibility" to the former PM is being alleged due to one blame then the present government can be chased even on the last efforts. The speaker is intended to "threat" the ruling people as they are criminals in their documents.
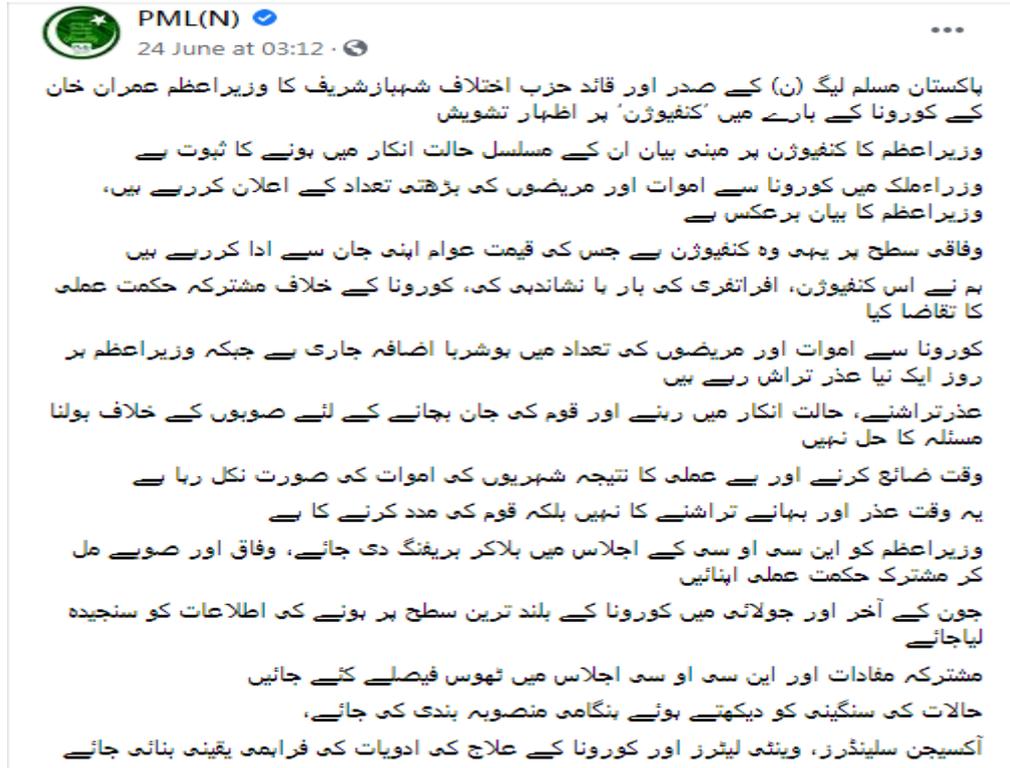
Figure 8

English Translation: Pakistan Muslim League-N President and Leader of
Opposition Shahbaz Sharif expresses concern over Prime Minister Imran
Khan's ' confusion ' about Corona.
The Prime Minister's confusion-based statement is proof that his continuous
condition is in denial.
The ministers are announcing the increasing number of deaths and patients in
the country. The Prime Minister's statement is contrary.
This is the confusion at the federal level which the people are paying with their
lives.
We identified this confusion, chaos, demanded a joint strategy against Corona.
Deaths from Corona and the number of patients continue to increase, while the
Prime Minister is making a new excuse every day.
Speaking against the provinces to save the lives of the nation is not a solution
to the problem.
The result of wasting time and unpractical is coming out as the deaths of
citizens.
This is not the time to make excuses and excuses, but to help the nation.
The Prime Minister should be given a blocker briefing in the meeting of NCOC.
Federation and provinces should together adopt a joint strategy.
The reports of Corona at the highest level in the end of June and July should be
taken seriously.
Solid decisions should be made in common interests and NCOC meeting.
Emergency plan should be made looking at the seriousness of the situation.
Ensure the supply of oxygen cylinders, ventilators and corona treatment
medicines

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ANALYSIS

The leader of opposition is trying to propagate the ideology that the present state runners have no specific ideology about the pandemic of Corona Virus which has been recently affected the whole world. The objective behaving these political statement seems that the leader of opposition is at the need of describing that the present prime minister of Pakistan is prey of confusion and the facts are not been provided to him properly rather than in scattered way. No stakeholder in official concern, not showing their serious attitude towards the facts. The real reason is that the "death" rate is going to high because the necessary precautions are not been adopted. The people of Pakistan are not been told the truth by the state appratuses while they are presenting wrong facts and figures without any reason. The lines also describe that the leader of opposition "calls the present state runners "as they are illegible" and they are not taking certain favouring steps which would be taken as earlier. The pandemic is being increasing while the true responsibilities are not being presented properly by PM of Pakistan. The objectives seem in background of the scenario is that the leader of opposition want to say that "the present government" is "careless" while their past government was most responsible than the present. The propagation of the ideology in the section of increasing pandemic is the best tool to provide the certain ideology while making the own statement as most favouring and legitimated has been the best tool of the politicians.

Figure 9

English Translation: Imran Niazi has said that when we came, the economy was in a bad condition. This is a very irresponsible statement. Reports of international institutions do not verify this statement. If any upcoming

government is compared to the economy of the previous government, then the
Tehreek-e Insaf government has got a good economy. Former Finance Minister
Ishaq Dar

ANALYSIS
The propagated theology is the nomination of the previous government as the
most favouring and ideal, in the lines. The speaker is intended to describe the
present economic situation as more crucial than past. The speaker had been the
finance minister which is symbolic that the person has the huge experience of
entity while the semiotics description as is the video highlight that the speaker
is himself intedned to describe the things in the animated way. The propagated
ideology which is present here is that the present government is illegible to
tackle the situation while the previous government had the vision. The reporting
of UN is also there to legitimate and giving weight to the statement that the
previous government was in the good grades as compare to the present. The
inherited economy was of the brilliant type while the present economic
conditions are of the worse type. The best "performance" had been played which
is notion that the previous government was in favour of the state and public
while the present government is not at the suitable state of being to tackle the
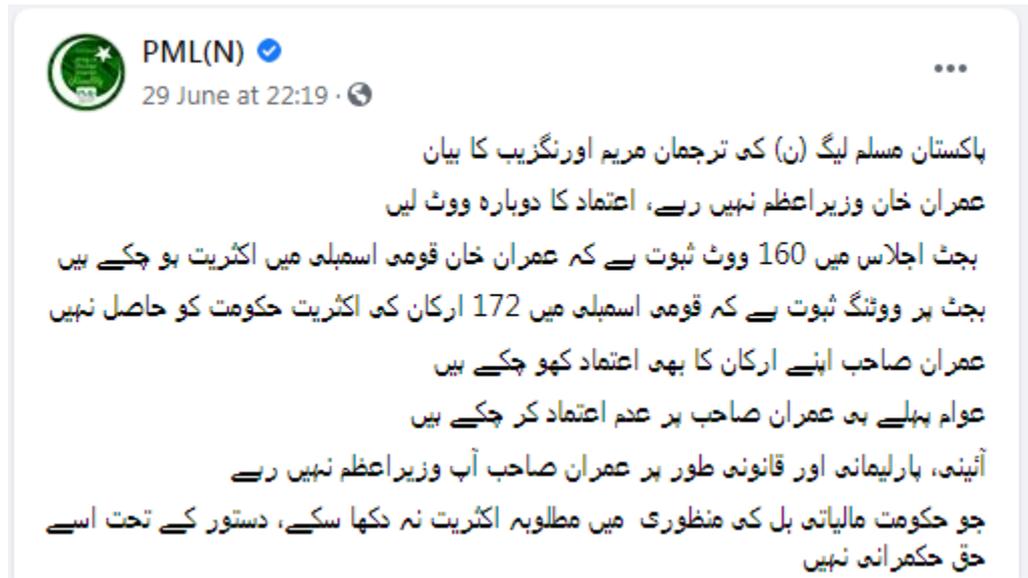things as these would be.

Figure 10

English Translation: Statement of Maryam Aurangzeb, spokesman of Pakistan
Muslim League-N.
Imran Khan is no more Prime Minister, take the vote of confidence again.
160 votes in the budget meeting is proof that Imran Khan has become majority
in the National Assembly Voting on the budget is proof that the government
does not get the majority of 172 members in the National Assembly
Imran Sahib has also lost the trust of his members.
People have already trusted Imran Sahib.
Mr. Imran, you are no more Prime Minister constitutionally, parliamentary and
legally.

The government which could not show the required majority in the approval of the financial bill, does not have the right to rule under the rules.

ANALYSIS

Political ideology is dominated being shown in the lines as the member of opposition is illustrating that the present PM is not no more PM as the majority is not been entrusted on him. The political propagation in the shade of constitution is being made there when the acceptance of budget would needed the majority of the members while this acceptance is not been provided to him. "The voting procedure would be revised" to gain the "entrusted vote" highlights that the present PM has lost its honour and trust by the public and parliamentarians. Power relation and the ethical existence must be revised as the people of the state are in favour to have such a PM which would have majority. "Public is not in favour to PM" which is the most flourishing and expanded political statement of the people, mostly described by the leader of opposition and members to gain the "public favour" as Dijik (2010) shows in his model. The construction of political ideology is here where the non-existed and officially non-correspondence are made. No notification of disqualification is being made rather the personal statement is there to undergo the emotions and feelings of the public that the present government has lost the favour of public and have no existence of ethical concern. The own judgment of "disqualification of PM" is showing the things in the legitimated way as the people of the state are in favour to mention the things, according to the member of opposition, that the right of ruling has been swept so there is need to again get the "entrusted vote".

CONCLUSION

The qualitative study is conducted under the CDA models of Fairclough (2003) of linguistic analysis as well as the CDA model of Van Dijik (1998, 2000) of ideological discourse. This study perceives *Facebook* posts, the data of the present paper, as a form of computer-mediated ideological discourse, which is also a form of 'polarized discourse' (Van Dijk 1998; 2000).

The analyzed data describe that the construction and deconstruction of the political ideology is being used in the political posts of the selected pages. The purpose being these pages is to retrieve the thoughts and intentions in the legitimated way towards the certain type of aspects as favour, "calling other bad" and "legitimating own ideology". The unique contradiction is used here in the pages of the mapping the minds of people as legitimating own deeds while criticizing the others.

The most of the focus of the government is to catching the minds and attention towards certain type of ideologies as change, new Pakistan, corruption of previous governments, development, decreasing of debt, increasing of GDP of the country, effective initiatives while in Corona Virus, new programs of development, focus on youth and criticizing the past government due to corruption. These terms have been frequently used for the construction and deconstruction of the political ideology for the purpose of taking favour of people. It is also notable that the rating aspects are also used in the posts and due to rating aspects, the admins of the pages have to create certain type of posts

which favour the party and make semantics of the people that they are their great well-wisher. The social perspectives and the social terminologies are also employed to construct and deconstruct the ideology of the people.

In oppositional perspectives, the ideologies are tried to construct through illegal aspects of opposition as sugar mafia, only allegations on former PM Nawaz Shrif, no corruption of opposition rather than allegations only, reduction in budget for education, no fulfilling of the promises by PTI government, unemployment, price inflation, ineffective measures during Corona Virus issue, dual measurement of progressive standards by measuring the fuel prices of present and previous government, counselor accession to Indian Spy and ineligibility of the government to control different aspects of administration in the state. These terms are used to construct and deconstruct of minds of people for the purpose of personal and group legitimation as the group is great well-wisher of the people and people would give preferences to the group and make critical remarks on other. This type of legitimation is being proposed in the perspctives of the situation to manipulate the different aspects and these aspects would be legitimated in the minds of people. The aims behind the posts could be making of the public power and public ideology for the purpose of national development which every group try to construct in the mind that the group is the only choice of progress and development.

FINDINGS
● CDA is helpful to expose the hidden ideologies of politicians of every country.
● Political ideology is the complex scenario but the model of Fairclough and Van Dijik is helpful to understand the hidden semantics discourse.
● Construction and deconstruction of ideology is made by politicians under the umbrella of specific circumstances.
● The objectives behind presenting the political discourse is rating, legitimating, favour, intentions, attentions and adoption of the same ideology.
● Every situation is tried to take it in favour in the legitimated way by the both type of parties as ruling and opposition despite of the facts.
● The used of media discourse is also presented in semiotic way to take the favour of media groups.

REFERENCES