POLITICAL REPRESENATION OF CARTOONS PUBLISHED IN PAKISTANI ENGLISH NEWSPAPERS: A SEMIOTIC ANALYSIS

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ABSTRACT

Cartoon art is an essential aspect of political and social sarcasm, especially in print media, where it is strategically employed to construct and shape public opinion. Though cartoons represent an overstatement of a person or an event for producing a humorous effect, they highlight the harsh realities (i.e., social injustices, social evil, and corruption) of a society in an indirect and light manner. This study aims to explore the linguistic and semiotic aspects of cartoons in the editorial section of Pakistani English newspapers. More specifically, the study explores how Pakistani English newspapers' editorials make a satirical use of cartoon art to highlight the political issues; what political issues have been projected through cartoons; how the linguistic and semiotic choices within a cartoon art project its drawer's perception; and how these choices indirectly construct public opinion. The study followed qualitative methodology in exploring three cartoons collected through random sampling techniques from three Pakistani English newspapers Dawn, The Nation and Daily Times. The data is analyzed by using the theory of Charles Sanders Peirces (1860) Triadic Semiosis. The results indicate that the drawers expertly display their artistic skills in portraying a harsh political issue in an indirect way— satire and humor. These cartoons shape the worldview of the readers; therefore, they are an important aspect of print media editorials. The study is significant in highlighting aspects of cartoon art for disseminating information and constructing public opinions.

1.1 INTRODUCTION

Visual communication has grown increasingly crucial in current globalization period, since day to day activities that hold up the majority of their time lead to priorities effectiveness, which can be achieved by delivering information or messages visually. Because, as Lester (1995) stated, language signs are generally symbols, people employ signs to generate meaning mediated by culture and personal experience. As a result, the symbol is a sign, which can take the shape of a word, a sound, or a visual image. "We live in a world full with signs, and we have no way of understanding anything but through signals and the codes into which they are structured. We live in a world ful of signs, and we have no other method of understanding anything than through signs and the codes into which they are structured. (Chandler, 2007)

Semiotics is one of the fields of study that has evolved into a standard in communication theory. Outside of the signs themselves, the semiotic tradition comprises a set of theories on how signs stand for various entities, conditions, ideas, emotions, and situations (Littlejohn 2009). (Littlejohn, 2009) aims to discover or deduce the meanings contained in a sign in order to determine how the communicator develops the message. Certain ideological notions, values, and cultural values cannot be separated from the concept of meaning, which is the monarchy of the community's mind where the sign was created. Semiotics is the study of making-making, also the study of sign process and meaningful speech. In Saussurean convention this study called semiology, but according to Peirce was called Semiotics which discussed about sign which is non-verbal language. Semioticians categorize signs or sign systems in order to the way they are conveyed. This procedure of carrying meaning be contingent on the use of sign that may be the specific sounds or letters that humans use to make words, the body of actions they mark to show approach or emotion, or even somewhat as overall as the clothes they attire. Sign occasionally termed as non-verbal communication can be perceived in nearly entire features of our lifecycle. Sebeok (1994) said a sign is … several physical systems that has been visualize or made superficially (with some physical mode) standpoint for an item, occasion, sensation, etc., known as a referent, or for a group of related substances, actions, moods, etc., known as a referential area". (Sebeok,1994).

 Related to Sebeok, Peirce said that A sign is everything which regulates rather than (its interpretant) to mention an object to which itself refers (its object) in the same way, the interpretant flattering in turn a sign. He said that everything can be symbol, every representation, shout, sparkle, indicating limb, etc., in other word everything that is observable, comprehensible, or conceivable. Therefore, all broadcasting script that setting our daily life like caricatures, is appropriate records for semiotic study. A caricature is a sort of two-dimensional drawings, perhaps dynamic. Cartoons itself meanings that a general drawing viewing the structures of its subjects in a wittily overstated way, particularly a mocking one in paper or publication and an animated depiction using cartoonic procedures to photograph an arrangement of illustrations rather than   people or object. In current print media, a cartoon is a drawing or sequence of artworks, typically amusing in determined. Political cartoons are similar demonstrated editorial that serve visual explanations on political actions. They deal elusive denunciation which are cunningly cited

with comicality and wit to the range that the cruised does not get disillusioned. Political cartoons in America take an extensive and strong ritual of censuring prejudice, unfairness, political dishonesty and communal vices, dogmatic or journalistic cartoons are a delightful catalyst to classroom debate and there are frequent methods you can practice them through the set of courses to involve kids at advanced stages of intellectual. It is usually inspiring and struggle to instruct the spectator about an existing topic. The representatives partake developed tremendously general due to the up-front way they speak a matter. In Pakistan, the thing which can be directed of cartoonist to be cast-off as subject their effort are Legislators, Administration, communal character... Political cartoons may also be used as a resource to explore the thought of folks or sets in instruction to create, conversion the social order or to condemn the regime. As   one of hundreds of instances who develops an item in political cartoons.

1.1.2objectives Of The Research:

The objectives of the study are given here.

1)   To explore the type of political issues are represented through semiotics in major Pakistani English newspapers' editorials cartoons.
2)   To explore linguistic and semiotic choices do the editorial cartoonists employ in making their messages effective.

1.1.3 Research Questions:

1)   What type of political issues are represented through semiotics in major Pakistani English newspapers' editorials cartoons?
2)   What linguistic and semiotic choices do the editorial cartoonists employ in making their messages effective?

1.1.4 Delimitation Of The Study

The Semiotic Analysis of Cartoons Published in Pakistani Newspapers is the exclusive focus of this study. The researcher must set a limit on the study's scope in relation to the issue at hand to prevent conducting a more thorough investigation. This research is delimited to verbal and visual signs of 3 political cartoons of major three English newspapers, The Dawn, The Nation and The Daily Times from December 2021 to July 2022.The study's frameworks are verbal and visual cues that convey hidden signals.

2.1 LITERATURE REVIEW
Keraf (1980) says that Language is a way of communication among individuals of the public symbol of the sounds produced by way of human's utterance. Similar suggestions were also described by Sitindoan (1987) says Language is a sign of the sounds produced by source of human conversation, and this system has a lot of means that are arbitrary; used by man in his life as a way of communication between them to express, shape, and communicate ideas and emotions. The others people define language as a system of symbols and signs included vocal sounds, gestures and verbal communication those

encode message. Humans, like most animals have non-verbal and verbal communication. They talk to each other with the help of language, sound or even sign. However, what differentiate animal languages and human cultural identities. Language expresses not only written or spoken matter, but also includes sign and symbols, then people should be critical and sensitive of all signs expressed consciously or not by the speaker even another matter, seeing that it has message or information. Therefore, the branch of linguistic which study and covers the field of sign is semiotics, and as the science of sign. In this relation the meanings are associated with these choices are always in a process continuous variability as they are gradually adapted to social interaction inter-related fields of the study also the field of semiotics which is the study of indirect and direct language through symbols and signs. Media text revolved in our daily life like cartoons, is actual data for semiotic analysis. A cartoon is a type of two aspects demonstration, possibly animated. Cartoons itself means that a simple sketching displaying the quality of its features in a humorous way, especially a satirical one in magazine or newspapers and a moving picture using animation technique to photographs a sequence of drawings rather than real object or people. Todays in print media, a cartoon is a demonstration of depiction, usually humorous in purpose. Political cartoons are like demonstrated editorial that serves visual description on political affair. They give precise criticism which are clearly quoted with satire and humor to that range which criticized does not get envenom. Political cartoons in America have a good and strong history of criticizing injustice, intolerance, political corruption and social evils, political or editorial cartoons are an excellent springboard for classroom discussion, and there are several ways you may use them across the curriculum to engage pupils at higher levels of thinking. Political or editorial cartoons are an excellent springboard for classroom discussion, and there are several ways researcher may use them across the curriculum to engage pupils at higher levels of thinking.

We all use language every day. We may not realize it, but statements are made up of words, letters, and syllables, they are all part of one system, with semiotics providing a complete interpretation. The construction of signs that serve to save the transmission of physical information is known as language. Its purpose is to communicate in various human activity processes. Though language is a powerful tool for understanding communication, it has limitations as a descriptive schema since it ignores other forms of communication for example, visual (Trenholin, 1986).

Mwetulundila, Rauna, and Kangira (2012) looked at how Dudley used language and humor in his political cartoons that were taken from Namibian news sources. In the descriptive study, a qualitative design was used to look at the semiotics and content of cartoons in terms of rhetoric and humor. The criteria sampling method was used to get the data. The test was done using Aristotle's rhetorical proofs of ethos, pathos, and logos, as well as theories of superiority and incongruity in humor. The study found that pathos was used to get readers to feel strongly about the argument, logos was used to show that the cartoons were based on facts, and ethos was used for well-known people in society. Chang (2012) used content analysis and surveys to look at what two important ethnic groups were talking about in the media and in public during

the 2008 General Elections. The study found that there wasn't much of a connection between the media agenda and the major concerns or public agenda of the Malay, Chinese, or Indian respondents. The study found a strong ranking correlation between what people in China care about and what the media cares about. This suggests that newspapers shape the opinions of people in China. tried to show how political cartoons were used to set the social agenda in Nigerian newspapers. They did this to change the way people thought and to try to change their minds. (Sani et al.,2012). Content analysis was used to put the ideas in the cartoons into groups. A qualitative method was used to do semiotic analysis on the cartoons. The test mostly looked at how the connotations and connotations of the cartoons could be understood as part of the sign system. It was found that 80% of Nigerian semiotics focused on topics that were important for setting a sociopolitical agenda.

Shaikh (2013), Study of cartoons from Pakistani newspapers used a mixed quantitative and qualitative approach. During the 2013 election campaign, research was done on how political cartoons can be used as ways to get a message across. Also, the ways that cartoonists try to sway voters were looked into. The study showed that editorial cartoons in Pakistani print media often used all the ways to persuade, such as symbolism, irony, exaggeration, labelling, and analogy.

Sani and Yar'aduwa (2014) looked at how editorial cartoons in Nigerian newspapers used visual metaphors to make satire and try to persuade and change the public. The study used a semiotic and cognitive perspective on metaphor to look at how the cartoons showed real-life events. The study found that visual metaphor was a new and thought-provoking way to make a point. It also made a stronger appeal to readers' imaginations than its word counterpart. According to the study's results, satire could be conceptually made by using visual metaphors to criticize social, political, and economic corruption in order to uphold social values.

Ashfaq and Adnan (2014) looked at the political cartoons that were published in Pakistan's major English-language media. It tried to figure out why political cartoons were still important to how people saw the country (US). Barthes' semiotic analysis method was used to look at a few political cartoons to find out what the cartoonists thought about the love-hate relationship between Pakistan and the US. It was shown that political cartoonists supported anti-American ideas that were already out there.

Hussain and Li (2016) looked into how cartoons in Pakistani media were used to set the agenda for important national issues. Content analysis was used in the study to put cartoon themes into different groups. A qualitative method was used to do a semiotic analysis of cartoons. The study's results showed that 70% of cartoons were about serious things. Rehman (2018) tried to figure out how Islam was shown in the American media in the case of the 9/11 attacks. The goal of the study was to look at some American media cartoons about Islam and try to figure out what ideas they spread about Islam and its followers. Roland Barthes's semiotic model was used in semiotic analysis to figure out what Islamophobic signs meant and what they meant not to mean in

order to decode the cartoons. It was found that American media had shown Islam in a bad light and made it seem like Muslims were involved in terrorism. The researcher also gave a few ideas for changing some of the common misunderstandings about Islam.

El-Falaky (2019) looked at some editorial cartoons from the Egyptian newspaper Al-Ahram that came out between the Public Revolutions of 2011 and 2013. The study found that ideas, values, and identities were spread through Egypt's official print media with the help of pictures. Visual Grammar, which Kress and van Leeuwen made in 2006, was used in the study. The study told about the political, social, and cultural situation in Egypt at the time of the uprising. The study showed how official newspapers used different kinds of texts to share their political and ideological views with their readers.

In a recent research paper, Furqan, Akram & Sarwar (2022) contend in research titled "Afghan Conflict in Religio-Political Editorial Cartoons Published in Pakistani Newspaper: A Semiological Discourse Analysis" that Dawn newspaper, with an emphasis on the representation of Afghan conflict from July 2020 to September 2021. They are interested in learning how the current situation in Afghanistan is represented discursively in the semiotics of the Dawn newspaper as well as the ideological disparities between the various published accounts of the conflict. Five different religious and political editorial cartoons were purposively selected and drawn by Zahoor. In this study, qualitative research methods are applied. Both a semiotic analysis model developed by Barthes and a 3D model of critical discourse analysis developed by Fairclough were utilized in this study.

3.1 RESEARCH METHODOLOGY
This study belongs to Charles Sanders's theory of semiotics in which a triangle linked object, represents and interpretant. The signs in these cartoons may be in the form of pictures or sentences written on these political cartoons or images and photos to attract readers. Meanwhile, the index will not be analyzed because the index related to the influence of causality needs more time to be analyzed. Following the definition, both symbols and icons, which are found in the tagline and image of the advertisement, will be analyzed in this thesis to search for every hidden meaning contained in the selected poster of advertisement that will be described and limited.

3.1.1 Data Display

Data display is the organized collection of information that enables inference. Usually presented as a table or graphic to make the facts appear more structured and simpler to understand, which aids in generating conclusions. The researcher will use a table as a model analysis in this study.

**Table 3.1** Model Analysis based on Peirce's triadic model

Representamen	Object	Interpretant
Smoke	During the combustion or pyrolysis of a substance, a mixture of airborne gases and particles is produced, together with the amount of air that is entrained or otherwise mixed into the bulk. This mixture is referred to as "smoke. It is frequently a byproduct of fires, including those started by stoves, candles, I.C.E.s, oil lamps, and fireplaces, but it can also be used for other things, like fumigation, communication, military defensive and offensive capabilities, cooking, or smoking (tobacco, cannabis, etc.).	Fire, burning, heat

In this study the data arranged in the form of figure that show the connection of Representamen, object and interpretant in the   political cartoons.

3.2 DATA ANALYSIS

Data analysis is the process of figuring out what the data means by using analytical and logical thinking to look at each part of the data. When doing research, this type of analysis is just one of many steps that should be taken. Data from the source is collected, received, and then analyzed to come up with some sort of findings or conclusions. In this chapter, the researcher goes into detail about the results of his analysis of the triadic signs in Peirce's political cartoons that were published in an English-language newspaper in Pakistan. The researcher used Peirce's semiotics to figure out what the data meant (1931-1935). Peirce's theory was used to figure out what any of the cartoon's signs meant.

Data 1
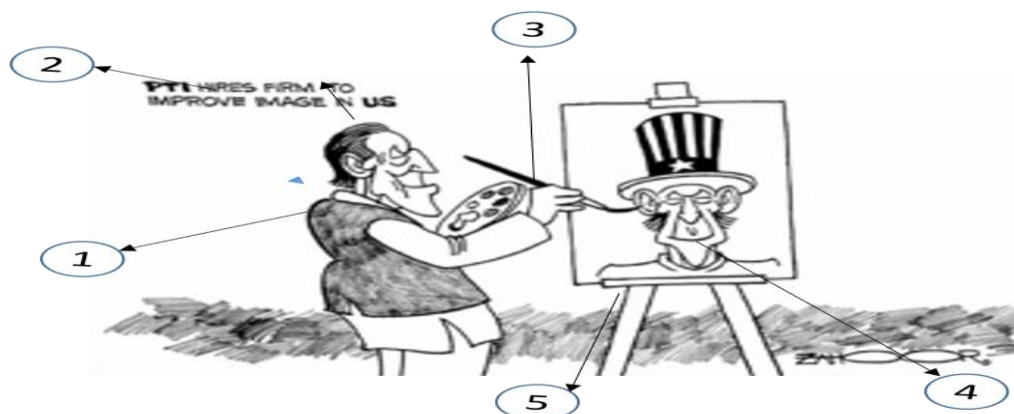
Figure 1.1 *Caricature Dawn News, 14 August 2022*

3.1.1 Visual Analysis

No	Representamen	Object	Interpretant
1	Painter	A man painting an image of somebody	Imran khan
2	Sentence	Govt Hires firm to improve image in US	PTI Clarifying its position in US
3	Paint brush	Paint brush used to a paint a wall or surface	A firm to mend position of PTI on US
4	Painting	Painting is a picture or scenery	US govt
5	Stand	A painting stand consists of a board and frame	It is corridor to build up relations of PTI with US

3.1.2 Verbal Analysis

The researcher found one sentence in the visual analysis of data 1.

1. PTI Hires Firm To Improve Image in US

This incident is linked to the chapter of PTI relations to clarify its position in the US because it had proven anti-American in the past. He claimed that Imran Khan was deposed by opposition, with the help of the United States. They fixed a conspiracy in their government with the help of this campaign. This step leads to carrying the damage of its leaders' control over vilifying the US and their helpers in Pakistan. The agreement was signed to repair relations between the US and PTI. The background of this treaty was a movement against Imran Khan that caused his down fall. In the US, PTI arranged a firm to clarify its position for media and public relations. The FARA form also asks whether any political activities on behalf of the aforementioned foreign principal will be conducted, and the firm responded in the affirmative by stating that it would contact journalists, editors, producers, and columnists on behalf of PTI USA to present its viewpoints to the US media only.

In the US, hiring importune companies and working on behalf of nations, organizations, and even foreign political parties is common practice. The Pakistan Embassy, the Pakistan People's Party, and even the PIA have all employed prestigious companies in the past to advance their objectives. It's interesting to note that the Pakistani government hired Fenton/Arlook LLC in March of this year, when PTI Chairman Imran Khan served as prime minister. The initial contract for the provision of public relations services was signed by the Pakistani Embassy and was almost six months in length.

According to the paperwork obtained by Geo TV, two months' worth of fees, or $50,000, plus a $5,000 expenditure advance are due on or before August 10th, 2022, to cover work in August and September 2022.

Uzair Younus, Director of the Pakistan Initiative at the Atlantic Council's South Asia Centre, initially shared the information on social media. Younus further emphasized that the Pakistan Embassy in Washington, DC, had previously employed Fenton/Arlook in March for related purposes at a cost of $30,000.

Fawad Chaudhary said that they have arranged an Urdu-translated version of this firm for journalists to understand this firm and can know that it is only highlighting the relations between PTI and the US and not a lobbying firm but also building up relations between the media and the party.

Ahsan Iqbal tweeted about the PTI treaty that has been criticized on social media, so PTI does not need to be shy because Imran Khan has devised a strategy against the US in the country and is applying for forgiveness from the US. He added that Imran Khan showed rage and was annoyed with the US, but now he seeks a way to apologize by lobbying. He has many faces that fall into a computer puzzle. Shirin Rehman also criticized Imran Khan for organizing this firm to create a chaplain in Pakistan. She exclaimed that US conspiracies led to Imran Khan's hypocrisy and shameful act. It is felt that IK has a double identity, one for his supporters and one for his politics. She said that Imran Khan should seek forgiveness from the US for his progress and that PTI has become a seeker of this lobbying company.

Data 2

Figure 3.2 Caricature The Nations news/7 July 2022

3.1.2 Visual Analysis

No	Representamen	Object	Interpretant
1	A man	A man in picture hiding his face and sitting on sofa	Depiction of Opposition who has nothing to do but to face this filthy situation at any cost
2	Chair	Chair is a sitting tool which has different designs it is used in sitting area of house	A chair of authority that has been earned at very high cost but now it has because double edge sword for them
3	Phrase	We have protested everywhere! Lahore, Islamabad, London…even Makah! Has verbal analysis in below paragraph	Campaign of elections carried out by volunteers of PTI without any special preparation and they have done the same at holy city of Makkah
4	Boy	The boy dancing and shouting in front of his opponent	PTI supporter who is happy after successful completion of his tasks
5	PTI	Pakistan Tehreek e insaf a political party of Pakistan leading by Imran Khan	Pakistan Tehreek E Insaf a political party of Pakistan

3.2.2 Verbal analysis

The researcher analyzed one sentence and one word in data 2.

1.   WE   HAVE   PROTESTED   EVERYWHERE!   LAHORE ISALAMABAD LONDON…. EVEN MAKKAH!

2. PTI

The PTI has protested against the ousted Imran Khan in London and every city in Pakistan, and opponents have stated that if their leader does not rehabilitate, they will not give him any consideration. A group of PTI supporters gathered outside Nawaz Sharif's residence in London. They threw eggs, held flags and supported their leaders. Imran tweeted that it was only the public that could save democracy. A massive flood of people gathered at Lalak Jan Chowk and Liberty in which people shouted slogans against the US and denounced foreign conspiracy. They said that there is strong support from the US to let down the PTI government. Most of the areas of the city remained blocked due to the crowd. They were flying banners and cards in support of Imran Khan. There are many other protests made by PTI workers in different cities of Punjab   like   Gujrat,Nankana   Sahib,Gujranwala,Sargodha, Chiniot,Faisalabad,Multan , Attock etc. Imran Khan arranged a peaceful

protest against the no confidence motion that led to his downfall. Different rallies were taken from different areas of Peshawar. The people held banners with written sentences saying "We rejected the imported government. Imran will come back." PTI supporters

Khan had requested that supporters of his Pakistan Tehreek-e-Insaf (PTI) party congratulate in Islamabad and perform a sit-in until new elections were held as part of a centerpiece showdown with his adversaries.

With more than 20,000 fans on either side of him, Khan said that "no barrier can stop us, we will pass all the barricades and will reach... Islamabad."The protest has been denounced as an attempt to "split the nation and sow instability" by the administration led by Prime Minister Shehbaz Sharif, who has vowed to prevent the convoy from entering the city.

Data 3
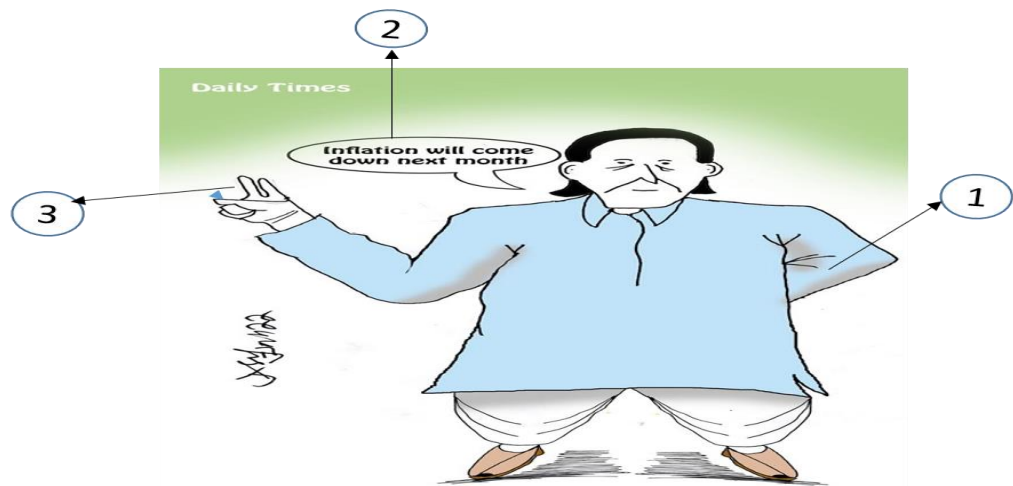
Figure 3.3 Daily Times /7 January 2022

3.3.3 Visual Analysis

No	Representamen	Object	Interpretant
1	A man	A man wearing blue shirt and white shalwar and kaptan chapal	Imran khan the prime Minister of Pakistan
2	Sentence	Inflation will come down next month has verbal analysis	Solace for people who are full of disruption due to very high rate of inflation
3	Hand	The object of Sign of victory	Sign of victory shows that soon they will be succeeded

3.3.3 Verbal analysis

The researcher found one sentence at visual level of data 3.

1. Inflation will come down next month

The Prime Minister applauded his team for their performance in the domain of the economy. He further committed that the opposition would not be allowed to manipulate the public over inflation because it is the opposition who is responsible for the bleak state of the economy. The premier said that there is no inflation but it is a false narrative used by the opposition. Furthermore, the finance minister exclaimed that the economic situation is under control. All indicators of the macro economy are exhibiting positive trends, including inflation month-after-months. The prime minister directed that economic statistics be made public so that the public could not be duped by the opposition's tricks. He emphasized that the public must be aware of facts and figures. On the other hand, Geo News criticized the PM over his one point of agenda of labelling the opposition as dacoits while presenting himself as a maseeha of the nation.

4.1 CONCLUSION

The researcher has used in this research pictures of Imran Khan and Shehbaz Sharif as the goal of cartoonist warning signs, which are analyzed in visual analysis. But it contains additional figures like Ch. Pervez Ilahi and Hamza Shehbaz. Sheikh Rasheed,Asif Ali Zardari ,Shirin Mazari, etc. The signs which can be initiate in these political cartoons such as Vespa, tree, stand, rocks, wolves, tiger, hat, a sign board etc., that represent the political issues. The index is the written communication that is used to notify the reader which is investigated by the researcher in the verbal analysis.

 The ups and downs of Pakistani politics have been like a roller coaster ride for politicians, people, and others, and what politicians do have been re-thought by his assembly. Only GOD is perfect in this world. People cannot arbitrate the flaws of others. Let's work hard collectively with the government to make Pakistan happier from now on and also for our future. In the analysis, twenty-

Four cartoons are taken from Dawn, The Nation, and Daily Times as a criticism of the political leaders of Pakistan, which is valued as deceitful, unserious, and incompetent. A newspaper, as a mass medium, serves to provide its readers with information, both directly and indirectly. It means that the language is figuratively used. It looks like the use of figurative meanings can attract attention from the readers and make sentences more complete. That is why we say that metaphor hides its meaning in the text. After examining the

semiotic signs in political cartoons published in English newspapers by using Peirce's Triadic Semiosis.

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