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### REPRESENTATION OF FOREIGN INTERFERENCE IN REGIME CHANGE OF PAKISTAN: A MULTIMODAL ANALYSIS OF SELECTED CARICATURES

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#### **ABSTRACT**

The study aims to investigate the Representation of Foreign Interference in Regime Change in Pakistan through the Multimodal Analysis of Selected Caricatures. The study is qualitative by nature. The data was collected through purposive sampling. Moreover, the cartoonists working for The News used specific semiotic features (that were highlighted by using multi-model analysis by Kress and Leeuwen). These features destroy the political image or ideology of the government in a significant amount or in a negative way. Although, it can be seen that the caricatures were more embarrassing for the politician addressing the change in government (regime change through conspiracy). Thus, the media worked for the anti- politician's agenda. 'The News' has shown suspects of a plot to overthrow the dismissed government in Pakistan that came into existence because of the said agenda. It is concluded that caricatures are not only a source of entertainment, but linguistically, they represent serious matters in a lighter tone. The media tries to be neutral in all political matters, which creates ambiguity and confusion in the reader's mind. So, it still remained a riddle if there was any interference or not, but it shackled all high command offices like judiciary, politics and media. The confusion persists with its deep, grounded reality.

## INTRODUCTION

In this era of technology, media plays a vital role in spreading information worldwide. It plays a comprehensive role in constructing an identity of political figures, persons, nations, and countries. The caricatures more precisely describe a humorous picture of a country's political and social things; these caricatures present the specific issues of different nations indirectly and effectively. Caricatures depict various problems of people, governments, relationships, intense situations etc. Caricatures have been an essential factor of electronic media for the last two centuries. A political caricature could only be simple to analyze if it carries the whole context. It is possible to see the background and have good investigating excellent fence. In this way, a simple caricature may be explained more effectively than many words. These caricatures describe almost all areas of our lives. Caricatures mainly comically present political aspects. So, cartoonists spread an important message to the audiences they want to address. They build a specific picture of reality that they want to introduce. A political cartoon is an image that makes a factor about a political matter clear and entertains people. Cartoonists spread their message by using different methods through images. The caricature technique is the art of developing opinions about other's issues in a significant way.

The research is beneficial for understanding the impact of visual metaphors in political cartoons and how these metaphors help people to understand the political ideologies of different political parties in Pakistan. The research may help those scholars who want to conduct their research in editorial cartoons using linguistic devices such as metaphors. This study may also be helpful to all linguists and research scholars in a way that may find the semiotic device, visual metaphor, as a key to exploring cartoons and other genera of infotainment. They may find that the semiotic device visual metaphor is a key to examining videos. It is expected to give valuable practical contributions to the field of critical discourse analysis, especially in semiotic discourse analysis. Practically, the result of this research will become one of the sources in linguistics which focus on multimodal discourse analysis. This research will contribute the language to the existing media discourse and give more knowledge about sign language, which contributes to exploring the embedded ideologies and exposing the hidden dogmas in society. The following are the objectives of this research:

1. To explore socio-political ideologies represented in selected English Newspapers of Pakistan.
2. To find out the features (semiotic and linguistic) in caricatures which explicate the embedded messages in caricatures.

## RESEARCH QUESTIONS

1. How do the English Newspapers of Pakistan use caricatures to expound the political ideology through sketches?
2. Which semiotic and linguistic choices are created to politicize the text?

Language, despite being an essential tool for humans and an essential part of our lives, is just one of many possible systems for producing meaning. There are many other systems that could be used. It is possible to produce meaning through a variety of other systems, some of which are intertwined with language while others function solely to supplement meaning.

Kress and Van Leeuwen (2006) state that the organization of visual resources is what fulfills the meta functions of showing meanings that interact with the experience of the spectator. Each of these authors identify two more sorts of structure, namely narrative and conceptual, in relation to representation. The succession of events and happenings is the fundamental component of any representation of a narrative. The principles of generalization, stability, and timeless relevance serve as the basis for conceptual representation. In the field of social semiotics, these things make up what is known as a symbolic attribute process. In this process, the image is seen as a token, and the value of the token is determined by a verbal label.

Amina (2021), collaborated on an article titled "Forming Political Opinions via Cartoons in Pakistani Media." They conclude that cartoon art is an essential part of political and social irony, particularly in print media, where it is intentionally utilized to create and influence public opinion. This is especially true in political cartoons. Cartoons may exaggerate a person or event in order to have a funny impact; yet, they highlight the painful facts of a society in a hilarious and oblique manner. These truths include societal injustices, social evil, and corruption. This article takes a look at the linguistic and semiotic aspects of cartoons that are published on the editorial pages of Pakistani newspapers that are written in English.

Ifechelobi (2021) conducted a Multimodal Study of Caricatures in Nigerian Newspapers using Visual Semiotic Theory in order to learn about the many different types of communication and how these kinds of communication can either connect with one another or function independently in communication. The concept of multimodality considers communication to include not just spoken and written language but also other modes of expression. It spreads the idea that there have always been various modalities of communication involved, such as graphics, colour, and layout, each of which has the potential to have its significance. In this study, the Visual Semiotic theory was utilised to investigate the pragmatic repercussions of visual language in order to interpret and perceive visuals as a form of communication. The analysis is a visual semiotic mode that broadens readers' interpretative repertoires and improves their capacity to analyze multimodal texts.

Venti, Wulan & Sari (2021) produced a document entitled 'A Multimodal Discourse Analysis of Pantene Advertising'. They concluded that advertising is a form of persuasion that is intended to influence and convince the general population. Every day, advertising is published in various mediums, including magazines, newspapers, television, and radio. Pantene shampoo is especially well-liked among female consumers. Its commercials are virtually ubiquitous across all forms of media. Using Halliday's (2014) transitivity system and Kress

and Leeuwen's (2006) point of view, the researchers planned to investigate how Pantene Indonesian advertisements verbally and visually communicate the image of beautiful and strong hair, as well as the advertisement. This will be done to determine how effectively the ads communicate the image of women with beautiful and strong hair. The importance of the differences is another primary subject of our investigation.

Sajid's (2020) dissertation was titled 'Post 9/11 American Footprints in Pakistani Media: A Critique of Semiotic Discourses in Pakistani Newspapers'. This was the subject matter of Sajid's research. They researched to determine the extent to which people's impressions of the United States as portrayed in Pakistani print media discourses after September 11 were influenced by images. This study argues that linguistic and semiotic devices and techniques work discursively to shape readers' perceptions of American footprints in Pakistani print media. To do this, the study deconstructs the semiotic discourse(s) of the Pakistani English-language newspaper Dawn (daily) from September 2018 to February 2019. It applies a technique known as Multimodal Critical Discourse analysis by citing Machin (2007), Van Leeuwen's (2008) framework for recontextualization, and Fairclough's (2003) visual and linguistic analyses to unearth embedded ideologies that are spread through the conjunction of words and images. The study-like analysis levels include participants, locations, positions, objects, metaphors, inclusion, exclusion, and language. In addition, the researchers corroborated the findings of their semiotic analysis by performing two focus group dialogues with students majoring in linguistics and students majoring in other fields. The results suggest that semiotic discourses in print media appropriately use a visual citation. The findings use of language is the language that is devoid of the influence of ideology and that words and images work together to promote the desired ideology among the audience that is being targeted. The study also identifies the shift in the depiction of the United States from dominant to subordinate and eager to engage in debate through the semiotic discourses of the newspaper that was mentioned.

From April 3 to 10, 2022, a political and constitutional crisis developed in Pakistan when the Deputy Speaker of the National Assembly, Qasim Khan Suri, rejected a resolution of no-confidence against Prime Minister Imran Khan during a session in which it was scheduled to be voted on. He did so because Article 5 of the Pakistani Constitution prohibited the participation of a foreign nation in a regime change. This resulted in a political and constitutional crisis. The cartoons shown here were chosen because of the way they are critically portrayed.

### **THEORETICAL PERSPECTIVE**

The present research utilizes a qualitative approach. In the current study, four English Pakistani newspapers (The News International) cartoons were analysed for the visual analysis of caricatures published in mentioned newspapers from March to May 2022.

Charles Peirce distinguished three main modes by examining the relationship between objects and their representation. Through these modes, signs can be explored. Peirce described three forms of movement in images:

- (1) **Icon**, which is a direct indication of the object
- (2) **Index** is a logical statement
- (3) **Symbol**, culturally adopted meanings.

George Lakoff and Mark Johnson introduced the terms target and source domains. Although Richards (1936) introduced the more traditional terms ‘tenor’ and ‘mode’, roughly equivalent to these target and source domains. Kress and Leeuwen (2006) presented a modal of social semiotic analysis applicable as a multimodal analysis for finding multiple dimensions of a text. This method is an extended form of Halliday’s (2004) theory of meta functions in which he described that language fulfils ideational, interpersonal and textual functions. Kress and Leeuwen described these three functions of language in their modal: representational, interactive and compositional. Kress and Leeuwen (2006) employ visual social semiotics, an effective model for multimodal analysis, to interpret visual metaphors on social grounds. Kress and Leeuwen (2006) allow us to read a single image in multiple ways. The present research utilises a qualitative approach; hence, data has been analysed and interpreted through multimodal as proposed by Kress and Leeuwen. The analysis is based on the theories of Charles Peirce, Lakoff and Kress & Leeuwen. Data has been selected as published in Pakistani newspapers.

## DISCUSSION AND INTERPRETATION OF CARTOONS



**Figure 1.** The News dated: 9<sup>th</sup> of March 2022

In figure 1 a person is visible with words “GO NAWAZ GO!” and NO CONFIDENCE MOTION SPONSORED BY FOREIGN POWER” on either side of the MAN completing the statement that Shahbaz Gil a prominent figure of PTI has different view point about the international conspiracy. Here, the writer is trying to explore the issue of self-positive representation of others negative representation.

## *Semiotic Analysis Of Figure 1*

### *1.1 Source and Target Domain*

In this cartoon the shape of person (Shahbaz Gil in present cartoon) resembles two different view of Pakistani politician and conspiracy is source domain and regime change is the target domain.

### *1.2 Icon*

Words "GO NAWAZ GO!" and NO CONFIDENCE MOTION SPONSORED BY FOREIGN POWER" collectively make the statement that regime change is not a present issue but a part of the Pakistani political background. In this figure the cartoonist is depicting the present situation of the country. Specifically, the narrative of IK about the fall of his government through the conspiracy.

### *1.3 Index*

The exaggeration represents the sweeping statements of the politicians as SG is blaming the USA for the fall of his government through conspiracy. However, the words "GO NAWAZ GO!" and " NO CONFIDENCE MOTION SPONSORED BY FOREIGN POWER" represent that he is inconsistent with his statements.

### *1.4 Symbol*

The words "GO NAWAZ GO!" and NO CONFIDENCE MOTION SPONSORED BY FOREIGN POWER" in this picture somehow resembles the fair of a powerful country which means that the influence of that country is a big reason behind this country's bad socio-political conditions.

## *Social Semiotic Analysis of Figure 1*

Both the phrase "GO NAWAZ GO!" and the phrase "NO CONFIDENCE MOTION SPONSORED BY FOREIGN POWER" are metaphorical representations, even though their literal meaning is the study of society carried out with a willful ignorance by the politicians and other concerns. In addition, it is a metaphorical representation of SG as a politician who is inconsistent regarding his statement on the same issues.

Hence, the cartoonist is attempting to illustrate the circumstances in his country as well as the influence that a wealthy country has on a developing nation like Pakistan, which is a poor country. The main heading of the figure also made it metaphorical, as the former prime minister stated that "America has done conspiracy against my government." A country that is already under the influence of other nations and economies is disrupted in terms of how that country can assist in better circumstances.

The political philosophy that is being figuratively spread via the use of this cartoon is that Pakistan is not a sovereign state with the ability to make its own

choices, but rather it is subject to the sway of a superpower that determines Pakistan's course of action. The choices made by this great country have repercussions for its populace as well. A picture is worth a thousand words, especially when it's used to illustrate anything. The caricature that was just shown depicts the power and influence that a superpower has over emerging nations, to the point where it can halt the planet if it so chooses. In addition, the most important factor to consider is the participation of outside parties in the internal affairs of Pakistan. As a result, this is the primary factor responsible for Pakistan's current precarious state. Diplomats from other countries help corrupt leaders to remain in office so that their countries remain attractive business destinations. Because of this, corrupt Pakistani politicians and government officials move money out of the country and into other nations using methods such as money laundering. The political crisis may be traced back to an international plot as the primary causal factor in this particular instance.



**Figure 2.** The News dated: 29<sup>th</sup> of March 2022

In figure, a person is visible with words “s-U-rprise” on either side of the MAN completing the word “surprise”. The person is not on a straight but his legs are folded to make the letter U which resembles the –turn.

### *Semiotic Analysis Of Figure 2*

#### *2.1 Source and Target Domain*

In this cartoon the shape of person (Imran Khan in present cartoon) resembles U as U-turn that is source domain and conspiracy which is affected by the letter (holding the cartoon in present picture) is the target domain.

#### *2.2 Icon*

Words “s”, “U” “rprise” and a letter are collectively making the statement of “surprise through letter”. In this figure the cartoonist is depicting the present situation of the country. Specifically, the narrative of IK about the fall of his government through the conspiracy.

### **2.3 Index**

The exaggeration represents the sweeping statements of the politicians as IK is blaming the USA for the fall of his government through conspiracy. However, the letter 'U' represents that he is not consistent for his statement.

### **2.4 Symbol**

The U is a symbol of U-turn in Pakistan. But in this picture, it somehow resembles the fair of a powerful country which means that the influence of that country is a big reason behind this country's bad socio-political conditions.

### ***Social Semiotic Analysis of Figure 2***

The word "surprise" is a metaphorical representation, as its literal meaning is "study of society undertaken with a willful ignorance," and the word "U" is a metaphorical representation of Imran Khan (IK) as Mr. U-turn. The literal meaning of the word "surprise" is "study of society undertaken with a willful ignorance." So, the cartoonist is showing a weak and unconvincing arguments that Pakistan's former prime minister used to make about a plot against his administration. In Pakistani culture, the letter "U" is a sign of doing a U-turn, and it is used to illustrate the inconsistency of a person who has made certain promises but does not really fulfil such promises.

Hence, the cartoonist is attempting to illustrate the circumstances in his country as well as the influence that a wealthy country has on a developing nation like Pakistan, which is a poor country. The main heading of the figure also made it metaphorical, as the former prime minister stated that "America has done conspiracy against my government." A country that is already under the influence of other nations and economies is disrupted in terms of how that country can assist in better circumstances.

The political philosophy that is being figuratively spread via the use of this cartoon is that Pakistan is not a sovereign state with the ability to make its own choices, but rather it is subject to the sway of a superpower that determines Pakistan's course of action. The choices made by this great country have repercussions for its populace as well. A picture is worth a thousand words, especially when it's used to illustrate anything. The caricature that was just shown depicts the power and influence that a superpower has over emerging nations, to the point where it can halt the planet if it so chooses. In addition, the most important factor to consider is the participation of outside parties in the internal affairs of Pakistan. As a result, this is the primary factor responsible for Pakistan's current precarious state. Diplomats from other countries help corrupt leaders to remain in office so that their countries remain attractive business destinations. Because of this, corrupt Pakistani politicians and government officials move money out of the country and into other nations using methods such as money laundering. In this particular instance, the political crisis may be traced back to an international plot as the primary causal factor.





**Figure 3.** The News dated: 30<sup>th</sup> of March 2022

In figure 1 a person is visible with two w written on the broken bat on either side of the two broken pieces of the bat. The person is not on a straight but his legs are folded and his head is straight to make the statement of anger.

### *Semiotic Analysis of Figure 3*

#### *3.1 Source and Target Domain*

In this cartoon the shape of person (Imran Khan in present cartoon) resembles as his bat is broken due to the world war 2<sup>nd</sup> because he did not given any statement against the Russian attack on Ukraine. So was are the source domain and conspiracy which affected on the government by Imran Khan is the target domain.

#### *3.2 Icon*

Words “W”, “W” are collectively making the statement of “WORLD WAR”. In this figure the cartoonist is depicting the present situation of the country. Specifically, the narrative of IK about the fall of his government through the conspiracy.

#### *3.3 Index*

The exaggeration represents the sweeping statements of the politicians as IK is blaming the USA for the fall of his government through conspiracy. However, the letter ‘Ws’ on the edges of the either side of the bat represents world conspiracy against the IK and his government.

#### *3.4 Symbol*

The W is a symbol of world’s influence on the government of Pakistan. But in this picture it somehow resembles the fair of a powerful countries of the world which means that the influence of that countries is a big reason behind this country’s bad socio-political conditions.

### *Social Semiotic Analysis of Figure 3*

The word "W" is a metaphorical representation of Imran Khan (IK) as he claims that the United States of America is behind the regime change in Pakistan. The literal meaning of the word W is "study of society undertaken with a willful ignorance," and the metaphorical representation of the word W is "study of society undertaken with a willful ignorance." So, the cartoonist is showing a compelling explanation that Pakistan's former prime minister used to use about a plot against his administration.

Hence, the cartoonist is attempting to illustrate the circumstances in his country as well as the influence that a wealthy country has on a developing nation like Pakistan, which is a poor country. The primary goal of the figure was also to make it metaphorical, and this was done because the former prime minister claims that the United States has engaged in a conspiracy against his government. His claims are unconvincing because it is difficult to see how a nation that is already subject to the influence of another nation and whose economy is being disrupted can contribute to improved conditions.

The political philosophy that is being figuratively spread via the use of this cartoon is that Pakistan is not a sovereign state with the ability to make its own choices, but rather it is subject to the sway of a superpower that determines Pakistan's course of action. The choices made by this great country have repercussions for its populace as well. A picture is worth a thousand words, especially when it's used to illustrate anything. The caricature that was just shown depicts the power and influence that a superpower has over emerging nations, to the point where it can halt the planet if it so chooses. In addition, the most important factor to take into account is the participation of outside parties in the internal affairs of Pakistan. As a result, this is the primary factor responsible for Pakistan's current precarious state. Diplomats from other countries help corrupt leaders to remain in office so that their countries remain attractive business destinations. Because of this, corrupt Pakistani politicians and government officials move money out of the country and into other nations using methods such as money laundering. The political crisis may be traced back to an international plot as the primary causal factor in this particular instance.



**Figure 4.** The News dated: 10<sup>th</sup> of April 2022

In Figure 1 a person is visible with the words “WORD CONSPIRACY (inside the balloon) NOT IN NSC STATEMENT: ARMY” on either side of the balloon with an air pump to fill the air in the balloon to highlight the word conspiracy. The person is not on a straight but pushing the pump to fill the air in the balloon.

### *Semiotic Analysis of Figure 4*

#### *4.1 Source and Target Domain*

In this cartoon, the person’s shape (Imran Khan in the present cartoon) resembles CONSPIRACY, that is, source domain and NSC STATEMENT: ARMY” which is affected by the letter, is the target domain.

#### *4.2 Icon*

Words “WORD CONSPIRACY (inside the balloon) NOT IN NSC STATEMENT: ARMY” are collectively making the statement of the national security council that there is no conspiracy. In this figure, the cartoonist is depicting the present situation of the country—specifically, the narrative of IK about the fall of his government through the conspiracy.

#### *4.3 Index*

The exaggeration represents the sweeping statements of the politicians as IK is blaming the USA for the fall of his government through conspiracy.

#### *4.4 Symbol*

The conspiracy is a symbol of regime change in Pakistan. But in this picture, it resembles the fair of a powerful country which means that the influence of that country is a big reason behind its bad socio-political conditions.

### *Social Semiotic Analysis of Figure 4*

While its exact definition is "research of society performed with a purposeful ignorance," the phrase "WORD CONSPIRACY (inside the balloon) NOT IN NSC STATEMENT: ARMY" is a figurative depiction of what it means. So, the cartoonist shows weak and unconvincing arguments that Pakistan's former prime minister used to make a plot against his administration. The term "conspiracy" has come to represent the overthrow of the current government in Pakistani, which exemplifies the incoherence of Pakistani politics. Hence, the cartoonist is attempting to illustrate the circumstances in his country and the influence a wealthy country has on a developing nation like Pakistan, which is a poor country. The main heading of the figure also made it metaphorical, as the former prime minister stated that "America has done conspiracy against my government." A country under the influence of other nations and economies is disrupted regarding how that country can assist in better circumstances.

The political philosophy being figuratively spread via this cartoon is that Pakistan is not a sovereign state with the ability to make its own choices. Still,

it is subject to the sway of a superpower that determines Pakistan's course of action. The choices made by this great country have repercussions for its populace as well. A picture is worth a thousand words, mainly when used to illustrate anything. The caricature just shown depicts a superpower's power and influence over emerging nations to the point where it can halt the planet if it so chooses. In addition, the most crucial factor to consider is outside parties' participation in Pakistan's internal affairs. As a result, this is the primary factor responsible for Pakistan's precarious state. Diplomats from other countries help corrupt leaders to remain in office so that their countries remain attractive business destinations. Because of this, corrupt Pakistani politicians and government officials move money out of the country and into other nations using methods such as money laundering. The political crisis may be traced back to an international plot as the primary causal factor in this particular instance.

### CONCLUSION

The objective of analyzing this linguistic chunk was not to raise emotions or feelings to hurt someone's intent for any political set-up but to raise the voice of his/her conscious of developing one's own opinion and respecting every other individual's views as a mature and reasonable citizen. Based on the research findings, it is clinched that the cartoonists working for The News used neutral semiotic features while representing their respective media groups. These features did not destroy the political image or ideology of the government in a significant amount or in a negative way, as illustrated by the caricatures that were previously mentioned. On the other side, it can be seen that the jokes were more embarrassing for the politician addressing the change in government. This suggested that these media work for anti-politician agendas, which depend on the policy of that media group. The difference in the methods of seduction used by The News revealed that the cartoons published in the above-mentioned newspaper do not significantly influence the viewers' ideal approach to the propagation of political ideology, whereas the comics posted in The News are metaphorically opposed to the government in their depiction of the situation. On the other hand, The News has shown aspects of a plot to overthrow the current government in Pakistan through an international conspiracy. The situation is still confusing for a layman to understand the situation. It is observed that these images are carefully drawn and represented for a certain reason which ensures power and dominancy in media discourse.

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