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PERSUASION IN PM IMRAN KHAN'S SPEECHES CONCERNING PULWAMA INCIDENT: A POLITICAL DISCOURSE ANALYSIS

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ABSTRACT:

The researchers aim to analyze the political speeches of PM Imran Khan related to the escalation of the war between India and Pakistan after the Pulwama attack with the perspective to highlight the persuasive techniques applied by Khan in his speeches to create harmony and peace between the two nuclear-armed countries. Imran Khan (IK) is one of the great leaders of the world and has strong linguistic and persuasive skills. He could describe his agenda with his strong language skills that persuade the world to accept his ideology. The researchers collect the data from Imran Khan's speeches based on Pulwama attack. The research is qualitative in nature and the researchers support the arguments of the present study with the help of Fairclough's 3D model and some suitable citations. The researchers conclude that IK uses the words that persuade the mind of the people not only in Pakistan and India, but also people around the world. For instance, he uses the words: dialog-based solution, consequences of two world wars, negotiation, blame without proof, the slogan of revenge by Indian politicians, investigation, we, peace, etc. All these words show Khan's strong persuasive and language skills.

INTRODUCTION:

Language is a foundation of political and social constructions in terms of group and individual relationships. A distinct political discourse (visual, written, and spoken) can instigate from various sources, i.e., culture, social background, power, social status, and ethnicity (Ghilzai et al., 2018). However, the present research analyzes the political speeches of Imran Khan with the perspective of socio-political ideology by employing the CDA model by Fairclough (1989, 1993, 1995, 1997, 2015) as well as supports the arguments with suitable

contemporary citations. The current research also focuses on how Khan persuades the mind of national and international people through his profound language and political skills, especially on the issue of Pulwama attack. Moreover, Lombardi (2018) has argued that persuasion is a technique that politicians use to put influence on the minds of readers/listeners. Dor (2003) has claimed that politicians, through the political language, impose their ideology on the minds of people by using the rhetoric devices of persuasion. Lodhi et al. (2019) have stated that politicians impose their ideologies through the strong language skills, select the words according to the desires of the people and present their ideology within the wishes of the people (listeners/readers). However, we could interpret the ideologies of politicians through Political Discourse Analysis and persuasive rhetorical devices (Saeed et al., 2020). Primarily, the study aims to analyze the socio-political ideology (the ideology of peace) by Imran Khan in his speeches on the Pulwama (as cited in Ghilzai et al., 2018).

The present researchers explored the significant lingual and persuasive techniques utilized by PM Imran Khan in his speeches that were delivered in February 2019, on the issue of Pulwama incident. The researchers analyzed Imran Khan's addresses on Kashmir issues, especially related to the Pulwama attack. Moreover, he discusses the issue of the Pak-Indo war on the planet/World. This examination is additionally useful to find the methodologies through critical discourse analysis, which he utilizes to keep up the positive image of Pakistan in the world. Also, this research has a significant role in the field of study and will help the researchers, especially in the field of linguistics and CDA. PM Imran Khan has conveyed numerous speeches on different events. However, the researchers have chosen just two speeches which he delivered on 19 February 2019, and on 27 February 2019. He gave his addresses on Pak-Indo War situation between the two nations especially after the Pulwama attack.

LITERATURE REVIEW

The researchers have reviewed the literature with extensive reading of articles, theses, newspapers, and listening to the political speeches by News Channels. After the extensive reading of the related literature, the researchers find the research gap that although IK has good language and persuasive skills that help him to impose his ideology on the minds of readers, sometimes he could not control his emotions that detract him from his ideology; as a result, he uses some harsh words that would create a negative impact on the mind of the audience. Ghilzai et al., (2018) have stated that Imran Khan is a prominent ex-cricketer and chairman of PTI (Pakistani political party). He has strong speaking skills in Urdu and English language that he utilizes in his speeches and imposes his ideology through the persuasive devices. Halliday & Matthiessen (2014) argued that language and society have a deep relationship with each other, and politicians, writers and journalists use language in a social context so that the people of the targeted society could easily understand the ideology lying in their text. It is indicated that politicians convince the listeners or readers about their viewpoint through the language and expression, such as different ideologies could be presented in the same way but with different expressions (Ghannam, 2011; Mahmood et al. 2011). Moreover, Fairclough (2015) claims that discourse of the text helps the researchers to find out the different ideologies of the writer

through his use of figurative words that he or she uses in a social context (as cited in Hassan, 2018). Van Dijk (1988) has discussed that different ideologies can be portrayed through different constructions of discourse. However, CDA helps the students and researchers in exploring the explicit and implicit agenda in the text. Critical Discourse Analysis (CDA) finds the links between the usage of the language and the social/political contexts in which it occurs (Mullet, 2018; Aazam et al., 2019). It also investigates the meanings by which the language constructs a relationship between language and society (Baig et al., 2020). A language of text develops through social connections (Mahmood et al., 2011). A CDA may incorporate a point by a point literary examination and more from that point to the clarification and understanding of the investigation. It may continue from that point to deconstruct and to challenge the content which is being inspected. Discourse is as old as humans and even a meaningful gesture is called discourse. It relies upon written and spoken interchanges. In any general public, individuals are fortunate to have a conversation among themselves through written and spoken medium. This medium is the source of communication and created over the time of mankind's history. Discourse is an immediate method for communication among the audience and the speaker. Spoken discussion is a fundamental way of communication, and with good speaking skills, we could persuade and convince others in a much better way. The expression 'public speaking' could be divided into two parts/words. One is 'public,' which means a mass of individuals, and second is 'speaking' a technique to interact with the individuals or masses. In this way, when public speaking is stated, it intends to impart something to the majority either in an immediate /direct or indirect manner to convey something to them (van Dijk 1988, 1993, 1995, 2001, as cited in Gopang & Bughio, 2015).

Speech/Discourse is typically a sort of formal talk that means to impact individuals and masses for a huge scope. Speech is an amazing medium of communication and has the trait of persuading the majority, combining one's plans to their heads or set them up for processions (Gopang & Bughio, 2015).

Along these lines, the present research is on the speeches of Prime Minister of Pakistan Imran Khan who is leading the country in the hour of emergency. Pulwama assault occurred in the Occupied Kashmir that slaughtered almost 40 Indian armed forces faculty on 14 February. In such a perspective, his speeches serve as an important tool to represent Pakistan as a peaceful country and a good nation in front of the world. Discourse is a broad term with numerous definitions, such as Ghilzai et al. (2018) define DA as co-ordination of the complete palettes of implications. Moreover, it runs from linguistics through reasoning (philosophy) and humanism (sociology) (Amoussou and Allagbe, 2018). With the end goal of this paper, we are additionally applying the meaning of discourse grounded (van Dijk, 1977 as cited in Ghilzai et al., 2018), and his general idea about the discourse that centered around the discourse as it is an activity and entire procedure. It is connected to this explanation that "discourse" is a more extended term than "content" for the entire procedure of social communication. According to Ahmed (2014), Critical Discourse studies create associations among social and socio-cultural practices. That is, it is the way toward unloading the stuffed, that what individuals state and do in their utilization of discourse corresponding to their perspectives in the world and

associations they had with each other (Cummings et al., 2018). Critical discourse analysis investigates and analyzes different ideologies embedded in different types of texts. Critical discourse analysis (CDA) is a simple way, neither a homogenous model, nor a school or a worldview, yet it is a common viewpoint on doing linguistics (semantics), semiotics or discourse examination (van Dijk 1993; Ghilzai et al., 2018). Moreover, Sharififar & Rahimi (2015) stated that among language and its importance, it is never arbitrary in that the decision of a specific kind of logical system carries with its specific presuppositions, implications, philosophies, and expectations. Moreover, critical discourse analysis (CDA) is responsible for portraying and interpreting public activity reflected in the content/text (Luke, 1997).

The examination of the language from multidimensional viewpoints is critical discourse analysis (CDA) (Li et al., 2018). It is the way towards unpacking the packed. Critical discourse analysis is additionally an ideological autopsy of language. Fairclough (1993) defines the CDA as, talk examination expects to efficiently investigate frequently murky connections of causality and assurance between (a) discursive practice, occasions and texts, and (b) more extensive social and socio-cultural structures, relations and procedures; to research how such practice, occasions, and texts emerge out and are ideologically formed by relations of intensity and struggles over power; and to investigate how the haziness of these connections among discourse and society as itself a factor making sure about power and authority. Van Dijk contributed numerous articles and books that set up CDA as a bearing of research, and that might attain attention on different elements of power. It is crafted by Norman Fairclough (1989). It is for him CDA is seen as an exploration strategy as opposed to a bearing of thought or a model of analysis/examination. Batstone (1995) abridged that what the supporters of CDA attempt to accomplish.

Conceptual Framework

In this research paper, the researchers analyze the political speeches of the IK by adopting the 3D model of Fairclough.. However, the researchers depicted some suitable citations of other prominent researchers too. Critical Discourse Analysis (CDA) looks to uncover how text is developed with the goal that specific points of view can be communicated carefully and delicately, “retreat into confusion and impersonality” (Batstone, 1995).

The definitions, as explained above, are enough. However, they would require further portrayal of how CDA is embraced. Fairclough, in his work of language and force (1989), wishes to “look at how the manners by which we convey our thoughts are compelled by the structures and powers of those social establishments inside which we live and function” (Fairclough, 1989). In a similar production, the conceivable method of analysis in the writings is recommended. Fairclough offers input in the genuine nature of discourse and text investigation. As he would see it, Fairclough referenced three degrees of discourse, right off the bat, text, for example, the social factor, which contributed, or origination of the text (book), and how similar components influence understanding. Also, translation, for example shows, how the text was created and how did this impact translation. Thirdly, clarification, for example,

the text is the result of the initial two stages, remarked above. Fairclough gives three steps of CDA which are indicated as the three previously mentioned degrees of discourse:

- The first degree of talk is entirely concerned with the conventional legitimacies of the text.
- The second degree of talk is the translation and involved with the connection between text and interaction. Seeing the text is the result of a procedure of creation and as an asset during the time spent on translation/interpretation.
- The third degree of talk is clarification and concerned with the connection between communication and social setting with the social determinants of the procedure of the creation, interpretation, and social effects (Fairclough, 2015).

Fairclough's model consists of the following components:

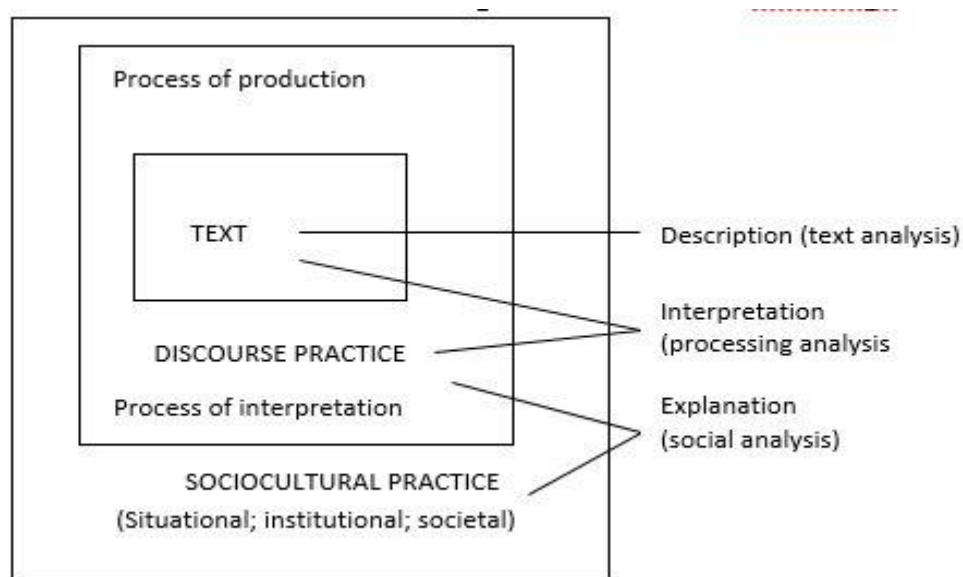


Figure 1: Three-Dimensional Model

Source: (Source: Fairclough, 1995: 98)

- 1- Description text
- 2- Interpretation discursive practices
- 3- Explanation of social practices

(Fairclough, 1989, 1993, 1995, 2015).

Political Discourse Analysis (Pda)

The present investigation includes the examination of political addresses; we think of it as essential to characterize political discourse analysis . It means to show how political addresses, as writings, can be investigated by thinking about that political writings are linguistics writing. Political discourse analysis and its examination are about political writings which he calls as the political venture

(Anwar et al., 2015). Thus, what is being told here is that the basic political discourse investigation is the examination of power and the masteries that government officials practice on the masses/majority through their political discourses (van Dijk, 1998).

Our theoretical concept is embraced from the thoughts of Fairclough in talk, force, discourse, and authority. Our exertion is to connect social and linguistic practices just as large scale and smaller scale levels of discourse (Fairclough, 1989). Simultaneously, the informative piece of this paper examines the conceivable interrelatedness of literary qualities and as well as power relations, which is additionally discussed in Fairclough's flexible work. Besides this, paper endeavors to deconstruct and undercover philosophy which is covered up in the text, coming from the theoretical conceptualization of Batstone who claims "discourse analysis and its examination looks to uncover how content/text is built such specific points of view can be communicated carefully and covertly; because they are secret, they are slippery of the direct test, encouraging what Kress calls the "retreat into mystification and generic quality." (Batstone, 1995, p. 198-199). The primary diagnostic instrument of our paper is the "three-dimensional strategy for discourse analysis" presented by Norman Fairclough, which is specifically the "language content, composed or spoken, discourse practice (content creation and content translation) and the socio-cultural practices" (Baig et al., 2020). The originations of Fairclough change into an expository technique including "linguistics portrayal of the language content, translation of the connection between the discursive procedures and content, a clarification of the connection between the repetitive procedures and the social procedures" (Fairclough, 1989, p. 97)

RESEARCH METHODOLOGY

The researchers adopt the qualitative method and descriptive approach to analyze the data. However, the arguments are supported by the 3D model by Fairclough (1989, 1993, 1995, 2015). Data collection: The script of Imran Khan's (19th, 27th, February 2019) speech was taken from YouTube. These speeches were delivered on the occurrence of the Pulwama attack and the critical circumstances of the Pak Indo war. These discourses show the positive picture of Pakistan against psychological warfare and as well as war hysteria. The present research focuses on the qualitative nature of research. It decides the heading of a research project, structure from the starting to the last step of composing the research/exploration report. Qualitative/Subjective research is utilized to comprehend Prime Minister Imran Khan's talk.

Data Analysis

The researchers investigate and interpret Imran Khan's two speeches related to the Pulwama attack that is based on democracy, current political situation, the message of harmony, participation, dismissing heightening savagery, and showing Pakistan's positive role against war and fear-based oppression (terrorism). The most significant chunks of the speeches are given underneath, however, the thought and topic are elaborated with sincerity. For instance, "I am responding to the Indian government now because the Saudi crown prince was visiting the country, and we busy with that." PM Imran Khan

said about the reaction of deferral behind the issuance of an arrangement articulation that they were busy due to the visit of Saudi crown, and that is why he delays responding against the allegation that Pakistan is involved in Pulwama attack. He wanted to present his hidden ideology that the visit of the crown ruler is more significant for us than to react on the non-serious allegation. Such as, Fairclough (2015) argues that politicians use the rhetorical language to present their implicit ideology with socio-political context (Saeed et al., 2020). In the first phase of his speech, he uses the words that show Imran Khan's ideology for peace. However, in the last part of his speech, he also warned the Indian government that our ideology of peace didn't mean that we were not in a position to respond against any attack on our sovereignty. Such as his words, *"I have been hearing and seeing on Indian media that their politicians are calling for revenge from Pakistan. If India attacks, then Pakistan will not think but retaliate"*. Here, Imran Khan clarified that Pakistan would fight back if India started a war in the wake of Pulwama Assault. He says that we would not consider fighting back, but we would fight if India does not give us another alternative. Prime minister Imran Khan says that Indian media and government officials are calling for revenge from Pakistan. PM Khan's guaranteed to cooperate and search the culprits of Pulwama assault if India imparts a remarkable insight to Pakistan. Moreover, while giving a policy speech over the Pulwama assault in the Involved Kashmir that slaughtered about 40 Indian armed forces workers on 14 February, the Pm condemned harshly to India's habitual pettiness against Pakistan. The most important thing in his speech was word-selection, such as his word "retaliate," which was used to warn Indian government as well as to persuade the Pakistani nation. Such as, van Dijk (2001) argues that politicians use the language in social context to persuade the people. Moreover, Khan in his address to the nation, directly addressed to the Indian government that if the Indian government had any proof that Pakistan was involved in that attack, we would cooperate with the Indian government to investigate in Pakistan, if they had no evidence then they should stop creating escalation on this issue because no one could be allowed to be judge and jury by his/her self. For instance, Khan said that "India accused Pakistan without any evidence and without thinking how this (attack) would benefit us, which law in the world allows everyone to become a judge, jury?" He pointed out that why Kashmiris are not afraid of death? Why are they ready to die? He says that why Indians do not think about the Kashmiri's rights? He suggested that Indians must discuss Kashmir's nation and its rights. He stressed that the Kashmir issue is like the Afghan conflict which will only be resolved through talks. Such as he said that, "Kashmiris are not afraid of death anymore. Should there not be a discussion in India on this"? The above-discussed statement of PM was an indirect criticism on the Indian government which clearly expressed that their cruelty in Kashmir was resulted in that attack. Prime Minister Khan asserted that we are ready to talk with the Indian government on terrorism because terrorism is a big issue and Pakistan wants to eliminate it from the region. He said that Pakistan has been fighting against terrorism from 15 years", but now Pakistan wants stability. We are ready to talk on the matter of terrorism and the Kashmir issue. Should "Better sense to prevail." Also he, with his profound language and persuasive skills, wanted to show his ideology of peace before the world, and he was succeeded too. The Prime Minister addressed the whole nation hours after two Indian warplanes were shot down by Pakistani fighter jets in

Pakistani airspace. At that time, Prime Minister Khan said that we are ready for dialogue on terrorism, and we want stability. Moreover, Prime Minister Khan said that I once again invite India to come to the negotiating table because we want peace in the subcontinent. *"We have said that we are prepared for dialogue on terrorism. I once again invite India to come to the negotiating table"*. Here, Khan is utilizing his strong lingual and persuasive skills by selecting the right, strong, and situation related words to present the positive response against the hater attitude of the Indian government, media, and ministers. Such as, he uses the words 'prepare for dialogue, terrorism, and negotiation table' that highlight his agenda for peace. For instance, Saeed et al. (2020) investigate that Khan keeps strong persuasive and language strategies that help him to read the situation, minds of the audience and compel them to accept his agenda and ideology. Furthermore, IK claimed that we are not in a position to miscalculate, especially the weapon (nuclear technology) we have. If we miscalculate and go-ahead for the war, things could be worse, and no one could estimate the disaster of the war. *"Can we afford any miscalculation with the kind of weapons that we have?"* He also stressed for peace to discuss the consequences of both World Wars. Such as, he claimed that Germany started the war against Russia with the thought that the war would be ended in a few months, but it was lingered on for six years, and that miscalculation led the world toward absurdism and loss of the huge amount of human beings. Although, he added that America also miscalculated that the war of terrorism against the Taliban in Afghanistan would be easy and to be ended in a short time but is not ended even after 17 years. such as, he stressed that *"Nobody had realized where the wars would go."* At against that, Khan also warned India to avoid any illegal activity in Pakistan and if they do, they would face the strong reply from Pakistan, for instance, he said, *"No country can allow another country to act in its territory."* Then, Khan gave the reference of Indian aircraft attack that dropped bombs in Pakistan's tertiary. Still, we did not give immediate response and wait till the clarity about the loss due to that attack, as the attack didn't cause any causalities, Pakistan decided to protest and warn the Indian government rather than to retaliate against that flagrant violation of its airspace. Then he came back toward his peace strategy that we want peace, not the war, i.e., he comments that *"We only wanted to let India know that we can also carry out airstrikes. We also wanted to show our capability."* IK consciously or unconsciously uses persuasive language that follows a consistent format that attracts the attention of the audience and urges them to accept his ideology, for instance, Van Dijk (2001) stated that a coherent and cohesive political speech could persuade the mind of listeners and viewers. Moreover, Van Dijk (2001) argues that political discourse follows the implicit ideology (Sriwimon and Zilli, 2017; Baig et al., 2020) that could be understood through the social and political context (as cited in Saeed et al., 2020; Masroor et al., 2019).

Additionally, IK openly offered India that if India had any proof that someone used the soil of Pakistan for terrorism, we must take action against terrorists because if anyone had used the soil of Pakistan, then he or she was an enemy of Pakistan. *"We said it is not in our favor that Pakistan's soil is used (by any terrorist group). There was no dispute; we were ready to cooperate"*. He ended his speech with advice that also follows his hidden agenda for peace; for

example, he said, “We should sit and talk about our issues, let better sense prevail.” Such as, politicians use rhetorical devices in their speeches that are used to highlight their agenda through the implicit language (Fairclough, 2015; van Dijk 2001; Saeed et al., 2020; Akhtar et al., 2020).

CONCLUSION

The findings of the initial segment of our examination have demonstrated that the vital ideological parts of PM Khan's speeches can be outlined into the following ideas: Devotion, patriotism, capability, peaceful mind, strict religious attraction, vision and progression. The after-effect of catchphrase investigation has indicated that the most noticeable words utilized by PM Khan are Pakistan, India, security, fear-based oppression, erroneous conclusion, fight back, proof, discourse, equity and impacts of war and in general most expressions of the individual pronoun ‘we’ is demonstrating the comprehensiveness of PM Khan. The other most articulated words are generally significant in the matter of disobedience. Words like Pakistan and exchange are the primary need of his talks which show that Pakistan needs harmony in the subcontinent. Another worth-considering word is fear-mongering because he is the lasting figure in the Pakistan governmental issues. He realizes that image of Pakistan in front of the world is shallow and Pakistan battled against the psychological warfare from 10 years of misfortune and lost 70 thousand loyalists and more than 10 billion \$, while we need to know harmony and strength or we are prepared to chat on the matter of terrorism. The examination of expressions he utilized in his speech is indicated his readiness and energy for unraveling the critical issues, and he straightforwardly welcomed for exchange and state “should better detect well win” is better for India. After-effects of first and second world wars references indicated that we both have atomic powers and if we started the war, it would create devastating effects not only in sub-continent, but also in the entire world. Additionally, he said that starting a war is in the human's hand but, control of this war isn't in human's grasp. The general discoveries of his talks are that Pakistan is a peaceful nation and decay the idea of terrorism. Furthermore, he expresses in his speeches that it's a NAYA PAKISTAN, and we are at the phase of strength.

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