

Language, Media and Ideology: A Critical Analysis of Pakistani Political Propaganda



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Abstract: *This research investigates the ideological representations found in the video blogs of two Pakistani journalists, Imran Riaz Khan and Orya Maqbool Jan, and explores their influence on the audience. This study is exclusively qualitative in its approach. Potential ethical concerns are minimized as there are no personal interactions or sensitive information involved. The current research has clarified the ideological representations within the chosen video blogs by employing Fairclough's critical discourse analysis (CDA) framework. Extensive examination of the text, as well as targeted analysis of allusions to other texts and sociocultural aspects, has been conducted to ensure a comprehensive exploration of the topic. The analysis reveals that Imran Riaz Khan and Orya Maqbool Jan skillfully utilize a range of textual and stylistic methods in their vlogs to achieve a particular objective. They effectively meet the essential criteria for conveying a particular ideology. Using syntactic structure and repeated elements, their video blogs highlight the central topic of social and cultural inequity, particularly pertaining to racial bias and discrimination rooted in colour and belief.*

Key Words: Language, Media, Ideology, Political propaganda, Critical discourse analysis

Introduction

It is widely acknowledged that individuals rely on a diverse range of information sources to remain informed about global events which is why a vibrant media is needed to keep the people abreast of the events occurring worldwide (Lasswell, 2003). Nevertheless, when examining the literature concerning the media, it becomes clear that the media shapes the perception of the public while keeping their interests intact. Some ideologies are propagated under the guise of delivering unbiased information to the public. Fairclough (2006) contends that media discourse should be perceived as intricate and inconsistent ideological constructs that are not inherently fixed but instead exhibit variations in their structure. Therefore, a deeper exploration of the ideologically situated meanings of mass media becomes crucial.

The media sector is governed by a number of organizations with influence over politics, culture, and the economy (Fairclough, 1995). Occasionally, the informative content of media products is ideologically moulded (Tolson, 1991). This material is ideologically motivated and intended to reinforce oppressive and exploitative social structures. Additionally, ideological constructs in the media are created to appear natural, and viewers consider the "information" in the media to be a component of "common sense" understanding. According to Fairclough (1995), as the media may be controlled by different organizations in society, it cannot ever be argued that it represents "reality" but just "representations of reality."

Fairclough makes a case for an examination that looks at how media texts are received by audiences by highlighting the significance of media and reporting analysis. Analyzing the prevailing ideas included in various books is crucial, but so is understanding how

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audiences "read" such works. He goes on to say that while ideology is not always expressed clearly in media discourses, it is always important to look at what ideological work may have been done in a certain medium. Additionally, the relationship between language usage and authority sometimes looks hazy to the public, leaving them open to abuse or manipulation (Fairclough, 1992).

An unrestricted media is essential for the thriving of a democratic society. Merrill, J. It enables individuals to access information that might otherwise be challenging to obtain. In addition, a liberated media serves as a vigilant guardian for the citizens of any nation. Concerning the interplay between media and ideology, it is widely acknowledged that the media holds the capability to sway public perceptions and manipulate the masses. Different media entities cater to the interests of a specific "privileged class" within society by disseminating information that promotes "false consciousness" among their audience.

Currently, we are witnessing many disturbances in the state of politics and society in Pakistan. Pakistan plays a central role in the worldwide conflict on terror; at the same time, there are also many internal conflicts in the country. Also, various sections of society often accuse the Pakistani media of spreading false consciousness among the masses.

A Journalist's duty is to research and compose scholarly editorial by employing an equitable and impartial viewpoint. Their responsibilities involve conducting interviews with specialists, collecting testimonies of occurrences, and structuring the information into a coherent and engaging narrative. (Kovach, B. 2007) The foundation for this research is laid by the news reporting of two Journalists in Pakistan via video blogging who being journalists provide the biased perspective of a political party, Pakistan Tehreek-e- Insaf (PTI) ignoring other truth scenarios of other political parties of Pakistan. With this objective in mind, the present research endeavours to uncover the underlying ideological representations in the Video Blogs of two journalists Imran Riaz Khan and Orya Maqbool Jan. The main focus of this research is to identify power dynamics and identities Disseminated through distinct ideologies in the video blogs of Imran Riaz Khan and Orya Maqbool Jan.

Significance of the study

This study clarified ideological constructs within

Fairclough's Critical Discourse Analysis (CDA) by applying it to electronic media video blogging and analyzing news from two Pakistani journalists through video blogging. An extensive textual and selective intertextual and sociocultural analysis is performed. An analysis of video blogging shows that news coverage is imbued with different ideologies and power relations, while viewers' responses show their distaste for entertainment-oriented, exaggerated, unfair and moderately informative reporting. It is hoped that this study will help promote media literacy among Pakistani viewers and media institutions.

Research Objectives

The following are the objectives of the current study:

- to unearth the political propaganda in the Pakistani media discourse
- to study and analyze the Pro-Imran Khan news reporting via video blogging which promotes certain ideologies to public

Research Questions

The following are the research questions of the current study:

- How are certain political ideologies spread under the guise of delivering unbiased information via video blogging to the Pakistani public?
- How do relationships of authority, societal positions, and personal characteristics propagate through specific belief systems in video blogging?

Literature Review

Language, Media, and Ideology

Language refers to the system of communication and expression used by humans to convey meaning. It includes spoken, written, or visual symbols that have agreed-upon meanings within a particular community or society. Language is a crucial tool in political propaganda as it helps to shape and manipulate public opinion through the strategic use of words, slogans, and narratives.

Language plays a potent role in political propaganda, as it enables propagandists to strategically select words, phrases, and slogans that evoke strong emotions, manipulate perceptions, and advocate for specific perspectives. They often employ loaded or

emotionally charged language, such as "freedom," "security," or "threat," to rally support or instil fear in the audience. Additionally, propaganda may utilize rhetorical techniques like exaggeration, simplification, or repetition to sway public opinion in the desired direction.

Media encompasses a broad range of means and methods used to communicate and share information with a large audience. Political propagandists leverage various media platforms to reach a wide audience and disseminate their messages effectively. They make use of print, broadcast, and digital media to construct compelling narratives, control the narrative, and manipulate public perception. Propaganda tactics can involve biased news coverage, selective editing, the spread of fake news, and social media campaigns designed to disseminate misinformation or reinforce a specific ideological viewpoint. By utilizing media channels, propagandists aim to influence public sentiment and gain support for their agendas.

Political propaganda often seeks to promote a specific ideology, whether it is based on a particular political, social, or economic agenda. It aims to shape public perception, reinforce existing beliefs, and persuade individuals to adopt or support a particular ideology.

Political propaganda serves as a vehicle for promoting and reinforcing a particular ideology. Whether it's nationalism, communism, fascism, or any other ideology, propaganda is employed to shape public opinion and garner support for a specific set of beliefs or policies. Propaganda often presents an idealized version of the ideology, highlighting its positive aspects while downplaying or distorting opposing viewpoints. By aligning individuals' values and aspirations with the promoted ideology, propaganda seeks to influence their political behaviour and attitudes.

Language and media play crucial roles in conveying and reinforcing ideological messages in political discourse. Language is not only a tool for communication but also a means of shaping and influencing thought. Through carefully chosen words, phrases, and narratives, political actors utilize language to convey their ideological positions and advance their agenda. Language can evoke emotions, appeal to values, and create persuasive arguments, all of which contribute to the reinforcement of ideological messages. Moreover, media platforms, including

traditional outlets and digital channels, serve as powerful vehicles for disseminating these ideological messages to a wider audience. Media organizations, whether state-controlled or independent, play a significant role in framing political events, presenting specific narratives, and shaping public opinion. By strategically utilizing language and media, political discourse becomes a means to shape and reinforce ideological messages, ultimately influencing public perception and political behaviour.

The theoretical structure guiding Critical Discourse Analysis

Critical discourse analysis (CDA), as explained by Van Dijk (1997) and Norman Fairclough (1999), is a type of research that looks at how language and text are used in social and political situations to show and maintain social power imbalances. Researchers in CDA take a clear stance and aim to understand, expose, and challenge these inequalities. They reject a view of the world that ignores power dynamics, focusing instead on revealing hidden power relations in language and addressing social injustices. CDA explores and describes social practices and changes, with power and ideology playing important roles in how people communicate. Its methodology combines multiple disciplines to better understand and explain social behaviours.

Critical Discourse Analysis (CDA) is a comprehensive approach that draws from multiple disciplines like linguistics, sociology, anthropology, philosophy, and critical theory. It finds applications in various fields, including media discourse, political communication, organizational communication, and education. CDA's primary focus is to uncover concealed power structures, bring to light ideological prejudices, and advocate for more inclusive and fair language usage and communication methods. Fairclough and Wodak (1997) expanded on this idea and established ten fundamental principles that form the basis of a CDA program.

1. The CDA approach is interdisciplinary, acknowledging the complexity of societal issues. It integrates theories from neighbouring disciplines, encourages collaboration among researchers from different fields, and adapts methodologies to suit the specific data being studied.

2. The CDA approach is problem-oriented, concentrating on broader social issues like racism, identity, and social change. It goes beyond merely analyzing linguistic items and recognizes that discourse and text analysis are just one of many potential approaches to studying these multifaceted problems.
3. CDA employs eclectic theories and methodologies, integrating those that are suitable for understanding and explaining the subject under investigation. It embraces diverse approaches to achieve a comprehensive analysis.
4. CDA always includes fieldwork and ethnography to explore the subject under investigation from within (study from the inside). This ensures a thorough analysis and avoids manipulating data to fit a theory. The approach combines bottom-up and top-down approaches simultaneously.
5. CDA employs an abductive approach, involving a continuous movement between theory and empirical data. This iterative process helps refine and develop theories based on the findings from the data analysis.
6. CDA studies multiple genres, public spaces, and intertextual relationships. Recontextualization connects these elements, reflecting changes in concepts like "time," "identity," and "space" in postmodern societies.
7. CDA always analyzes and incorporates the historical context in interpreting discourses and texts. The concept of "change" is integral to the study of text and discourse, recognizing its importance in understanding evolving meanings and perspectives.
8. The categories and analytical tools are determined by considering all the steps, procedures, and the specific problem being investigated. This approach involves some eclecticism and pragmatism, allowing for flexibility in selecting appropriate methods.
9. Grand theories can be helpful as a starting point, but when we want to study specific things, Middle-Range theories work better. This problem-focused approach uses and tests these smaller theories. Grand theories might create gaps between the bigger picture and how things are expressed in language.
10. The emphasis in Critical Discourse Analysis (CDA) is on practicality and real-world application. After obtaining results, they are shared with experts from different disciplines to implement changes in language and social practices. The ultimate objective is to create a positive impact on how we communicate and interact with each other.

Critical Discourse Analysis (CDA) provides researchers with a powerful framework to uncover hidden power relations, manipulation techniques, and ideological underpinnings in political propaganda. By employing CDA, researchers can critically analyze the language and discursive strategies employed in political propaganda to reveal the power relations, manipulation techniques, ideological underpinnings, discursive strategies, counter-narratives and resistance.

The Role of Media in Political Propaganda

Academic literature extensively explores the media's role in shaping and spreading political propaganda. Notable works like "Manufacturing Consent" by Edward S. Herman and Noam Chomsky, "Media Control" by Noam Chomsky, and "War, Media, and Propaganda" edited by Yahya R. Kamalipour delve into how media, influenced by corporate and political interests, actively promote propaganda and reinforce dominant narratives. These studies shed light on media ownership concentration, the use of advertising and sourcing to mould public opinion, and the manipulation of media outlets to advance specific political agendas. By analyzing these mechanisms, these works offer crucial insights into how media shapes and disseminates political propaganda.

Media institutions, ownership, and editorial policies play a vital role in producing and distributing propaganda messages. Owners or shareholders may influence editorial policies, content selection, and framing to push narratives aligned with their interests. Editorial policies guide news production and dissemination and can embed biases within them. Media outlets set agendas, frame issues, and sway public opinion, making it possible to propagate propaganda messages. State-controlled media and media capture can further facilitate the dissemination of propaganda aligned with specific political agendas. Understanding these factors is crucial for critically analyzing the media's impact on public opinion and

identifying potential information manipulation through propaganda.

Language Strategies in Political Propaganda

Numerous studies have examined the linguistic strategies and rhetorical devices employed in political propaganda. For example, "Propaganda and Persuasion" by Jowett and O'Donnell (2012) provides a comprehensive overview of propaganda techniques, while "The Language of Political Propaganda: An Analysis of Leading Chinese Newspapers" by Qian and Huang focuses on the linguistic strategies used in Chinese political propaganda. "The Rhetoric of Propaganda: A Tagmemic Analysis" by Charland explores the persuasive strategies employed in political speeches, and "Propaganda and Rhetoric in Democracy: History, Theory, Analysis" edited by Coman and Coman delves into the role of propaganda in democratic societies. These studies collectively analyze the diverse linguistic strategies, rhetorical devices, and persuasive techniques employed in political propaganda, shedding light on how language is manipulated to shape public opinion and advance political agendas.

Language choices, persuasive techniques, and narrative structures are crucial in shaping and spreading ideological messages. When we communicate, the words we select carry hidden meanings and connotations, influencing how people perceive ideas. Persuasive techniques like repetition and emotional appeals are used to sway individuals and make them more likely to accept certain ideologies. Additionally, storytelling through narrative structures engages people and reinforces the ideological messages being conveyed. By skillfully employing these elements, propaganda can effectively shape public opinion, promote agendas, and perpetuate specific ideologies.

Ideology in Political Propaganda

Political propaganda plays a significant role in promoting and reinforcing specific beliefs and values. Scholars like Theodor Adorno, Max Horkheimer, Noam Chomsky, and Edward S. (1988) Herman have explored how propaganda shapes public opinion and maintains social control. They examine techniques such as emotional appeals, framing, and the creation of collective identities. Hannah Arendt and Jacques Ellul (1962) analyze how propaganda manipulates

public opinion, while scholars like Robert Cialdini and Richard Petty study the cognitive processes and persuasive strategies used by propagandists.

Political propaganda serves as a powerful tool for aligning with and reinforcing dominant ideologies. It strategically disseminates messages that support the existing power structures and societal norms. By utilizing techniques such as emotional appeals, repetition, and demonization of opponents, propaganda creates a narrative that resonates with the values, beliefs, and aspirations of the targeted audience. This alignment reinforces the dominant ideology by shaping public opinion, consolidating support for the ruling authorities, and perpetuating a sense of collective identity that upholds the existing social order.

Case Studies and Empirical Research

Critical discourse analysis (CDA) has been applied to examine political propaganda, revealing valuable insights into its discursive strategies and ideological dimensions. For instance, researchers have analyzed propaganda during the Iraq War, uncovering how language choices, framing, and euphemisms were used to shape public opinion and justify military intervention. Another study focused on populist leaders' discourse, illustrating how propaganda employed polarization, scapegoating, and nationalist rhetoric to appeal to specific audiences and consolidate power. Empirical research utilizing CDA has also explored the influence of social media platforms like Facebook, YouTube and Twitter in spreading propaganda and manipulating public discourse. These case studies and empirical research shed light on the persuasive techniques, linguistic features, and ideological foundations of political propaganda in various contexts.

The study on populist leaders' discourse identified the use of polarizing rhetoric, scapegoating, and nationalist narratives to appeal to specific audiences and consolidate power. Methodologically, these studies employed CDA to analyze textual and linguistic features, examining how discourse constructs meaning and shapes public opinion. Theoretical insights gained from these studies include the understanding of how propaganda manipulates language to influence beliefs, the role of framing in shaping public perception, and the interplay between ideology, discourse, and power dynamics. Overall, these studies demonstrate the

efficacy of CDA in uncovering the underlying mechanisms and ideological underpinnings of political propaganda, providing valuable insights for understanding its persuasive tactics and societal implications.

The use of language, media, and ideology varies across different political contexts, reflecting unique social, cultural, and political circumstances. In authoritarian regimes, propaganda relies on state-controlled media to promote a dominant ideology through tactics like censorship and state-sponsored narratives. In democratic societies, propaganda can take more subtle forms, such as biased framing and strategic messaging, often utilizing social media platforms. However, there are also commonalities. Language is consistently employed to shape narratives, manipulate public perception, and mobilize support. Media, whether under state control or independence, plays a vital role in disseminating ideological messages and influencing public opinion. Various ideologies, such as nationalism, socialism, conservatism, or liberalism, aim to advance their values, beliefs, and policy agendas. Overall, while there are variations in the specific strategies and platforms used, the common thread is the aim to persuade and shape public opinion through language and media, adapted to the specific political context and goals of those deploying propaganda.

Critiques and Debates

The analysis of language, media, and ideology in political propaganda has sparked debates and criticisms. Some argue that the subjective nature of language analysis can introduce biases and subjective interpretations, potentially leading to confirmation bias. Critics also question the generalizability of findings, as propaganda strategies may differ across contexts. Additionally, the focus on language and media can overshadow other influential factors, such as socioeconomic conditions and psychological factors. Ethical concerns arise regarding the study and dissemination of propaganda, as it involves examining manipulative techniques. Furthermore, measuring the direct impact of propaganda on individual beliefs and behaviour poses challenges for establishing causality. Despite these debates and criticisms, analyzing language, media, and ideology in political propaganda provides valuable insights into persuasive tactics, ideological foundations, and societal implications.

Conducting critical discourse analysis (CDA) in the field of political propaganda presents certain limitations and challenges. One limitation is the subjectivity involved in interpreting and analyzing language and discourse, which can introduce biases and affect the reliability of findings. Another challenge is the availability and accessibility of data, particularly when studying covert or hidden propaganda efforts. Propaganda may be disseminated through multiple channels, including traditional media, social media platforms, and interpersonal communication, making it difficult to capture and analyze the entirety of the propaganda landscape. Additionally, the dynamic nature of propaganda requires researchers to stay updated with evolving techniques, platforms, and strategies. Ethical considerations also arise when studying propaganda, as reproducing or disseminating manipulative content can perpetuate its impact. Furthermore, measuring the direct impact of propaganda on individual beliefs and behaviour poses methodological challenges, making it challenging to establish causal relationships. Despite these limitations and challenges, CDA remains a valuable approach to understanding the discursive strategies and ideological dimensions of political propaganda.

Exploring alternative perspectives and approaches offers a nuanced understanding of political propaganda. Framing theory examines how media frames shape public perception, while cultural studies contextualize propaganda within broader socio-cultural systems. Intersectionality considers how propaganda intersects with multiple dimensions of identity, postcolonial perspectives explore its role in colonial contexts, and audience reception acknowledges the active interpretation and response of individuals. These alternative approaches provide a more comprehensive understanding of propaganda, highlighting power dynamics, cultural influences, and the diversity of experiences involved.

Methodology

Nature of Research

This study adopts a qualitative approach. The main objective of this research is to contribute to the study of video blogs in Pakistani electronic media Pro Imran Khan News Reporting, their framing and the role of ideology in news structures. The data for this research is sourced from the video blogs of Imran Riaz Khan and Orya Maqbool Jan.

Theory

This study is primarily grounded in Fairclough's Critical Discourse Analysis (CDA), which emphasizes a three-dimensional model of a piece of "communicative event." The initial stage focuses on the language and text; the second dimension encompasses the examination of communication patterns and practices and the final dimension delves deeply into in-depth exploration of social behaviors and sociocultural occurrences.

Functional Model

The researcher chose Norman Fairclough's (1992) 3D model and framework as the foundation for their critical analysis. Fairclough's model encompasses three key elements for analyzing discourse or text: the text itself, social and cultural behaviours, and communication patterns among people. The written content can be examined by considering how economic, social and political elements shape the communication patterns among people. According to Fairclough (1989), the primary goal of this method is to enhance awareness of oppressive social relationships by centring on language. For this project, the investigator has adopted Critical Discourse Analysis (CDA) as the conceptual framework.

Critical Discourse Analysis (CDA) critically examines discourses and uncovers social practices such as dominance, hegemony, exploitation, and victimization of oppressed individuals. CDA is an interdisciplinary field that brings together social sciences and linguistics. It explores topics related to ethnicity, hegemonic attitudes, gender discrimination, dominance, ideology, discursive practices, and gender. Language is the primary parameter of analysis, revealing how discourse manifests in social contexts. The chosen topic of this article aligns with the core issues addressed by CDA, including social, cultural, and political inequality, and ideology. CDA serves as a comprehensive theoretical framework that forms the foundation for analyzing the aforementioned variables in the vlogs of Imran Riaz Khan and Orya Maqbool Jan.

Discussion and Analysis

Data has been gathered from vlogs created by Imran Riaz Khan and Orya Maqbool Jan. The text and phrases have been examined using Fairclough's 3D model, which encompasses communicative, interactive, and conceptual aspects. This critical

analysis of the entire text considers three dimensions at both global and local levels, involving the analysis of text, communication strategies underlying the text, and social and cultural behaviours. The researcher has focused on text to uncover instances of unequal social treatment, racial bias, or additional communicative patterns from a social and cultural standpoint. It is observed that the news coverage on Youtube video blogs depends on the selection of words to shape the beliefs of audiences.

For example, in the Vlog of Imran Riaz Khan on May 8, 2023, he used the word "Captain" for Imran Khan, the leader of Pakistan Tehreek-e- Insaf, and the words "Boot Polish" for Shehbaz Sharif (Prime Minister of Pakistan, PMLN) and Asif Zardari (President of Pakistan People's Party), which clearly depicts his personal support for PTI. He refuted Shehbaz Sharif's Tweet:

"Imran Niazi's act of routinely maligning and threatening the Pakistan Army and Intelligence Agency for the sake of petty political gains is highly condemnable. His levelling of allegations without any proof against Gen Faisal Naseer and officers of our Intelligence Agency cannot be allowed and will not be tolerated", by saying that Imran Khan says "Imran Khan is not naming any Agency and Pakistan Army rather he repeatedly says My Army and My Country". In this way, the Journalist, Imran Riaz Khan uses print, broadcast and digital media to craft persuasive narratives, control the flow of information, and manipulate public perception.

In another Vlog of Imran Riaz Khan on May 5, 2023, he maligned Prime Minister Shahbaz Sharif by sharing this news with a highlight: "Insult of Shahbaz Sharif"

"Prime Minister Shahbaz Sharif is received by Pakistan's High Commissioner to the UK Moazam Ahmad Khan in London, UK on Wednesday"

He argues about Shahbaz Sharif's going to London to attend King Charles III's coronation but Foreign Minister and Foreign Secretary did not bother to receive Shahbaz Sharif except Moazam Ahmad Khan, Pakistan's High Commissioner. In the same way, he talks about Imran Khan's arrival in London and Prime Minister was taking selfies with Imran Khan. He insults Shahbaz Sharif for not getting respect and being welcomed.

He repeatedly talks about Elections to be held which depicts his personal ideology in shaping and spreading ideological content to people. Persuasive techniques like repetition are used to sway individuals and make them more likely to accept certain ideologies.

In another vlog of Imran Riaz Khan on April 4 [2023](#), he gives a message to the security forces Establishment to take responsibility for the life of Imran Khan as his life is in danger and all the other political parties will blame Establishment and bust out.

He says, "Election is the punishment of PML N" and presents an unethical example for Maryam Nawaz and Nawaz Sharif by saying, "If a monkey gets her feet burnt, she threw away her own baby," he says about them "They want to burn everything if any action will cause harm to them.

In the vlog of Orya Maqbool Jan, a Pakistani Journalist uses words for Nawaz Sharif and Maryam Nawaz:

"Pakistan is facing the revenge of father and daughter". He talks about the revengeful nature of Nawaz Sharif in the whole vlog on April 7, [2023](#), revealing his biased perspective about politics. During his pilgrimage, Orya Maqbool Jan shared an intriguing anecdote about journalists based in Jeddah. It was revealed that these journalists would often spend time with Nawaz Sharif and even encouraged him to reconcile with Chaudhary Shujat. However, upon hearing this suggestion, Nawaz Sharif's reaction was one of fury, as he exclaimed, "Have you people met him yet?" This response implied his disbelief and disdain towards the idea of engaging with Chaudhary Shujat.

Orya Maqbool Jan also delves into the behaviour of Maryam Nawaz Sharif during her speeches. According to him, she exhibits an intense and furious demeanour, with her face contorted in anger whenever she hears the name of Imran Khan. It is as if Imran Khan's very mention evokes a sense of devastation and destruction within her as if he is responsible for causing immense harm to her family. In this context, the primary focus or expectation seems to revolve around the idea of seeking revenge on behalf of both her father and her.

Orya Maqbool Jan frequently discusses the role of the Establishment in Pakistani politics. He asserts that the Establishment tends to oppose individuals

who enjoy significant popularity among the general public. In the case of Imran Khan, who has garnered considerable support not only within Pakistan but also internationally, Orya Maqbool Jan suggests that the Establishment finds it difficult to tolerate his rise to power.

In a subsequent vlog dated March 15, [2023](#), he voiced his critique of the various political parties that believed Imran Khan would fade into obscurity or be limited to commentating on cricket matches following the tragic murder attempt on his life in Wazirabad. However, contrary to those expectations, citizens from numerous cities emerged from their homes to protest, resulting in Imran Khan's increased popularity and a stronger bond between the people and the Pakistan Tehreek-e-Insaf (PTI) party.

Analyzing Context

The vlogs of Imran Riaz Khan and Orya Maqbool Jan carry a complete contextual background with it. These journalists advocating support for Pakistan Tehreek-e-Insaf (PTI) are rooted in the party's rise to prominence and subsequent political developments. PTI, founded by Imran Khan in 1996, emerged as a significant political force in Pakistan over the years. As PTI gained popularity among the masses, these journalists observed the growing support for the party at the grassroots level. They recognized the potential for change and saw PTI as a viable alternative to established political parties. By utilizing techniques such as emotional appeals, repetition, and demonization of opponents, propaganda creates a narrative that resonates with the values, beliefs, and aspirations of the targeted youth who is in favour of PTI, (Pakistan Tehreek-E-Insaf).

Examination of communication patterns and socio-political implications in speech

Based on Fairclough's (1992) model, the significance lies in two crucial elements: communication patterns, and political and social perspectives. Discourse practices involve the implementation of social activities through communication, with discourse and society mutually influencing each other. Similarly, socio-cultural and political factors play a vital role in understanding the overall context within which the communicative patterns are developed. The analysis of communicative patterns and cultural facets can be

divided into these domains: Genre, Discoursal analysis, and style.

Genre analysis entails exploring the written content and its vocabulary in the vlogs, considering their connection to the social framework. Furthermore, it involves identifying distinct regularities within the vlogs. The use of words such as Captain refers to Imran Khan's achievements in cricket matches and he is making the public realize that Imran Khan will get achievements in politics too by bringing justice and equality among people and building a new Pakistan which the public dreams of. The use of unethical words of "Boot Polish" and "Thieves" for PMLN lead towards failure as PML N is not thinking for the betterment of the public but it has its own conflict of interests.

The speaker's mannerisms hold significance in the critical examination of any discourse. This analysis is closely connected to demonstrative and affective attributes. Orya Maqbool Jan starts his vlogs in the name of Allah and recites Surah for the Muslim audience to make his views more authentic and truth worthy to the public.

The significance of representationalism lies in its influence on shaping the audience's understanding and perception. It reflects the theme of the conversation and the particular social and political backdrop woven into the video blogs. The Journalists talk in favour of Imran Khan and his party which is going to bring change in the country to meet the needs of all the people and criticized other political parties for not being honest in their duties.

Conclusion

It can be inferred that the vlogs of Imran Riaz Khan and Orya Maqbool Jan effectively employ various textual and stylistic techniques with a specific purpose. It fulfils the necessary requirements for disseminating an ideology in a refined manner. The vlogs demonstrate syntactical organization with frequent repetitions that emphasize the core theme of disparities within society. While the selection of words may not strictly adhere to the immediate context, it effectively encapsulates the speaker's background and conveys their relational and emotional values. Imran Riaz Khan and Orya Maqbool Jan skillfully establish connections between the powerful and the oppressed using metaphors and other devices. The vlogs eloquently shed light on entrenched social disparities in a peaceful manner.

Findings

The findings of the study reveal that language and media play significant roles in shaping political agendas. Language is employed as a tool by political actors and media outlets to manipulate discourse and shape public opinion, while media practices, such as framing and selective reporting, contribute to the propagation of specific ideological narratives. The interplay between language, media, and ideology highlights the need for media literacy and critical engagement to counteract biases and foster a more informed and inclusive democratic discourse. While Orya Maqbool Jan and Imran Riaz Khan are known for their affiliation and support for Imran Khan and his political party, Pakistan Tehreek-e-Insaf (PTI), it is important to remember that journalists should ideally strive to provide unbiased perspectives to their audience. Journalistic integrity involves presenting information in an impartial and objective manner, allowing readers or viewers to form their own opinions based on the facts.

Recommendations for future researchers

Future researchers are recommended to conduct longitudinal studies to examine the evolving nature of language, media, and ideology in political agendas over time, compare different political contexts to identify the role of cultural and historical factors, explore audience reception and interpretation of political messages, investigate the effectiveness of media literacy interventions, analyze the impact of digital and social media, examine the intersectionality of language, media, and ideology with multiple identities, and explore the ethical dimensions of language and media practices in political agendas. These research areas will contribute to a deeper understanding of the topic and inform strategies for promoting informed and inclusive democratic discourse.

Limitations and Delimitations

The limitations of the study include potential issues of generalizability due to specific contexts and data sources chosen, the presence of selection bias in the data collection process, and the subjective nature of the qualitative analysis, which may introduce researcher bias into the findings.

The study delimits its scope to examine the role of language, media, and ideology specifically within the context of political agendas, focusing on qualitative

content analysis as the primary research method. The study also acknowledges the limitations of a specific time frame and may not capture long-term changes or emerging trends in the field. These delimitations allow

for a focused analysis but may restrict the exploration of other factors or quantitative aspects of the phenomenon.

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