

Imran Khan's Political Speech at Shoukat Khanam Hospital, Lahore Before General Election 2013: A Critical Discourse Analysis

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Abstract

The purpose of this paper was to discover, the way politicians proliferate their political dogma through political communication by means of tactful language. This article critical analyzes Imran Khan's speech who is the Chairman of Tehreek-e-Insaaf which is one of the major parties in Pakistan politics. Delivering his speech two days before the General Election 2012 in Pakistan, he attempts revealing the dogmas which were functioning behind his political speech. Further, it has been reconnoitered how diverse linguistic modus operandi have been applied to accomplish political purposes. Qualitative method has been used and data has been collected from the secondary like research article of Uzma Khalil's (2017) article on Imran Khan's speech 2012. Textual analysis and explanatory methods has been used for data analysis following Fairclough CDA framework. Fairclough (1995) analytical framework is employed to analyze the speech, besides other technical tool are also used like words choice, repetition, positive self-representation and negative representation, these are used to represent, in which manner specific words, phrases and sentences carry power to indicate and change the political and peculiar ideas of the people. Results suggest, politicians employ explicit linguistics tactics to induce targeted people to follow their secreted schema. Hence, different language codes, clues and symbols of political discourse should be discovered so that mediocre individuals can effortlessly comprehend their views.

Keywords: Imran Khan, Pakistan, political speech, general election, linguistics

Introduction

Language is source of communication; it is both simple as well as complex. Rebecca Rogers (2011) mentions that language is wrapped in multifaceted approaches of exchanging notions, beliefs and views to the other people. On the other hand, Norman Fairclough (2010) says that words and sentences hold meaning politically, culturally, socially, economically and individually, fully loaded ideas are communicated to individuals. In fact, critical discourse analysis is one of operational tools to discover veiled views of politicians' communication and to explore hidden agenda behindhand their speech.

The current paper aims, examining speech of Imran Khan that was delivered by him during his election campaign on May 9, 2013 because this speech presents core of his ideology and manifesto which he named as Tabdeeli and Naya Pakistan. In this regard, the researcher purpose is to analyze speech in the way that how Imran using language propagates his ideology to the masses. It will also

be discovered that politician use different language delicacy to convey their ideology or their language use is instinct. Hence, the present study will help to explore different language usages to persuade the people and language as persuasive tool of social change in Pakistan.

Objectives:

OBJ1. To investigate through Critical Discourse Analysis presenting Imran himself as a Positive Self-representation and Native to others and use of Personal Pronouns in his speech before General Election 2012.

OBJ2. To explore through Critical Discourse Analysis Imran Khan's use choice of words, repetition of words and phrases in his speech before General Election 2012.

Research Questions:

RQ1. In what manner Imran present himself as a Positive Self-representation and Native to others and use of Personal Pronouns in his speech before General Election 2012?

RQ2. How does Imran Khan's use choice of words, repetition of words and phrases for different purposes in his speech before General Election 2012.

Literature Review

Aslani, M. and Salmani. B. (2015) mention that in fact, CDA due to its unique techniques in language analysis has become effective understanding various dimension of language, its method are different with application of its new tool and strategies unveiling ideological strategies which are hidden in the language discourse in political, social and cultural context. In this perspective, Dijk (2001) comments that discourse possess different techniques to uncover language meaning and various effective frameworks used for analyzing political discourse such as Wodak's discourse historical approach proposed in 1995. In addition to it, Dijk (1991) also has given socio-cognitive theory and Gee (2011) has given language theory known as seven building blocks of language development.

Regarding political speech, now-a-days multiple studies conducted to analyze political discourse that are made by different political leaders in Pakistan and abroad. For instance, Wang (2008) analyzed political address of Barack Obama applying Halliday's method of discourse analysis like systematic function grammar which he proposed in 1960. In addition to it, applying this approach researcher analyzed how authority, ideology and power used using language in Pakistan.

Rebecca Rogers (2011) says that Fairclough's CDA method is quite different and effective as compare to other conventional approaches of discourse analysis on the basis of dialectical relation regarding social elements such as power, beliefs, values, and social relations. In this regard, dialectical relation approaches that emphasis language internalization with social life. In fact, three dimensional processes includes process of analyzing such as description, interpretation and explanation.

With the effective use of CDA various studies in dispersing political speeches. The present reviews aims to examine Imran Khan's speech, how he uses language as main tool for the exploitation. How Imran uses different strategies calling his political ideology as democratic and fair in Pakistan. In the present, study Norman Fairclough's (1995; 2003) three dimension framework has been utilized with different analytical strategies such as referential strategies, repetition of words, different word choice, positive self and negative representation.

Conceptual Framework

In the present study Fairclough (1995) analytical framework is employed to analyze Imran Khan's speech. In addition, Fairclough three-dimensional framework consists following steps such as description, interpretation and explanation of the speech to apprehend the political ideology.

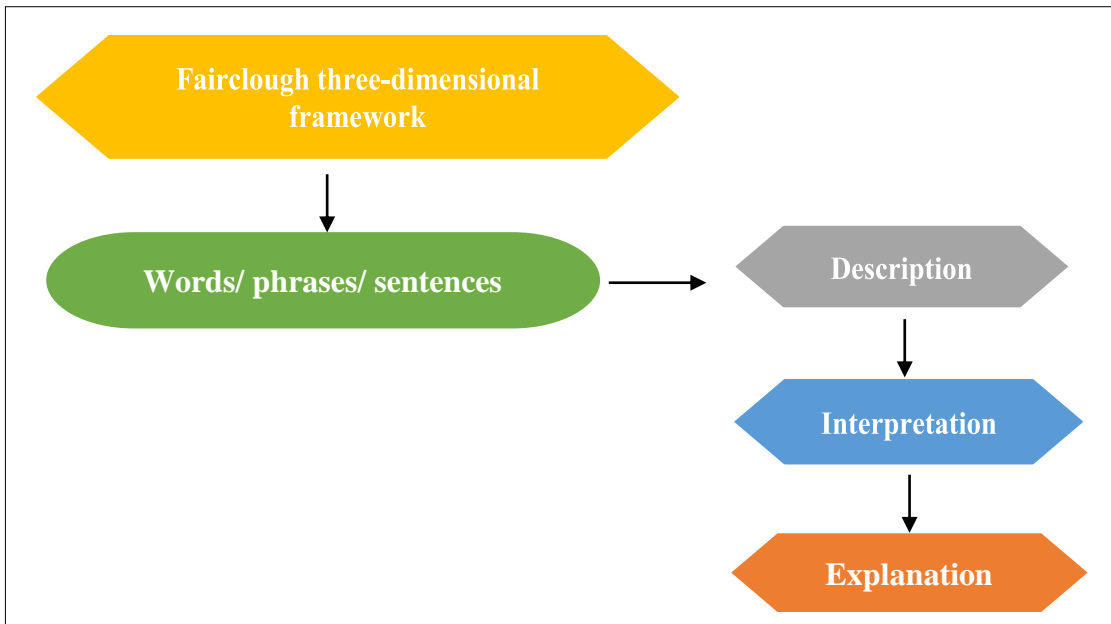


Figure 1.1: Fairclough (1995) critical discourse analysis framework

Methodology of Study

Qualitative method has been used in its nature, techniques and processes. In addition, its procedures grounded on pure CDA. For Imran Khan's speech analysis the researcher employed Fairclough (1995) three-dimensional approach for the description, interpretation and explanation of the speech to apprehend the political view. Along with it, other tools of CDA likewise used like choice of words, repetition of words and persuasive strategies use by the Imran Khan. These techniques aided the researcher to understand how political ideologies agenda are used in discourse and how these political agenda show central role in shaping or shifting people opinion in favour of their political leader.

Data Collection

In the present study, data has been collected from the secondary sources like research articles, especially from the research article of Uzma Khalil (2017), *Persuasion and Political Discourse: A Critical Discourse Analysis of Imran Khan's Selected Election Speech*.

Data Collection

Textual analysis and explanatory procedure has been utilized for data analysis and interpretation by following Fairclough CDA framework.

Results Analysis and Interpretation

In this segment of the study, diverse aspects have been investigated such as Positive Negative Self-presentation and Native to others, Personal Pronouns practice in speech, Constructing Positive relationship with audience. In addition, their interpretation has been given following Fairclough framework.

4.1 Positive Negative Self-presentation and Native to Others

4.1.1 Two turns of the both parties

Description:

This statement has been taken from the Imran Khan's speech before General Election 2012.

Interpretation:

Imran use this phrase about PPP and PMLN tenures which were not beneficial for the development of the country, he wanted change in 1996. This shows negative representation of the others like PPP and PML.

Explanation:

From the statement we can understand the Imran Khan's ideology that previous parties were corrupt and he and his party are the best option for country.

Word change in speech**Description:**

This statement has been taken from the Imran Khan's speech before General Election

Interpretation:

He uses the word change to present positive himself and negative to PPP and PMLN because through change wants to take view of people as well. In addition, word change reflects the image of people they also want to see change through Imran. This creates his positive self-image among people.

Explanation:

We get the general idea from the word change that it is positive for the Imran while it depicts negative for the opposition parties like PPP and PML. Hence, change is the best option,

Mentioning Quaid-i-Azam**Description:**

This statement has been taken from the Imran Khan's speech before General Election

Interpretation:

He mentions in the speech that he wants to make Quaid-i-Azam's Pakistan. Giving this reference he present is positive images that he is like a leader of Quaid-i-Azam who was true leader, he considers himself like him. In hidden sense, calls other leaders corrupt and Imran want to fulfill the dream of Quaid.

Explanation

It can be understood that Imran is like a Quaid-i-Azam honest and sincere. He can lead Pakistan on the footsteps told by Quaid-i-Azam. Hence, other political leaders cannot match him.

Use of Personal Pronouns in the Speech**Description:**

This statement has been taken from the Imran Khan's speech before General Election

Interpretation:

Positive image can be seen with the use of personal pronouns by Imran in his speech for instance:

He says "I did whatever I could. God is my witness that I struggled hard to do whatever I could for this country."

Using personal pronoun "I" he give emotional touch and want to get audience favour making God as a witness that he is sincere leader in the country. In addition, he says: "I" and "Tehreek-e-Insaf" and "alternative"

He mentions that only he and his political party are suitable and effective solution for the people of Pakistan. Through this he wants to get people opinion that he is the best choice as the leader for the country.

Explanation:

It can be understood that Imran uses I only that none but he is the only leader who can take the nation the right track that's why he only emphasis on "I" and alternative word.

Choice of Words in the Speech

It can be seen that local language has been used by the Imran Khan in his speech and CDA it is called as Local Semantics. People could easily understood used language in that setting. It seem Khan Chooses words intentionally such as pronouns such as I, We,They and them.

God's sake, and country's sake

Description:

This statement has been taken form the Imran Khan's speech before General Election Interpretation

He uses deliberately words like God's sake and country's sake which show that God has selected him for his nation and he is the perfect leader of the country.

Explanation:

We can get general idea, Imran want to convey the message that he has only taken decision to take part in politics on the two reasons one is God wants he should be nation's leader and second for the country sake.

Alternative and I struggled

Description:

This statement has been taken form the Imran Khan's speech before General Election Interpretation:

Through alternative word he want to convey his message to the audience that he is the best choice as compare to the pervious leaders. On the other hand, I struggled phrase shows that with the will of God he is doing struggle to become leader of Pakistani nation. For instance, other political leaders he uses words such as lawlessness, destroyed and poverty. In fact, using such type of lexicon and collocations show Imran's political views and ideology presenting his image as positive and negative others.

Explanation:

From above statement it can be understood that Imran has made struggle in the politics to bring change in the country to save the country from destruction.

New Pakistan

Description:

This phrase has been taken form the Imran Khan's speech before General Election 2012. Interpretation:

Imran repeatedly focuses on word New Pakistan and he used 12 times word new Pakistan in his speech. Here New Pakistan means he urges Pakistan like was in the days of Quaid-i-Azam, this phrase also presents Imran's political ideology. Hence, again and again mentions that true change can bring New Pakistan because the present Government is not working properly that why there is need a change in the country.

Explanation:

Imran's New Pakistan ideology expresses that country should be run and ruled on the guidelines which Quaid-i-Azam. It is time to bring this new change for the sake of the beloved country.

Repetitively use of Phrase and words

Imran repeats different words again and again, for instance, he uses 12 times word like change and new Pakistan in his speech. He himself and his political party repeatedly use words like "It was a difficult time", and difficulty journey.

I did whatever I could and It is your Responsibility

Description:

This phrase has been taken from the Imran Khan's speech before General Election 2012.

Interpretation:

Further, he uses 4 times sentence like "I did whatever I could" and it shows his will and determination and he has planned to bring change in the country through his political struggle.

In this regard, he uses sentence like "It is your responsibility" 3 times. Through this sentence, Imran Khan wanted to say audience that you stand by with me and are you ready for it. He utters that sentence 4 times.

It can be said that Imran has used words repetition technique to persuade audience so that they become ready in every circumstance and join hand to hand with him and he will be symbol of change and true leader like Quaid-i-Azam for Pakistani nation.

Explanation:

The above two statements of Imran indicate that he has done whatever he could and now it is the responsibility of the people as well join hand to hand with Imran to lead the country.

Conclusion

The present review helped to uncover the hidden ideologies of political leaders in their speeches with the assistance of CDA approach. In this perspective, Khan's political speech before election is full of his political ideologies. Through his language he wants to change the view and perception of the individual who were present in his procession. He urges presenting himself as a true and positive political leader while he presents negative, corrupt and harmful leaders in the country. He urges it is the best time to change the prevailing current corrupt political system and make New Pakistan. In fact, at some extent he has become successful through his persuasive linguistics strategies to present himself positive and other negative. The present study will be helpful for common people to understand the hidden ideologies of political leaders that they use in the speeches. Hence, the present study has shown that language is used for the awareness and persuasion of people regarding the political system.

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