

## UNDERLYING IDEOLOGICAL POWERS IN SPEECHES OF PDM LEADERS: A CRITICAL DISCOURSE ANALYSIS STUDY

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### ABSTRACT

*Selected discourse is the tool to turn the situation in favour of the political parties. Choices of discourse make one positive and other as "false" but it possesses the ideological powers for its own legitimation. Present study is qualitative, adopted to analyze the speeches of PDM (Pakistan Democratic Movement) which has been the alliance of opposition parties against the PTI (Pakistan Tehreek-e-Insaf) regime till March 2022. The objective of the study is to analyze the underlying ideological powers of PDM leaders. The study is qualitative and the speeches are transcribed into English. The extracts are taken for analysis from the speeches of PDM leaders. The results of the study show that speakers try to possess their ethical dominance and power in their speeches to earn the favour of the public. They post the discourse which is ideologically favouring their group.*

**Keywords:** PDM, Power, Ideology, Ideological Powers, Critical Discourse Analysis.

### INTRODUCTION

PTI (Pakistan Tehreek-e-Insaf) has been a newly elected Pakistani political party that is currently ruling with the help of its allies. The party is in control of the state, but it is confronted with a variety of problems, including the need to define the party's dominance in the face of media challenges. Ideologies are needed to build as well as to win the hearts and minds of the electorate in order to retain public favour.

PDM (Pakistan Democratic Movement) is the platform of political struggle against the ruling PTI government and this platform consists of the 11 parties. PML-N (Pakistan Muslim League-Noon) is a political party that has been in power in Pakistan for the past three decades and is now the opposition party in the country's parliament. This party is more critical than most, and its members continue to propose political ideologies in order to gain the interest and support of the general public. And with the help of MPL-N, the platform of PDM is created against the PTI government in which there are 11 major parties including PPP (Pakistan Peoples Party) and JUI-F (Jamiat Ulama-e-Islam-Fazlurrehman).

CDA, according to Fairclough (1995), is the study of the uncertain causality and determination between (a) discursive activities, events, and texts and (b) larger, social and cultural structure, interactions, and processes in order to explore how such practices, events, and texts emerge from and are ideologically influenced by power relations. As a result, CDA investigates the dual, mutual, interplay, and dialogic practices, as well as events and textual construction (in online environments) and wider social impact, in order to comprehend their effects on social power.

Present study is conducted for analyzing the speeches of PDM leaders under Fairclough 's model of CDA (1995) in which Fairclough has exposed the underlying ideological powers to make one positive and legitimized to take the favour of the audience.

**Research Objectives**

- To explore underlying ideological structures and powers which are embedded in the speeches of PDM leaders

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### Research Questions

1. How do PDM leaders use their ideological powers and their party's contribution to present a positive picture of their party?

### Significance of study

The study is going to be able to understand the ideological powers and their illustrations in a legitimated way. The main purpose of politics is to let the political parties work in a society and to attract the masses towards their manifesto. The political parties depend on their leadership to come forward in this connection and they hold public meetings in order to impress the common people with their speeches. In fact, the success of the political parties, to a large extent, depends on their choice of words for their speeches. The leadership of the political parties have to present their ideologies in the legitimated way before the masses so that they may know about their particular ideas and political power. As the major object of the political parties is to come into power by convincing the public of their ideologies, they use a particular sort of words which may have the best possible effect on the minds of the people.

### REVIEW OF LITERATURE

Lakoff (2003), a cognitive activist and critic of empirical political debate, was also interested in political metaphors and conceptual constructs, claiming that the majority of people employed in cognitive science. Our brain's synapse, a neuromuscular junction that is physically present throughout our neuronal cerebral circulation, contains these patterns and frameworks. If the facts are irrelevant to the frames and systems, they are spared and the facts are overlooked. An in-depth understanding of the cognitive aspects of politics, in his view, is critical, particularly if we are aware of our own metaphorical thoughts.

Graham, Keenan, and Dowd (2004) used Wodak's Discourse-Historical approach to clarify the significance of George W. Bush's (2001) declaration of a "war on terror." They created four custom addresses for Queen Elizabeth (1588), Pope Urban (1095), Adolf Hitler (1938), and George W. Bush (2001) to clarify the role, structure, and historical significance of such texts in European societies over the last 1,000 years. They identified with four general characteristics that had been passed down through the millennia in these texts: 1) an investigation into the historical meaning of the society in which the debate is situated; 2) the creation of a truly diabolical Other; and 4) a call for consolidation and reconciliation that goes beyond the permissible outward usage of energy resources. They went on to say that these texts have been characterized by immense crises and political legitimacy throughout history.

Adetunji (2006) investigated the use of deixis in political discourse for intimate, spatial, and temporal anchoring. He has chosen Nigerian President Olusegun Obasanjo as a database in a thematic and contextual manner. In the essay, he explains how politicians support the decisions they take in their respective circumstances and how they ask their families to accept their views on controversial topics in various situations.

Drulak (2006) proposed a system for connecting the analysis of metaphors and literature. Why did he propose this hypothesis, believing that studying metaphors in political debate is a great way to start analyzing discourse with European theories, solidarity, and international relations? He incorporates the ideas of international relations and the principles of macrostructure, microstructure, and internalization with parallel ideas of conceptual metaphors, metaphorical representations, and sediment accumulation used in the analysis of metaphors in the first section of the paper. He analyzes the most important metaphors used in the debate on Europe's future in the second part of the paper. The metaphors of "movement," "container," and "container balance" are all essential discursive representations of the EU, according to an experimental analysis of metaphors.

Black (2006) investigated right-wing political communication in the United States about immigration policy. He used the word "metaphors" to describe the role of metaphors in shaping right-wing political credibility in this study. He discovered two forms of metaphors: 1) "natural calamities" These are metaphors for natural liquids and other similar things. 2) "Container" is the second form he discovered. These metaphors include leaving a footprint both inside and outside of a jar. Since they comprise the fourth dimension of spatial and temporal levels, centered on two or three dimensions, these container metaphors are very influential and persuasive in political discourse. This means that it is spatially dependent on a model based on the social and economic climate concept.

## RESEARCH METHODOLOGY

Preset study is qualitative in its nature and the data is collected from the online sources. The speeches of PDM leaders are transcribed and then extracted. Analysis of the speeches are made through Fairclough's model of CDA (1995) which addresses the underlying power in discourse to construct the ideologies in the mind of the listener or the reader.

Fairclough (1995) claimed that power can be understood in terms of asymmetries between participants in discourse events as well as unequal control over how texts are produced, circulated, and consumed in certain social situations. This form of power is mostly based on ideology, or the understanding that allows individuals or groups to carry out their will or influence others despite their opposition (Andersen, 1988; Fairclough, 1989). The debate has now switched from what is power to what are the characteristics of power that can reveal its fundamental nature? What are the various power relationships and how do participants exert them? CDA is concerned with the study of power (Fairclough, 1989, 1992) and may be influenced by numerous forms of power, as well as using them in critical analysis.

Power is no longer the result of conscious individuals acting together and against one another through coercion and force, but rather the result of various unconscious social influences and obfuscated ideological qualities. According to Thompson (1990), the concept of ideology, which first appeared in late-eighteenth-century France and persisted for two centuries, had a variety of functions and meanings at different times, but it always refers to social forms and processes within and through which symbolic forms circulate in the social world. Fairclough (1989) demonstrates that this form of ideology is always characterized in terms of two schools: one belongs to the United States, while the other is defined as "any social policy that is in part or in whole derived from social theory in a conscious fashion" after WWII in the United Kingdom. The other is from the Marxist tradition: "ideologies are ideas that emerge from a specific set of material interests" in the struggle for power (Fairclough, 1989, p. 94). According to Whorf (1956), language and thinking are intertwined, and language has a significant impact on one's thinking and worldview. Language, according to the Whorfian hypothesis, "is not only a replicating tool for voicing ideas, but rather is itself the shaper of ideas..." (p. 212). Whorf, (1956) said that the way people think (their worldview) is shaped by language in its discourse form, which is mirrored in their mind. Ideology, in this sense, generates reality and shapes culture (i.e., the ideas, habits, and skills that identify a group of people).

## DATA ANALYSIS

Extracts from Speeches of Maryam Nawaz

**Translation:** Nawaz Sharif to carry out 6 nuclear blasts in response to 5 nuclear blasts, Nawaz Sharif to fight Kashmir case all over the world Nawaz Sharif fought the case of martyrs like Burhan Wani all over the world Nawaz Sharif Modi and Vajpayee himself came to the land of the enemy They should stand on Minar-e-Pakistan and salute Pakistan. Nawaz Sharif who brought them, Nawaz Sharif who increased the salary of army and security, Nawaz Sharif who increased the defense budget, Nawaz Sharif who built JF Thunder, Motorways on which warplanes also flew. Can Nawaz Sharif, who made them, know Nawaz Sharif, who fought two wars against terrorists, Zarb-e-Azm and RedalFsad? Nawaz Sharif, who led them, Nawaz Sharif, who went to the fronts in black China, was also martyred. When she was the Prime Minister, both Nawaz Sharif and Shaheed Bibi were standing in the fronts in Black China with the soldiers. They were encouraged. And we are speaking Modi's language? Then you say that Nawaz Sharif speaks against the army.

(Maryam Nawaz, Karachi PDM Jalsa, October 18, 2020.)

### Analysis

Employed terms used in the political discourse are fully ideological loaded. A former PM of Pakistan had been the sincerest person of the country who had been fighting for the welfare and the development of the country. The ideologies used with the employed terms in the lines is to show that the former PM was the true dimension and the politician who has been there in the country for the welfare and the honor of the country. The terms as "two wars, enemy of India, Atom Bomb, Radulfasad, Zarb e Azb, on Frontline" denotes that the former PM is the bravest ruler of the history. The ideology is manipulated in the sense of making the things legitimized in the eyes of the public as the former rulers were sincere to the country while the present rulers are not of that caliber. The things are captured as favouring the group or the group of the speaker as the speakers and her group founder is the true patriotic ruler while

compared to the present ruler, it can be denoted that they need to survive and they had to work for the welfare of the country at all.

**Translation:** This movement will continue till the constitution and law are upheld in Pakistan. This movement will continue as long as your vote is not respected. This movement will continue until the media is free, the courts are free and you are entitled to it. This movement will continue as long as you join its first batch.

(Maryam Nawaz, Karachi PDM Jalsa, October 18, 2020.)

#### **Analysis**

Political discourse is full of ideological construction and deconstruction. The loaded ideologies are presented in the line showing that the opponents are not in favour of the country or in not in the favour of the public. The used terms as “law supremacy, rights giving and first batch” denote that the ideologies are tried to be contracted in the minds of the people and the people are shown in the legitimated way. The ideology is there that the opinion of the public is far better than of the others while the used and the employed as “freedom of Judiciary and Media” is symbolic of the freedom is showing that the present rulers do not in the supremacy of the law. The motivational aspects are there to show that the speaker is intended to lead the people for the purpose of making the right wings and his right paths at any cost and anywhere.

Extracts from the Speeches of Bilawal Bhutto

**Translation:** Now when Punjab artist Shaukat Ali Sahib falls ill, he goes to Khairpur tehsil of Sindh and gets free treatment. Provides free liver transplant treatment. You can have hundreds of differences with the PPP but you cannot deny that we have set up a hospital for free treatment.

(Bilawal Bhutto, Gujranwala PDM Jalsa, October 16, 2020.)

#### **Analysis**

Political ideology is based on positivity and it is employed to show the true dimensions of one's own and showing the opponent in the false dimensions. The speaker is intended to show the political ideology in a way that the public favour could be turned in their own perspectives. The main function of the political ideology is based on making the favour of the people. The present lines are filly ideological loaded in which the political and good administration are the two aspects being made to show that “us” are going in the true dimension while the opponents are “lacking the vision”. The lack of vision can lead them to destruction so the speaker is intended to show that his participants and the group are on the right path. Health is the core element of the public welfare and the political ideology is also based on the public dimensions and making them to be favoured so the tool of the “health” is used as the element of own positivity showing that the speaker is highly grateful to show that the speaker is full of vision and the vision cannot be destroyed or can be flouted by the opponents.

**Translation:** It is because of this Punjab, in which, because of Shamed Zulfiqar Ali Bhutto, the leadership of Muslims all over the world should be united. The elected Prime Minister could not unite the Muslims on the issue of Kashmir. Do they think that we are fools? Do they think that the people do not know?

(Bilawal Bhutto, Gujranwala PDM Jalsa, October 16, 2020.)

#### **Analysis**

Making opponent on the wrong side, is the main function the political ideology and the same is going to be done in the lines as the speaker is intended to show that the ruling people have the lacking of the vision the pioneer of the party had the great vision including the gathering and merging the Muslim ummah at one platform while he comparison is showing that the present rulers are lacking the vision and have no specific intensity of making the people be in the one dimension. The things are also at the same point showing that the people of Kashmir are being deceived by the present government and the present government has no state of manipulation and action. The underlined ideology is fully equipped with the marginalization of the people with the policies of the present rulers while the things are shown as the positive with the help of the pioneer's vision. The soft power and the ethical grooming is shown that the present rulers are at the state of diversity and lacking vision while the inherited people as Bilawal is the true leader who can lead the nation towards the progress and the development of the country.

**Translation:** The Prime Minister-elect gets the news of inflation on TV. The news of the value of money comes from TV. He does not know that there are treason leaflets against the Prime Minister of Azad Kashmir.

(Bilawal Bhutto, Karachi PDM Jalsa, October 18, 2020.)

### **Analysis**

Making opponents as they are not eligible for the post morally, is the main function of political discourse. Political discourse is manipulated to show that the people would consider the opponents as on the wrong path and the true path is at the speaker's way. The induced terms as "news from TV " are fully loaded with the ideology as the "command and control' is not in the hands of the PM and the PM is not at the stage of making the ground realities be familiar for them. The issue raised and the constructed ideology is that the administrator of the public has no grip on the country while the country is not at the spot of deserving the PM being ruling at all. FIR on Kashmiri Leader shows that the state runners are not in favour of the public welfare and the public welfare cannot be in the hands of the present rulers of the country.

**Translation:** Attempts are being made to rob Sindh of its rights. Sindh was not given a share of its NFC award this year. Three hundred billion rupees were not given to Sindh. Just think for yourself how many young people in the same city of Karachi we could provide employment with 300 billion rupees. A conspiracy is being hatched to separate Sindh's capital Karachi. Where gas comes from, they are not even given gas. K-Electric is sucking the blood of the people and Imran Khan wants to push the people into darkness to save his friend.

(Bilawal Bhutto, Karachi PDM Jalsa, October 18, 2020.)

### **Analysis**

To win the favour of the people, is the main function of the political ideology in which the circumstances and the things are not going to be in favour of the people. The people of the province have made up their minds that the state is not in favour of making the true decision and the decision making is not of the concern in which the issues and the aspects are not in the true hands. The undefined ideology is that the people of the state believe in the division of the province rather than giving the direction of progress and development. Considering opponents as "weaker and lower mental approach" is the tendency to show that the speaker and the group of the speaker is the true well-wisher of the people and the people would have firm belief and the firm tendency of accepting the aspects in relating to the normal tendencies. The future of the people is called "dark and in the wrong hands" due to being employed in political discourse as the federal government is not at the true part to highlight that the society can never be at the things of manipulation and illustrations.

**Translation:** We have flood victims so far, we had seen historic rains, we had seen historic floods, ours from Karachi to Mirpur Khas, from MirpurKhas to Umerkot, from Umerkot to Sadiq, and from Sadiq to Benin our flood victims are still displaced. And to help them is a far cry. Helping them is a far cry. They demand that just as President Zardari sided with Pakistan in 2011 and gave money to the flood victims, you also have to give them their due. Whether he is from Karachi, whether he is from Mirpur Khas, whether he is from Sadiq. He is as Pakistani as the rest of the provinces.

(Bilawal Bhutto, Karachi PDM Jalsa, October 18, 2020.)

### **Analysis**

Political ideology is constructed in a way that political ideology is made in that the people of the Karachi are at the desperate situation and they are not giving the two rights to stop the rights are to be reserved so there the ideology would be constructed that the group of the speaker is very much and share with the people and the sincerity of the people you deserve that all. The former price running shows as a symbol of the presidential support and the group had been concerned about making the things more relevant for the public. It can also be observed that the reality is that the present rulers are not fair and just in dealing with Karachi while the former President and the group of the president has been in favour of the public and they did not leave the victims of the floods. The things which are shown as in the lines that the speaker and his group are very innocent and have been suppressed by the Federal government and the Federal government is not playing the true role which must be played by them. The intended ideology is that the people would have positivity and thinking towards the group and the group would have been selected for the future and would start making the opponents wrong.

Extracts from the Speeches of Molana Fazal-ur-Rehman

**Translation:** Just as China no longer has that trust in us, India is already your enemy, China's trust has also been shattered, and the money of Afghanistan when it was called a thousand Afghani rupees against our one rupee is today, it's The Afghan rupee has become stronger than the Pakistani rupee. It also does not extend a hand of trade to Pakistan. Iran is our neighbor but it is also sitting in the camp of India.

And Saudi Arabia, which has a very close relationship with a Pakistani who can't even imagine being separated from the Pakistani nation, and today, for the first time in this government, is angry with you, today he is angry with you, - Someone in the world you've been friends with.

(Fazal-ur-Rehman, Karachi PDM Jalsa, October 18, 2020.)

### **Analysis**

Political discourse is presented to show the huge amount of ideologies to prove the opponents as the false. The present aspects are described to show the intended ideologies as well as the intended aspects of tendency in which the crucial issues of the foreign policy and trade are going to be imparted for the sake of own right. The lines show that the present rulers are not going in the favour of the country. The description in the lines is of the, "afghan rupee is better, china is angry, Saudi is in other camps, and India is more powering" denotes that the ideologies in the lines are tended to present that the present government have no ethical rights of maintaining the ground values and the ground needs of the country as the rulers of the present governed are of concern of only making the things more crucial for the country rather than maintains the relationships with the other country. The trade is the word of making the country more progressive. Political ideology tends to show such types of terms in which the things are making the opponent weaker or are illegitimate so that the things could be embarrassing for them and the public opinion would be against them.

**Translation:** We stand with Pakistan so they took the path. We stand with the Constitution of Pakistan. Stand with the system. Prominent personalities and their sacrifices we have not forgotten. How many suicide attacks were carried out on me, Maulana Abdul Ghafoor Haideri was attacked, Akram Khan Durrani was attacked, Dr. Khalid Soomro was martyred. Where not to make sacrifices? We stand with Pakistan, but we cannot leave Pakistan at the mercy of such incompetent and ignorant rulers. We have to live with freedom. We have to live with the right of the people to vote.

(Fazal-ur-Rehman, Karachi PDM Jalsa, October 18, 2020.)

### **Analysis**

Ideologies are the set of beliefs which are tried to be produced in the minds of the people for won passivity as well as to show that the adopted way could be the right path of success and development. The lines are presented the huge amount of ideology as "self-positivity, believer of law, resistance against terrorism, death of partners for the right cause and no relief for the present rulers as they are ignorant and illegible", which denotes that self-sportively is lying the mind of the speaker and he is tended to say that things are not acceptable for them. The reason and the ideology which is presented is making the opponents in the false lie and making themselves in the positive pole. Denoting that the people of the state runners are not going on the true path yet the speaker and his companions had given much scarification for the sake of the country's development as well as the development of the nation. These all are presented to show the ideology of taking the ethical right of ruling and the right of making the aspects more crucial for the country. Issues relating the supremacy of the constitution as well as the supremacy of the aspects of reciprocity because of vote, are presented in the lines. The speaker's tendency is showing that the audience would have the ideology. The speaker and his group are the true lover and well-wisher of the country while the others are not at the stage of taking the country on the right path as well.

**Translation:** I say that the army is very respectable, it is like the blink of an eye. Protect eye borders. The eye and the army are the same if even one of their hairs passes through them with their hands and goes inside them. Is the eye restless or not? Does it flow or not? Either he comes out with tears in his eyes or he has to be taken out. They are the eyelids of our eyes. Dear to us, No burden on us. We will defend the country and we will take care of them. If they cross my boundaries and come to my house and become the owners of my house, I cannot see anyone in the premises of my house. And I can't admit it. Then the institutions should follow the same principle.

(Fazal-ur-Rehman, Karachi PDM Jalsa, October 18, 2020.)

### **Analysis**

Political ideology presents the opponent in the wrong way while own positivity is the central tendency of the political ideology. The things which are of high concern in this regard, are the things of manipulation as well as the things of taking the right path. The speakers had the too underlined ideologies making that the government is being supported by the army and the intentional interruption in the political and government affairs by the army can lead the country towards the wrong side where the issues of the social and national disturbance are aroused. The lines also have the hidden ideologies

in which the right of the ruling is told to be of the political leadership rather than of the army. The praise of the army, describes that the army has the path of defending rather than of making the army more involved in the political affairs. The intentions of the narrator are clear to construct the ideology that the speaker has the right of maximizing the rules and the rulers' rule could not be bound to the theology of the defending department. Describing the government officials as the part and parcel of their own property, denotes that the speaker is not willing to share the things with the army or the other affairs of the army too.

**Translation:** Corruption has increased by three to four percent in the two-year rule of those who came to eradicate corruption. You can't even name the economy. How can you not run the country? You will run the country. You will drown. No, you don't do that. People are asking for them again. Bring them back. At least we got something to eat and drink. Friends, we are in the same field. At present, we are holding on and all the political forces are united. We are on the platform and in-sha-Allah we will continue to win this war. We will continue to win this right. What glory will Pakistan have? Democracy will be protected. The Constitution will be protected and for this purpose we have to move forward. As long as the conscience is not in our hands, who can say what can be cultivated in it? We will continue to take our rights. We will continue to take the rights of the people. You will all pray and take your medicine. Your sincerity will bring a new world and bring a revolution.

(Fazal-ur-Rehman, Karachi PDM Jalsa, October 18, 2020.)

### **Analysis**

Ideology is the set of beliefs which could also be intentionally implemented. The things which are of high significance in this regard are the construction and deconstruction of the political ideology in the minds of the people. The life of the people in this regard is presented in a way that, if the people would follow their ideology then things could be more effective and more concerning for them. The self-produced ideology and the political ideology are the two vast terms in which the social phenomenon is presented for the sake of own interest as well as for the purpose of own positivity. The lines discuss the existing ideologies as "the speaker is on the right path, he and his group deserve the right of ruling, the present movement is unable to deliver, we believe in revolution and the right of the public and us, will be snatched". The underlying ideology describes that the power is in the hands of the speaker and his group who intentionally and unintentionally, can perform the things which are of the high significance which could lead the country toward the progressive state while the opponents are not at the stage of taking any type of true steps regarding the social welfare as well as the social tendency of taking the things more relative for the public welfare.

### **Findings**

All the selected speakers are intended to show their own positivity and the positivity of their group in the eyes of the public to attain their sympathy and favour. All the speakers discussed the services of the pioneers of their group so that the people would have considered them as great well-wishers. Own positivity and considering opponents at the wrong side, is the main function of CDA and it is fully employed in the speeches. The speakers intended that the public would have the ideology that the present government is letting the state towards the wrong side and downfall as compared to the past. The speakers are intended to show themselves and their groups as the great we-wisher and the service provider to the country. From individual level to the national level, the section is portrayed as the present government is not intended to think about the welfare of the people and country. The vice president of PML-N and the leader of PDM, Maryam Nawaz 's speeches are fully ideologically loaded to denote their own positivity. There is a high range of ideology in the speeches of Maryam Nawaz as she is more critical than other speakers. The public opinion is tried to drive towards certain types of aspects including their own legitimization, freedom and power. The linguistic choice in the speeches of Maryam Nawaz are "sympathy for poor, media freedom, justice for Justices Siddique, cruelty for own group, group legitimization, supremacy of law and order, no deal with Army, Ex-Army men are corrupt, no sympathy by present rulers for the public, vote and mandate theft, supremacy of civil government, right of public, no pressure for truth, fake PM, no value of PM, sanctions on media, developmental projects by ex-government and price increasing by present government" are seemed much in the speeches of Maryam Nawaz. The underlined ideology in the speeches of the speakers are to get the moral support for their own group and legitimization of the moral values. There is inclusion of the ideology as the present rulers are unable to deliver and they are not well-wishers of the government. Public is trying to convince that the present rulers do not believe in justice, freedom of media, fair election, prosperity of

the nation, no comparison with ex-rulers and they are sure of the management of the country. The intended ideology is their own positivity by showing the different projects of ex-rulers and the false tracking of the present rulers. Infrastructure and the state administration departments and their situation is also described in a discursive way so that the speakers and their groups would have a positive image in the eyes of the public and the public would rush towards them. The ethical legitimization is tried to be made in the minds of the audience so that the group would be idealized and liked by the audience. The linguistics choice by the Chairman of PPP, are “provision of constitution by pioneer, calling PM as “selected one”, support to poverty in reign, salary increasing for servant, provision of health facilities, martyrdom of the leaders for public, bravery of the supporters, illegibility of rulers, not true dealing with Sindh province and growth of the country”. The linguist choices of Bilawal Bhutto stands for the scarifications of pioneer of PPP, not elected person is PM, poverty decreasing steps by the group, welfare of the public and government servants, giving blood to the democracy, liking the bravery of the supporters, rulers are unable and considering themselves as oppressed one. The ideology in the speeches of the Chairman of PPP is that the audience would like their theology, ideology and ruling way so that the people would have prosperity in their lives. The intended ideology is that the present government is non-electable so the public would have protested against them. There is also an intended ideology in the speeches of the Chairman of PPP is that the public would support them and would idealize their way of ruling and of participation in the country. The people’s minds are directed through the ideology that the welfare of the country is based only on the selection of his group; neither could there be a downfall at all. The supremacy of the law is the central idea of the rulers and the law is being exploited by the present rulers.

The president of PDM is also intended to develop the ideology as his speeches are also politically ideological, showing their own positivity. The ideology in the lines is to show that PDM is the platform of the true serving people while the group of Fazal-ur-Rehman is the believer of the supremacy of the law. Army and the establishment is directly called by the president of PDM, as showing that they are directly involved in the selection of the present government. The intended ideology in the speeches of the PDM president is that they would be idealized as their ancestors had been involved in freedom fighting with the British. The president of PDM, in his speeches, intended to show that the values of the religion and the culture are not safe in the hands of the present rulers. The ideology is trying to convince people that the present rulers are more corrupt in vote theft rather than money corruption.

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