



RESEARCH PAPER

Representation of Political Marches in The Headlines of Selected English Newspapers

¹Dr. Arshad Mehmood*, ²Shabina Rashid and ³Mehwish Kaleem

1. Assistant Professor, Department of English, Women University of AJ&K Bagh, Pakistan
2. Lecturer Department of English, University of Kotli AJK, Pakistan
3. Lecturer Department of International Relations, Women University of AJ&K Bagh, Pakistan

***Corresponding Author** dr.arshad@wuajk.edu.pk

ABSTRACT

This article analyses the notion of discursivity in the headlines of selected English newspapers of Pakistan in construction of the phenomenon of 'political marches' launched by Pakistani politicians before the election on the twist of the history when deep state was in its struggle to counter the two mainstream political parties of Pakistan. In this regard, three English newspapers (Dawn, The News International and The Nation) were selected for the current study. In concern to media language in Pakistani press, it is commonly shared notion that media plays its role positively and has no hidden agendas to achieve. However, the study was conducted with the proposition that instead of producing factual information, media discourses serve the purpose of manipulating the ideas of the readership. To study this phenomenon, it has been explored that how political marches are socially, discursively and linguistically represented in the selected Pakistani English newspapers. In this respect, the news headlines have been analyzed at text (description) level focusing on the use of metaphor, metonymy, modality, lexical choices, and nominalization in the selected headlines. Additionally, the news headlines have been analyzed at broader social and political context in order to find ideological underpinnings incorporated in selected media discourse. Fairclough's (1989) three-dimensional model has been used for the analysis of this study which leads to the conclusion that discourse producers exercise a constant and systematic strategy of discursive and exclusionary nature towards political quarters of their concern to regulate the opinion of their readership.

Keywords: Discourse Analysis, Discursive Practice, English Newspapers, Headlines, Political Marches

Introduction

Print media in Pakistan is the most reliable source of disseminating information to the public. However, this information is discursively produced and is not confined to create awareness rather it has its own vested interests to serve. Therefore, the world's linguists have long been interested in the media's ideological role and its capacity for manipulation (Riaz, 2008). However, researchers in Pakistan are now taking an interest in this critical viewpoint. It is noteworthy to observe that while the majority of readers have shifted to internet news in recent years, still large number of people continue to read newspapers. As a result, the newspaper is very important to build up particular opinion of the public. Similarly, newspapers appear to consistently instill some ideology and perspective in the minds of their readers in addition to emphasizing what is happening at that particular moment. The language of the news has a greater influence on the construction of social reality. Thus, media language specially that which appears in newspapers can have a significant impact on readers and society in a variety of ways. Duanprakhon (2012) investigated the headlines of the front pages of the newspapers. According to him, the heading is one of the essential components of every newspaper. Because the headline is a special type of text that appears at the top of newspaper articles and is created by the copy editor rather than the article's author, it has got greater importance. Additionally, as

headlines are placed at the end of an article, the first one to be read serves the primary function of grabbing the reader's attention and enhancing their interest in reading the entire thing. A good headline is crucial since it sells the newspaper and grabs the attention of potential readers, as most individuals just skim newspaper pages by scanning the headlines before deciding whether to read the lead (content) or move on to the next one. The discourse that is comprised of a collection of meanings, images, metaphors, representation, stories, and claims that are used to create a certain narrative of events is what gives the headlines their power. Keeping in view the importance of the headlines, and their use in representation of the particular political events, like 'political marches', the current study was conducted in order to explore the discursive and ideological role of the discourse producers to achieve certain ideological goals.

Literature Review

According to Javed and Mahmood (2011), the news headline serves as a preamble. This functions to draw the readers' attention and provides them a quick summary of the news that is being conveyed. Conboy (2007) has outlined the three purposes that the headlines fulfill in relation to their function. For instance, they draw attention, they give a succinct synopsis of the major stories, and frequently serve as a first sign of the newspaper's news values by their substance and style (Javed & Mahmood, 2011). They also play a significant role in getting attention of the readers. After glancing at the headlines, readers typically continue to follow the news that interests them or is worthwhile reading. Therefore, the headlines are written with the intention of grabbing readers' attention and advancing a particular ideology in order to sway their thinking. Therefore, certain headline creation unintentionally leaves readers with certain ideological perceptions. More importantly, the headline often represents the main point of the article. As a result, rather than learning the news story's actual event, readers are more likely to trust what is mentioned in the title of the headline that restrict the author's creative freedom as well (Reah, 2002). The public gives headlines more importance than real news stories because they reveal social, cultural, and national representations. Because of particular language characteristics that make them exceptional and powerful, their impact on readers is probably going to be stronger. A greater number of earlier studies have suggested that the media is biased and manipulative, and certain viewpoints cast doubt on the media's objectivity and lack of manipulation. First of all, the media is free to choose whatever news story it wants to publish and has the authority to include or remove any voices it finds objectionable. Second, media projects or backgrounds reality and truth by employing language devices in a specific way. Additionally, it contributes to the slanted creation of news discourse (Bowel & Borden, 2000). Politicians and political parties are the dominant social classes with personal agendas of their own and vested interests in constructing a discourse that systematically shapes the perceptions of members of particular social groups. Therefore, the study's goal is to identify the ideologies that are entrenched in media discourses that are opaque and structured, particularly in Pakistan's print media. The study's focus remained on political discourse that uses discursive techniques found in Pakistani English newspapers. Renowned critical linguist, Van Dijk contends that discursive techniques influence the local semantics of speech and writing, including the political discourse that is prominent in the United States (Van Dijk 1991, 1993c). A stronger social bond with politicians encourages the discourse producer to employ text-production and text-consumption related discursive practices. According to Philips and Jorgenson (2002), the fundamental aspect of discursive practices (Mehmood, 2022) is still how the dominant discourses and genres from the past help writers create their texts and how readers apply those discourses and genres when consuming and interpreting them. It is important to remember that discourse and social structure have a two-way dialectical relationship (Richardson, 2007). According to Bourdieu, it is essential to bring up the issue of legitimacy so that the general public is aware of the goals of the text creators (Bourdieu et al. 2008). A large number of current studies highlight the manipulative nature of discourses and

demonstrate that discourse producers incorporate political ideologies in a single text. (Apfelbaum, 2002; Douglas, 2009; Partington, 2003). In the same way, the politicians do the same thing to get dominance over the competing discourses and media help them achieving their goals (Bayram, 2010; Bwenge, 2009; Ilie, 2010; Lauerbach, 2006; Qaiwer, 2016; Skendery, 2014; Zhong, 2014). Andrea Mayr (2008) presents her theory that the discourses of the certain people related to some organizations are the means by which their politics and power are carried out. While there is a perception that journalists take pride in covering important political and social events objectively and fairly, it is also true that these organizations work hard to maintain their credibility. However, this is also a fact that most of the journalists and media houses have their particular agenda which they embed in the headlines of English newspapers (Rashid, 2023). They have their political affiliations, or work under the pressure of some state actors. This is the reason language of the English newspapers is the focus of the researchers to investigate the strategies they use to fulfil their vested interests.

Materials and Methods

The current study is qualitative conducted to investigate the phenomenon of 'political marches' represented in the selected headlines of Pakistani English newspapers. Using the Archival Method of data gathering, the data was collected from The Nation, The News International and DAWN. Using simple random sampling technique, the headlines were chosen in order to examine the skewed way Pakistani media constructs political reality during the political marches. In this regard, Fairclough's (1989) three-dimensional model of Critical Discourse analysis was used to analyze the data The description stage is the first step, where the structure of the text's features is examined. The researcher's social realization of the discourse is included in the second step of interpretation, and the text is viewed at a broader social and cultural level in the third stage of explanation, which integrates the prior two processes to reconstruct the built reality. The most important goal is to expose the fabricated, methodical, and opaque reality that permeates media discourse.

Results and Discussion

The headlines selected from The News International, DAWN and The Nation have been analyzed by using Fairclough's (1989) three-dimensional model which is the most appropriate model for analysis when the purpose of the study is to expose the hidden agendas of the media houses, and journalists which they exercise in a systematic manner that general readership is unable to trace the vested interested they embed in the newspaper text particularly during the formation of news headlines. For this purpose, Fairclough's (1989) model has been used in the way that at first stage, that is 'description stage', the researchers have identified metaphors, metonymies, modals, nominalization and other linguistic choices used in a particular way. Secondly, there is interpretation stage which allows researchers to apply their socio-cultural understanding, and at the third stage (explanation), the phenomenon has been discussed in larger socio-political perspective by connecting three stages together to build a unified whole the meaning from the available linguistic environment of the individual headline.

PTI March: is peace real objective of Imran Khan?

The headline is frequently given an interrogative status that supports a presumption by using a question-raising strategy. The headline under examination uses the same type of construction. This kind of writing raises questions about the PTI leader's motivations for starting the peace march and leaves it up to the reader to respond. The term "real objective" is employed in a critical manner, suggesting and directing the reader's thoughts in the intended manner. Using the phrase 'PTI March' instead of the more neutral "Public Protection March" indicates the discourse producer's subjective choice of the phrase. However, it is evident that the march is led by a political party, and nearly all readers are

aware that political parties have their own political agendas. Therefore, the reader has first been stimulated by a party's political concerns regarding the long march issue, and this has been extended by highlighting through questioning that the march really has political objectives rather than a peaceful goal. As a result, the carefully constructed interpretation is that Imran Khan, the leader of the PTI, is misleading the public, the country, and the world about his peace goal. It is implied that if true peace is the march's goal, then each individual must make the decision to participate. However, the reader is now aware of how serious Imran Khan, the leader of the PTI, is about his ambitions. Readers have been made aware of Imran Khan's personal political goals, which has heightened their emotional response to the idea of abstaining from a lighthearted and partially political protest against drone strikes in Pakistani tribal areas. Dawn is viewed by this type of discourse construction as a newspaper that supports the existing quo.

What makes MQM review joining Qadri's long march

Setting the scene for the headline's intertextuality: the word "review" refers to an event in which MQM demonstrated their resolve to join Qadri's long march; the headline's interrogative style—which omits the question mark—indicates their surprise at the circumstances that forced them to reconsider their choice. The news media frequently employs this strategy to instill specific ideas in the brains of their audience. Each reader can formulate his own idea in response to the question. The use of phrase, "What makes" motivates readers to make assumptions about MQM when it is employed as a metonymy, directing the focus from the relevant party head or heads to the party as a whole. The word "review" serves as a euphemism; in reality, keeping one's word is a noble human quality that is not well received by members of the community when it is broken.

However, in the current scenario, the entire party has been accused of breaking its vow, rather than pointing to just a single person or a few people. Conversely, MQM's unfavorable reputation has been emphasized. "Qadari" without a political or religious title denotes that he is starting the long march by himself, without the assistance of any other political partners—even those who have made up their minds to back him up are undecided whether to do something or not to do so. The word choice "Qadri's long march" further suggests that the march is exclusive to Qadri and not intended for other people or political groups. This discursive construction establishes a perception of MQM as an unreliable friend in challenging conditions. The march has been referred to as "Qadri's long march," however it is not his march because thousands or even hundreds of people are expected to participate. Furthermore, every march is a public event organized to safeguard public, occasionally even national, interests. But it is hinted that Qadri started the march to achieve his own goals, which is why it is not open to the public.

It is assumed that MQM as a political party has a higher chance of retreating due to its frequent use of blackmailing tactics against the PPP, the other party in the partnership. Qadri has been perceived as having less authority, and MQM would never participate in his march in this state. The readership has been invited to guess about the possibility of the reluctant MQM joining Pakistan Awami Tehreek, a party prepared to begin a march under the leadership of Allama Tahir-ul-Qadri. Thus, unfavorable associations are purposefully stoked to control the public. The pattern indicates that "The Nation" is not in favor of either party using MQM's identity as a fair-weather friend and Qadri's self-centeredness.

As power polysemy riots spread, experts warn of worst outages

The country's current power issue has been taken into consideration when writing the headline. It is also noteworthy fact to note that the current prime minister, Raja Pervaiz Ashraf, was once the water and electricity minister and was disparaged by the term "Raja Rental," which was used to refer to him negatively. Additionally, the lead paragraph indicates that current Water and Power Minister Ahmed Mukhtar holds the Prime Minister

accountable for the current power problem; nevertheless, it is noteworthy that he is not included in the headline. Nonetheless, we discover a cause-and-effect connection between the two phrases. In reference to the time period, the starting word "as" emphasizes a condition or cause, but the noun "power" has multiple meanings. While power is sometimes used to imply to "a force," it is also used to describe load-shedding demonstrations, which serve to reinforce the impression of an anticipated event. Furthermore, the use of the metaphorical use of the word "spread" heightens the terrifying scenario in which the protests spiral out of control.

Consequently, a terrifying and dangerous cause has been identified. The effect is discussed in the second clause, where the word "experts" is used in plural to refer to an ambiguous source whose warning is manifested in the shape of widespread sensations of shock and rage. Because the authorities are blaming one another in the lead text, the headline indirectly addresses the authorities by emphasizing how dire the situation is and how urgently it needs to be resolved. It also instructs the authorities to close any gaps in power theft and resolve the matter before it spirals out of control. The terrifying and dangerous state of affairs in the near future has been denoted by the superlative degree of the adjective "worst" and the phrase "outages." Furthermore, it is assumed that people are already on the streets, and if there were any more outages, things would get out of control. As a result, the media's main goal is to subdue the irate crowd rather than advocating for the public's legal right to get energy. Thus, the analysis demonstrates that Pakistani media is biased and serves the interests of the powerful people rather than emphasizing reality when shaping political discourse.

PTI accuses govt. of impeding peace march

The headline's straightforward declarative grammatical form implies that there are certain limitations on the peace march's route, but PTI accuses the government of being to blame. Due to their non-human status and inability to accuse or be blamed of anything, the subject PTI and the object "govt." both operate as metonymies. In actuality, it is the duty of every government to provide public safety and security, particularly for those taking part in peace marches. Rather, when it comes to a march to South Waziristan Agency under potential Taliban threats, the administration never permits any political party to go to such hazardous locations where no one's life is guaranteed. The verb "accuses" draws attention to the scene's overall unfavorable portrayal, which might be employed in another way, for instance, "says" or "requests." Deliberation in the usage of "accuses" is therefore intended to highlight PTI's insignificance on the matter.

In the face of a grave threat from the Taliban, it is attempting to play a heroic role without the assistance of government-provided safety measures. The term "impeding" highlights the fact that the government is trying to prevent PTI from moving to South Waziristan Agency because it dislikes the party's growing popularity. The headline could have been written to emphasize the significance of the peace march, draw attention from the international community, or show gratitude to PTI, but it only serves to demonstrate the newspaper's preference for maintaining the status quo and its particular agenda of swaying public opinion in the desired direction. In addition, as was already established, a peace march serves as metonymy and is a non-physical entity independent of the participants. Stated otherwise, the background of the statement's real speaker or speakers has been provided. Accordingly, the study shows that this headline uses three metonymies: PTI, a non-physical entity (metonymy), makes accusations against the government and the Peace March, two other non-physical entities (metonymy). By providing background information to the agency, the readership has been denied access to the real story.

PTI denied permission for Waziristan rally

The verb "denied," which is in the second form, is used in the headline above, in contrast to other headlines that often use the first form of the verb. Such a contentious verb choice that draws attention to two possibilities clearly misleads the reader about the circumstances. In the event that it is interpreted, for instance, as active voice form, PTI, which was employed as metonymy and denied permission, bears the burden of probability. Using another way, PTI is so strong and autonomous that it doesn't need permission to enter the region it has set out for itself. As a result, it has refused to accept any type of authorization or exercise its constitutional freedom to travel freely within the nation without any legal restriction. However, context determines the syntactic structure in passive voice form which is like this:

- PTI was denied or
- PTI has been denied or
- PTI is denied

In this sense, the agency lacks clarity; PTI has been refused permission, but the title makes no mention of the person who took away its rights. A less powerful person or group asks a more powerful person or group for permission. Thus, in this instance, curiosity subtly draws attention to South Waziristan as a dangerous location where rally participants' lives are in danger. They are hence not allowed to go there. For a long time, South Waziristan has been threatened by drone operations that killed innocent civilians. Of course, some militants have also perished, but they are rare in number.

PTI made an effort to speak out against drone strikes by the US-led coalition that is battling Taliban in Afghanistan. It is assumed that South Waziristan's request for authorization was denied due to the risk to human life. America has been pressuring the Pakistani government to begin an army operation in this agency for the past few years. The removal of militants who pose a serious threat to their interests in Afghanistan was the driving force for the pressure. However, the army action could not be started because of numerous obstacles. However, US drone strikes persisted, robbing innocent victims of their lives who had no connection to terrorists. PTI organized a peace march in response to this worry in order to draw attention to the cruelty of allied forces in Afghanistan.

Outages in Punjab result of vindictive attitude: Shahbaz

Pakistan, a nation endowed with hydropower, can produce cheaper electricity to suit the needs of its citizens who have been experiencing a severe power outage for an extended period of time. Not only do the general people experience numerous hours of load shedding every day, but the majority of factories close due to an absence of electricity. Rather than starting collaborative efforts to address the problem, the politicians are engaged in personal attacks on one another. The similar stance of the speaker, Punjabi Chief Minister Mian Shahbaz Sharif, is reflected in this headline. The use of the proper word "Punjab," which draws attention to the issues of Pakistanis and appeals to their sympathy in order to elicit "in group feelings" against the federal government, is extremely ideological.

In the headline, the province's name serves as a metonym. It is noteworthy that Pakistan Muslim League Nawaz governs the aforementioned province, which has a large population, while the Pakistan Peoples Party serves as the federal government in the country's capital. Politicians in Pakistan frequently use this strategy to incite regional feelings among the populace against rival governments or political parties in order to forward their own agendas. Similarly, protests in Punjab have been connected to the national government's unfair policies. The inclusion of negative, "them" in the approach implies that "we" (PML-N) have a positive attitude toward issues of public interest, which is indicative of the media's ideological concerns. It is unclear if it is the Punjab government's duty to resolve the problem. The headline systematically creates a negative picture of the national government and a positive image of the chief minister by empowering the "outages

in Punjab." Punjabi people's physical activity is associated with the abstract idea of "vindictive attitude."

Only MQM on the scene back Minhajul Quran show

The adjective "only" appears at the beginning of the headline, eliminating all other parties from the scene but highlighting MQM. Using otherwise, when one entity is empowered, the existence of any other potential individual, group, or party is negated, creating a favorable impression of the current one. Because the metonymy "MQM," which is a non-physical entity, has been depicted as an individual, the phrase "on the scene" is metaphorical. In actuality, anything that is physical can manifest itself in a scenario. The word "back" in the headline stands for backing for the Minhajul Quran. Another metonymy in the headline is "Minhajul Quran," and the word "show" is used metaphorically to imply that the stated party is only interested in entertaining the public and projecting their own image.

Additionally, only MQM is prepared to participate in this show; the other parties are not. As a result, neither party is concerned about the major concerns; instead, they are focused on the minor ones. The religious organization Minhajul Quran is led by renowned scholar Allama Dr. Tahirul Qadri, who gets benefits from having dual citizenship with Pakistan and Canada. According to Dr. Tahirul Qadri, the aforementioned party does not support the current electoral system in Pakistan since it only supports wealthy and dishonest candidates, who are unable to improve the lives of the populace. The headline under examination relates to his declaration that he will lead a political campaign against the corrupt system in order to bring about change in Pakistani citizens' lives.

Nevertheless, Minhaj lacks electable political candidates and public favorability. All political factions in Pakistan, however, concur that the system has flaws. Because no other party is perceived to be supporting Minhajul Quran, the media's labeling their effort as a "show" is not justified, implying that there is no real threat to the Zardari government. This is an attempt to cast Minhajul Quran's power and seriousness in context and draw attention to its concerns as a lighthearted party that seeks to overthrow the established political order in an effort to bring about change that amounts to little more than a "show" to assemble supporters, amuse them, and end the campaign. Furthermore, only MQM, which is restricted to Sindh, appears to be supporting Minhaj.

Elders say PTI march was historic

News producers frequently add and remove specific vocabulary words from headlines to give their stories a meaning of their own. The headline above has been created with the same concern in mind. The phrase "elders" in the headline's opening refers to the social leaders of the Pakistani society, who are revered and honored no matter what is the reason. Actually, these elders are not individuals who have been identified; rather, they are known as "tribal elders" and they are the representatives of a certain area known as "tribal areas," where the Jirga system is deeply ingrained in the sociopolitical structure of a specific Pakistani belt.

Thus, in an attempt to strengthen their voice as a recognized, respected, and authentic voice and increasing the frequency of the desired fact that the PTI march is historic, the assertion of "tribal leaders" has been discursively employed. The media uses the verb "say" in reference to seniors as a way to assure their objectivity while constructing a certain meaning on the topic that is the subject of a particular headline means something else. "PTI" is a metonymic term that, in addition to changing the focus of the march from the demonstrators to a political party, substitutes the peace march with the PTI march. The verb "was" identifies the march event synchronistically, implying that it was a historic occasion. We are aware that Imran Khan, the chairman of Tehreek-e-Insaf, organized the peace march

that was later replaced with the PTI march in the headline in order to defend the human rights of the tribal people. Furthermore, it is a fact that the peace marchers demonstrated their resolve and commitment to express their solidarity with the innocent tribal people who have been killed by US drone strikes, in spite of the various tactics used to intimidate the rally participants, the rumors of suicide bombings targeting the rally, the distribution of phony pamphlets, and other means of threats and warnings. Nevertheless, the march has been given the name PTI march despite the fact that participants approached the peace marchers and demonstrated sympathy with the area's defenseless and innocent women, children, and elderly people. As a result, a political party has been given purposeful credit for its historic march.

Access to South Waziristan blocked

PTI march halts for night

The headline exposes the scheming and retaliatory behavior of government officials toward Imran Khan, the leader of the Pakistan Tehreek-e-Insaf, and his allies from the West, who were prevented from traveling to South Waziristan Agency for a peace demonstration. Because the word "PTI" is used to refer to a non-human entity and is performed by human beings, it serves as a metonymy in the noun phrase "PTI march." Using another way, the march has been dubbed a political party march rather than a gathering of individuals protesting the horrible drone strikes on the defenseless people living in Pakistan's tribal region. An effort has been made to give Pakistan Tehreek-e-Insaf credit in this manner. Furthermore, the organization in charge who called off the march has been removed from the headline. The forces responsible for the process of halting should have been highlighted in the title because the march served as a symbol of the just voice of tribal miseries, gaining the sympathy of the international community and bringing about a remedy for the people living in the severely impacted area. As a result, it is important to identify the person, organization, or party responsible for disabling this peaceful demonstration. Doing so will enable the government to put more pressure on American and allied authorities to halt drone attacks, which have killed hundreds of local women, children, adults, and senior citizens without their involvement in any terrorist activity.

The adjectival word "for night" adds meaning to the verb "halts," which is used to indicate a brief halting. As a result, the PTI leadership's strong will to press on to the most perilous region of the tribal belt is assumed. The administration initially expressed its desire to give the marchers complete security so they could reach the South Waziristan Agency, but all of a sudden, it changed its tone by threatening to have suicide bombers strike the peace gathering. The PTI leadership has been told to abandon their original intention to march to the agency and to stay in Tanak. As a recently formed political party in Pakistan, Pakistan Tehreek-e-Insaf is seen as a symbol of change and a voice against the country's feudal structure and status quo.

Protests continue as intensity of outages multiplies

In order to draw attention to the event, the headline starts with nominalization, using the noun "protests" as a verb. It is noteworthy fact that the incident has received attention without revealing the reason behind the outages. The word "protests" in plural form is striking and draws readers in, getting their interest in learning more about its causes. Furthermore, the aforementioned plural word reflects some injustice or infringement against the rights of the people who take the initiative in such an activity. In other words, people stage protests to express their outrage at negative events and to get their demands met, mostly from the relevant authorities. The use of the verb "continue" denotes the forward motion of the action and the gravity of the unresolved or unlisted issue. Every person in the nation is aware of the enormous load shedding caused by abnormally extended hours, which is terrifying the public to an extreme degree. The headline, however,

provides background information on the protests, enticing visitors to read the lead paragraph and learn more about the situation.

Additionally, the term "as" is utilized as a likely conditional that specifies the context in which the outages multiply and how they lead to the protests continuing. It is important to recognize that the lack of agency gives the discourse producer the ability to have a specific impact on the topic. It is assumed that the likelihood of protests continuing will increase with the number of outages. In other words, the protests will continue until the load shedding issue is resolved. The subjective selection of linguistic elements such as "intensity" and "multiplies" includes demonstration scenarios that demonstrate an increase in the number of demonstrators. The terrible problem of load shedding, which has disrupted everyone's life in the nation, is a contributing factor to the protests. Thousands of people at electricity-dependent "factories" experienced the unfortunate fate of losing their jobs as a result of production and manufacturing issues caused by the government's lack of seriousness towards the issue.

Imran vows march on capital if SC harmed

The headline is explained in relation to the ongoing conflict between the judiciary and the legislative over a number of matters, most notably the NRO case. PPP hardliners suggest Asif Ali Zardari to the Supreme Court for a harsh stance in response to the anticipated disqualification of Raja Pervaiz Ashraf, another prime minister. The word "capital" is a metonymy, a symbol of political authority that is ruled over by elected public representatives, whereas the preposition "on" serves as a metaphor. The "march on capital" so conveys the sense that the government's center of power is under threat. The conditional phrase "If SC harmed" is contingent on the result clause "march on capital." "Harmed" is a metaphor, while "SC" is a metonymy. Hence, "SC" is now shown as a living thing that is susceptible to injury, but the agency from the headline is left out. We are aware that the agency in question is the Pakistan Peoples Party government, which is at odds with the Supreme Court. Conditional clauses are typically employed by strong people, organizations, or parties and serve as a deterrent to adversaries or rivals. Because they are the embodiment of justice and have a good connotation in metonymic expression, courts are revered worldwide.

It goes without saying that people who start campaigns or engage in conflicts with the legal system are enemies of justice, and any harm done to them is referred to as harm to justice. Conversely, those people, organizations, and parties that support the Supreme Court will really be viewed as advocates for justice (Mehmood, 2019). Ultimately, Imran, the speaker, aligns himself with the judiciary, and his symbolic march towards the capital guarantees his support for justice. Discourse producer thus tried to portray Imran as a justice icon. Ultimately, Imran, the speaker, aligns himself with the judiciary, and his symbolic march towards the capital guarantees his support for justice. Discourse producer thus tried to portray Imran as a justice icon.

Nawaz warns against delay in Baluchistan peace

The headline is different from the previous headlines because it is filled with information that highlights the seriousness of the situation in Baluchistan and the need for it to be handled because of the Baloch people's resentment over the assassination of Akbar Bugti. According to the headline above, Baluchistan needs peace and any delay could have a negative impact on the province. On the subject position of the headline, Nawaz is represented as an individual, not as the party leader. The word "warns" carries particular connotations; it refers to both an action that needs to be taken and the repercussions of ignoring it. The recipient is not identified in the headline, so it is unclear to whom the warning is sent. However, the argument is made that the problem needs to be resolved in order to guarantee provincial peace. Furthermore, the agency that is responsible for this

delay is once again not identified in the warning, which is directed against the delay. The context is revealed in the lead paragraph, which is connected to Talal Bugti's assertion that the province is in a state of war, using the term "war" as a metaphor to emphasize his view. In a similar vein, the context makes clear that both parties support an electoral partnership. This indicates that the happiness of Talal Bugti, the head of the Jamhuri Watan Party, is a prerequisite for peace in Baluchistan; nevertheless, it should be noted that Bugti does not speak for the entire Baloch community, as each has their own tribal chief. The reference is to the current dictator, Pervaiz Musharraf, who is the opponent of both parties and is accused of killing the elderly Baloch leader. The delay is referred to another text known as "intertextuality," which emphasizes the need to prosecute the offender. Baluchistan is a metonymic phrase; the people who oppose the federation are armed and engaged in combat with law enforcement agencies while the general populace shows little interest in the matter. The news organization supports the political partnership between the PML-N and the Jamhuri Watan Party, viewing it as a representation of harmony in Baluchistan.

Minhaj women out for change

The subject of the headline, "Minhaj women," refers to traditional gender roles that they follow in accordance with their spiritual leader's holy teachings. This particular arrangement serves to convey a certain connotation to the readers. A prominent scholar and leader of his religio-political organization, Awami Tehreek, Dr. Tahir-ul Qadri, is in charge of the religious institution Minhaj. The women have been identified by the text producer due to their religious affiliation. The woman's identity continues to have multiple meanings for different people because a person's identity is frequently linked to his/her socio-political or socio-religious standing. African women are perceived as uneducated and uncultured, whereas American women are perceived as sophisticated and well educated.

Similarly, Afghani women are perceived as adhering closely to the Islamic idea of veil 'purda', which prohibits women from exposing their faces or engaging in conversation with men outside of their immediate family members such as husbands, fathers, brothers, grandparents, and so on. However, some individuals of a religious bent view the former women—for example, American women—as morally reprehensible and ultra-modern. In other words, because women are typically associated with a certain institution, the women listed in the headline would be viewed differently by different people based on their prior knowledge. The same headline can say something like this:

Women out for change

Because women are perceived as belonging to a lower social class in Pakistan, it is likely that this proposal was seen by readers as a revolutionary move to gain their rights from men. As a result, it would have been construed and generalized to include all women in the nation. Rather, "Minhaj women" are assumed to be ordinary pious women who like to confine themselves to a set area of their homes; it is remarkable that they are now outside, which is a shift in and of itself. Actually, they are on a campaign to publicize the coming of their dual-national leader from Canada and Pakistan in Pakistan. In addition, he wants to see changes made in the nation. But the word "change" has been employed in an unclear way that does not specify the type of change—whether it is against unemployment, corruption, load shedding, or something else entirely. The text highlights the importance of "out" and "change" for "Minhaj women." Without a question, women make up about half of the population and are an integral component of society. Without their active involvement, changes to the current system are impossible. Actually, "Minhaj women" are a minority and do not speak for the majority of Pakistani women. We discover that, unlike some other headlines in our corpus, the headline above does not make advantage of intertextuality. To put it another way, it may have been used if Imran Khan had been striving for change and the goal was to support the Minhaj women's actions. As a result, it is evident that Minhaj

women's effort has been presented as disparaging and separated from Imran's and portrayed as negatively that it has no serious purpose to serve.

Malik claims Punjab Police took part in Friday's protest

The incident that occurred during the protest against the US anti-Islamic video, which sparked turmoil and disorder across the nation and resulted in some police personnel being injured, is referenced in the headline. The interior minister, Rehman Malik, is listed in the headline with his family name rather than his official title. The verb "claims" is referred to him in this uncommon instance of a headline beginning with the speaker's reference from our corpus; typically, this intertextual reference appears at the conclusion of other headlines. Additionally, it is a standard practice in print media to start the headline with the most favorable vocabulary words, a tactic that is then repeated in reverse.

Stated differently, the focus has been placed on "Malik claims," indicating that they represent the official's personal assertion. Punjab Police is a metonymic term meaning that, notwithstanding the nomination of a few specific officers, the entire department has been included. Furthermore, it is particularly significant to note Punjab police's role in Friday's protests in the headline. An important aspect of the aforementioned police protest engagement is that it is directed towards the Punjab government, which is led by Mian Shahbaz Sharif as chief minister. This headline indicates the usage of simple past tense, which is a purposefully heightened impression of the synchronization of the incident in a particular point in time that remains as history today, in contrast to many other headlines from our corpus that are organized with simple present tense. Similar to this, "Friday's protest" refers to the temporal recording of an event that took place in Islamabad, when the demonstrators were given a platform by the government to peacefully organize their protest on Friday, which is a Muslim holy day. Stated differently, the allusion to temporal and spatial relevance emphasizes the fact that religious holidays and professional work constraints have no bearing on Punjab police or, indirectly, Punjab government, particularly to the chief minister who is the executive head of the province.

It is a fact, though, that the central government itself had declared its support for the protests on Yaum-e-Ishaq-e-Rasool's (PBUH) evening. Protest thus received legal coverage. It is an odd practice, although, that during protests in Pakistan, the demonstrators nearly invariably become upset and cause harm to their own national property. Naturally, when law enforcement agencies carry out an action against a breach of this kind, demonstrators voice their ire at them.

Therefore, the current violence doesn't seem to indicate any involvement from the Punjab Police, especially in light of the normal customs of religious protests in Pakistan and the government's statement of support and a platform for the protests. But the comment made by the interior minister who is well-known for making misleading claim was referenced in the headline. Despite this, the media has covered him and legitimately given him credibility for his absurd and inconsistent statements.

Conclusion

With reference to the research questions and the fundamental presumptions of the selected phenomenon, the study highlights the findings about the manipulative role of Pakistani print media in creating political discourse to influence public opinion, particularly before the general elections. The study has validated and addressed the fundamental inquiries in this regard. The examination of headlines demonstrates how the media shapes reality to suit its own agenda. Its function as a realistic representation is not fulfilled. For instance, in certain circumstances, print media serves as a guide for politicians, offering guidance on how to dissolve issues and individuals of similar or dissimilar ideologies. It also consciously works to sway public opinion in favor of these political marches. It has been

discovered that the media employs a variety of discursive linguistic strategies, including metonymic phrases, metaphors, lexical choices, and intertextuality to build particular discourse. In other words, media elevates the projected fact by using language from other domains to embed reality in the direction of the desired concerns. It is actually the duty of the media to draw attention of the political parties to the policies and programs of public interest that pertain to the welfare and prosperity of the populace as well as the nation's progress, peace and development. Nevertheless, the media presents these parties' divisions and desertion in a very methodical way. As a result, the media tries to sway public opinion in favor of particular political parties rather than carrying out its basic duty of disseminating accurate facts.

References

- Apfelbaum, B. (2002). Constructing identities in language learning MOOs. *Us and Others: Social Identities Across Languages, Discourses and Cultures*, 98, 111. John Benjamins Publishing Company.
- Bayram, F. (2010). Ideology and political discourse: A critical discourse analysis of Erdogan's political speech. *Arecls*, 7(1), 23-40.
- Bourdieu, (2008). *Language and the Media*, pp. 55-77. London: Polity Press. DOI:[10.1057/9780230283053_5](https://doi.org/10.1057/9780230283053_5)
- Bowel and Borden (2000). In Nita Prateepchaikul. 2010. *Headline Writing Techniques in General News Articles. Master's thesis*, Srinakharinwirot University, Bangkok, Thailand.
- Bwenge, C. (2009). Linguistic identity (re) construction in electoral politics: The case of 2005 Tanzanian parliamentary campaigns. In *Selected proceedings of the 39th annual conference on African linguistics* (pp. 166-178).
- Conboy, M. (2013). *The language of the news*. Englang, UK: Routledge. School of Language and Communication National Institute of Development Administration.
- Cotter, C. (2001). *Discourse and media*, in D. Schiffrin et al. (eds.) *The Handbook of Discourse Analysis*, pp. 416-36. Oxford: Blackwell.
- Douglas, F. (2009). *Scottish newspapers, language and identity*. Edinburgh University Press.
- Duanprakhon, P. (2012). *Critical Discourse Analysis of News Headlines: A Case of Youth Crime in Thailand*.
- Fairclough, N. (1989). *Language and power*. London and New York: Longman Group UK.
- Ilie, C. (2010). *Identity co-construction in parliamentary discourse practices. European parliaments under scrutiny: Discourse strategies and interaction practices*, 57-78.
- Javed, S. and Mahmood, R. (2011). A Critical Discourse Analysis of The News Headlines of Budget of Pakistan. *Interdisciplinary Journal of Contemporary Research in Business*, 3(5).
- Lauerbach, G. (2006). Discourse representation in political interviews: The construction of identities and relations through voicing and ventriloquizing. *Journal of Pragmatics*, 38(2), 196-215.
- Mayr, A. (2008). *Language and Power: An Introduction to Institutional Discourse*. London Continuum. *Journal of Language and Politics*, 12(1), 147-151.
- Mehmood, A., Bashir, T., Khan, K. F. H., & Ali, S. (2019). Power Struggle Between Supreme Court and the Government: Ideological Role of Pakistani Print Media in Representation of Swiss Letter Issue. *International Journal of English Linguistics*, 9(4), 163-177. doi:[10.5539/ijel.v9n4p163](https://doi.org/10.5539/ijel.v9n4p163)
- Mehmood, A., Mushtaq, M., & Azad, S. (2022). Abrogation of Act 370 and 35A: Diverse Realities Represented in Pakistani, Indian and International Media Discourse. *Pakistan Journal of Social Research*, 4 (2), 1127-1135. <https://doi.org/10.52567/pjsr.v4i2.607>

- Partington, A. (2003). *The linguistics of political argument: The spin-doctor and the wolf-pack at the White House*. Routledge.
- Phillips, L., & Jørgensen, M. W. (2002) *Discourse Analysis as Theory and Method*. London, UK: Sage Publications.
- Qaiwer, S. N. (2016). *A study of identity construction in political discourse* (Doctoral dissertation, University of Nottingham).
- Rashid S., & Mehmood, A., & Khurshid, k. (2023). Representation of Power Struggle between Supreme Court and Government on Panama Leaks Case in the Headline Discourse of Pakistani English Newspapers. *Pakistan Languages and Humanities Review*, 7 (1), 226-237.
- Reah, D. (2002). *The Language of Newspapers*. 2nd ed. London: Routledge
- Riaz, S. (2008). The Relationship between the Public and Print Media Agendas on National Issues in Pakistan (A Study of the Agenda Setting Role of Print Media in Pakistan).
- Richardson, J. E. (2007). *Analysing Newspapers: An Approach from Critical Discourse Analysis*. New York: Palgrave Macmillan
- Skënderi, E. (2014). *We the Balkanians: A critical discourse analysis of the political discourse*. Unpublished master's thesis). University of Bergen, Norway.
- van Dijk, T. A (1991). *Racism and the Press*. London:Routledge.
- van Dijk, T. A. (1993c), 'Discourse, Power and Access', in C.R. Caldas (ed.) *Studies in Critical Discourse Analysis*. London: Routledge