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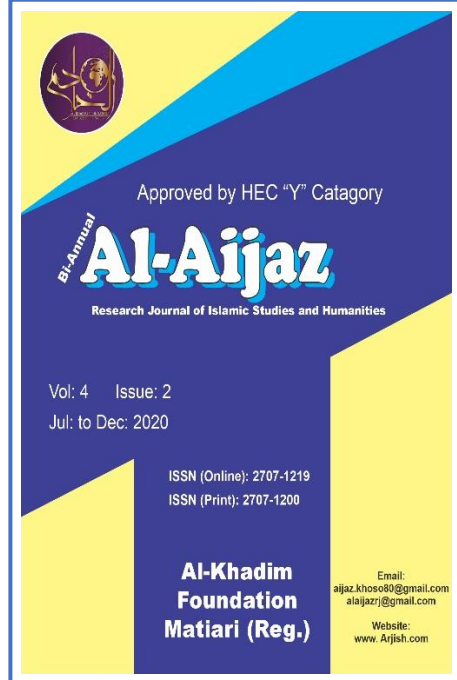
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TOPIC:

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Critical Discourse Analysis of Linguistic Items Projected in Pakistani Urdu Newspapers regarding America, West and Islam: A Post 9/11 Study

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Abstract

This work critically analyzes the linguistic items projected in Pakistani Urdu newspapers regarding America, West and Islam after September 11. Data for this research was collected from the three leading Pakistani Urdu newspapers i.e. Daily Jang, Daily Express and Daily Nawa-i-Waqt. Results are generated while applying CDA model projected by Fairclough (1989, 1995) & Dijk (1985) as models, with respect to vocabulary items and newspapers' ideologies. It was showcased from the data that Nawa-i-Waqt, fanatically employed linguistic items i.e. selected lexical items and literary figures to influence the opinion of its readers regarding the three-part issues. On the contrary, the Daily Jang and the Daily Express showed discernment regarding America and West in their reporting during the said era. Yet the coverage of these two prominent newspapers alleviated the image of Islam inside and outside the country to their bounds.

Keywords: CDA, Ideology, Linguistic Items, America, West, Islam, September 11

1. Introduction

According to Kaplan (1990) in recent times, most of the linguists have the tendency to shift their interest in discourse from the conventional linguistic construction of texts to how these chunks of speech shape our social or communal events. The comprehension and knowledge of grammatical rules, phonetics and phonology, morphology, syntax and semantics of the constructed text never predictably make up clear understanding of the text. On the other hand the speechmaking or rhetoric frame, the logic, cohesion and coherence and the pragmatic view of the world that the writer and the reader bring to the text are uniformly important. Fowler (1979) extends the previous view and asserts that language, consequently, is no more observed and noticed as merely replicating our reality of discourse, but as the major point in producing reality of social circumstances. The utterances we produce cannot always be objective and neutral, but these words bear so much power that reveals and secure the interests of those who speak or write. Politicians, intellectuals, government, courts and newspapers editors, perform a significant part in defining critical matters in the community and they put the bars about what to talk, how to talk and when to talk (Tator & Henry, 2002). In Pakistan, both English and Urdu newspapers are mainly recognized in leading and opening of conversation freely on the

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important local and international matters by picking on declarations and actions of well-known public figures including politicians, events around the masses and revealing them to their Urdu-English readership. Newspapers play a very important role in the modern era. The most vocal and powerful channel of public opinion is newspapers. Fowler (1979) argued that newspapers provide a most dependable medium for the propagation of ideas, beliefs, values theories, propositions and ideologies. Ideas and views are disseminated through the process of criticism and counter criticism. Maturity of the masses, their beliefs and their perception to differentiate about right and wrong can be assessed and measured through the newspapers which are considered as the index of a nation. The mindset of the people, their historical backgrounds, values and customs, and their traditional practices i.e. ideologies can be portrayed and presented by the press. But, all these multiple traits or ideologies, however, can be traced out only when the discourse of a newspaper is dissected systematically, freely, and in an orderly manner.

In this research newspapers will be studied in the particular socio-political context of Pakistan. The sole purpose of this research is the deconstruction of the socio-political ideologies that are carried by discourses of leading Urdu newspapers of Pakistan. A particular language always expresses a particular ideology. Pakistan is a multilingual country that is why Pakistani newspapers are published in different languages. But vernacular newspapers are not as popular as Urdu (national language) newspapers. The readership of vernacular newspaper is almost negligible. After Urdu, English newspapers hold a large readership. But it is very strange and interesting to note that the way language is used to present the news in the headlines and the way it is used by the columnists to write articles is sometimes very contradictory even in Urdu newspapers. It is purely according to the expectations of the particular readership that is supposed to get hold of Urdu newspapers.

Newspaper associations do market research, and are well aware of the profile of their readership (Reah, 2001). This knowledge and awareness of readership makes the newspaper groups present the news in a particular and specific way, with certain ideological foundation to make them interesting and attractive for their readership. This kind of difference and distinction is clearly visible in the discussion of three prominent Urdu newspapers of Pakistan. Urdu being the national and mainstream language, attracts the masses when they are about to buy a newspaper. In Pakistan vernacular newspaper's readership is almost little. So, Urdu becomes the most effective and major tool to be used by newspaper groups for the ideology investment and hence attracting the readership.

In Pakistan assumed audience of English newspapers is the elite and highly educated people, so English newspapers do not seem to be as ideologically invested as Urdu newspapers. Ideologies, it seemed are more sentimentally cherished by the general populace of a nation though they are shaped by those who are in power or make up the ruling group. The class difference of Pakistani society can be measured effectively through a closer and keen observation of the discourses of even various Urdu newspapers of Pakistan. The discourse of some particular Urdu newspapers is very local, sentimental and colloquial. It always shows one side of the picture as all the columns, editorials and articles are written by Pakistani writers often. So, the discourses available to local population are limited, biased and full of national and prejudiced sentiments. On the other hand, a very limited

number of Urdu newspapers present balanced picture of the society at the same time and the core purpose of the study is to bifurcate between these two classes of newspapers.

2. Background of this Study

Luke (1997) viewed critical discourse analysis as a process, technique of analyzing chunks of discourse that discloses and reveals the mode by which discourses are projected in daily life for meaning, power relations and expansion of new knowledge. Spoken and writer words both carry power. Dijk (2003) follows the same line of thought with some addition and is emphatic on affirming that the core purpose of CDA is studying and investigating words and utterances to disclose the source of power abuse, dominance, bias, and inequality. Similarly, it also examines how these foundations are opened, maintained, altered, and reproduced within certain socio- political context. Aforementioned view is further enlarged and expanded by Fairclough (1992) as he stated that critical discourse analysis as the place of language in social relations of power and ideology, and how does language shape in the processes of social change, on the contrary Fairclough (2000) tends to broaden the scope of critical discourse analysis and identifies three main principles of CDA i.e. (a) class, gender, age, status, ethnicity (social structure) (b) culture: customarily acknowledged standards and norms of conduct in the social circumference; and (c) discourse i.e. the words we use in our spoken and written situations. The admitted purpose of CDA is to build a connection between the above mentioned three major principles. Our speech mirrors the communal norms and beliefs, i.e. things are uttered in consistency with the way they normally be spoken by us in the society and there are certain things which are not communicated in the society because the society has imposed certain restriction not to say them. Similarly, our individuality in the social structure is revealed through the way we feel, act and speak. A text is a documentation of communication occupies the presentation of ideas, facts, beliefs and the creation of identities of participants. It is created and shaped by socially – situated speakers. It is consequently more than words more words spoken or written on the leaves of books, but has such words are employed in the specific social context. Kaplan (1990) identifies the most recent domain of discourse to which critical discourse has been applied in its full extent is the media (especially print media) Fairclough (1995) considers newspapers the most vocal and powerful channel of public opinions. Every newspaper group in Pakistan has its own way to propagate its settled notions and these notions are named as ideologies and the ideologies always work in the circumference of language. According to Dijk (2004) language and ideologies are social events and activities and both are the medium of verbal communication and conversation used by the society, the later, apprehensively, the designs and actions used for attaining and exercising power in the community. The present linguistic study of textual and rhetoric critical discourse analysis of America, West and Islam depicted in Pakistani newspapers reveal the post 9/11 scenario which brings together the shared mechanisms of the two outlooks. Consequently, ideology is a discursive field, not only as it puts language in action but also the deed is contextualized. The exercise of linguistic constraint for understanding political discourse or language is a quite modern activity. Wilson (1990) views it as the initial inclusive manual written by any linguist on language and ideology. After that, linguists paid sufficient consideration to political language or discourse. Language is not a distinct uniform event at

all, but a complex incident of numerous different discourses. Each one is considerably dissimilar from all others. The ideology is disseminated through a particular type of discourse. It carries some unique features which differentiate it from other. For example, the choices of words, phrase, and sentence structure employed to convince the others. Fairclough (1987) extended the aforementioned view and proclaimed that language is repeatedly considered to be a device of manipulation i.e. a single event may be reported and manipulated in numerous ways, depending upon the ideology of the reporter. Lyons (1970) strengthened the later views and he argued that language actually is the system of verbal and graphic communication by which an individual shapes and presents arguments regarding any speech event and political argument is nothing else but ideology. In this component of research the researcher discussed what sorts of function the figures of speech give out in various parts of a text. Halliday (1978) offers three major functions of language i.e. ideational, interpersonal, and textual and he makes a suitable difference between these three functions of languages: (a) ideational function deals with the cognitive certainties of the text with its language and offer the perfect implications: (b) in interpersonal function of language, language functions as to shape and discuss social relations and identities within the communal group: (c) the textual function of language is to create a relevance to the context of the linguistic events. These three functions of language can be applied to metaphors by applying Hallidian function of language to a figure of speech Fairclough (1989;1995;1997) can be cited as he illustrated that metaphor can fairly support and facilitate to convey and develop ideology in general and political ideology in particular. This viewpoint is further strengthened by Lacoff (1980) and he stated that metaphors highlights specific aspects of our daily life experiences in the society and it may create realities for reader, speaker, writer and listener, especially socio-political realities. Sufficient knowledge of figurative language helps the readers of Urdu and English newspapers expedites the understanding of overt and covert meanings of language.

3. Hypothesis of the Study

Pakistani Urdu newspapers intentionally adopt certain ideological attitude regarding America, West and Islam in a particular mode, bearing in mind the sentimentalities and attitudes of Pakistani nation.

4. Problem Statement

This work is about the impact of furtive ideological discourses portrayed in the daily Urdu newspapers published in Pakistan. It is apparent that the discourse of Urdu newspapers is feasibly different due to the variation of ideologies adopted by these newspapers. This variation in the use of discourses usually occurred in the form of critical inconsistencies. Records of such types of features, limitations, and barriers direct and guide to disclose their clarifications which are mandatory for useful function of different discourses. In the current research, the researcher will concentrate on recognizing these complications, and determine their elucidations.

5. Research Methodology

Critical discourse analysis of text and rhetoric: America, West and Islam depicted in

Pakistani Urdu newspapers after 9/11, is a type of historical research. To showcase the covert ideologies of leading newspaper groups headline news published from 1st August 2008 to 31st January 2009 are critically analyzed. To make a comparison or contrast the headlines and rhetorical devices, the samples of 17 headlines randomly selected from three Urdu newspapers 'DailyJang', 'Daily Express' and 'Daily Nawa-i-Waqt' published from 1st August 2008 to 31st January 2009. With the help of CDA, Fairclough (1989, 1995) & Dijk (1985) as models it was premeditated to have a larger interpretation of connotations and denotations used in news and their ideologies lying under each section of collected data from the selected Urdu newspapers. The rationale of the research work is to examine the role of linguistic choices and rhetorical devices that are employed in Urdu newspapers to project ideologies regarding America and to explore the influence of ideological message by the way in which the pieces of news are projected in the Daily Jang, Daily Express and Daily Nawa-i-Waqt. Regarding America, West and Islam.

6. Research Questions

- i. What is the role of linguistic choices and rhetorical devices that are employed in Urdu newspapers to project political ideologies regarding America, West and Islam?
- ii. What is the significance of ideological message by the way in which the news is projected in the Daily Jang, Daily Express and Daily Nawa-i-Waqt?

7. Research Limitations

Critical discourse analysis of linguistic items used for America, West and Islam is a post 9/11 study of Pakistani Urdu newspapers. The imagination behind this analysis was that the ideologies of Pakistani Urdu Newspapers may be brought to light by surveillance, imagining, reading and systematized analysis as Dijk (1985) maintained that language manipulators intentionally or unintentionally proclaim their own ideologies by using the tool of language. CDA approach is employed to analyze three Urdu newspapers' choice of linguistic items and rhetorical devices used in local and international news of Daily Jang, Daily Express and Daily Nawa-i-Waqt from 1st August 2008 to 31st January 2009.

8. Use of Rhetorical Devices

8.1 Use of Implicatures

Paul Grice (1978) coined the term which refers to what is suggested in an utterance, even though it is not visible in the utterance. This is the device by which politicians succeed in convincing their audiences for the validity of their claims. The attention of the readers and listeners is invited by the implicatures to make certain guesses about the existence of the information not made overt in the discourse what is actually uttered. In simple words it is information that should be deduced.

8.1.1 The following statements contain imprimatur:



The integrity and sovereignty of the country will be defended at any cost: General Kiani.

(Daily Express: September 12, 2008)

It may imply that some foreign invasion is impending and like other needs of the country its defense is also inevitable and it will be reserved.



The war of American interests has set Pakistan near its division: Al-Qaida.

(Daily Express: October 05, 2008)

It may imply that Pakistani leadership is not fighting a war against terrorism but it is an American puppet that is busy in saving American interests which will result in its own loss. Although, this idea is not presented in the form of words, yet it can be deduced from the implicit meaning of the sentence.



Government is not oblivious from the country's defense needs: Prime Minister Gilani.

(Daily Jang: December 11, 2008).

It may imply that defense will be given preference and like other national and international needs, defense is also of much importance and those critics who usually criticize on defense expenditures, must feel the importance of defense in current situations.



Pakistan's State elements are involved in Bombay terrorist attacks: Mukarji.

(Daily Nawa -i- Waqt: December 20, 2008)

It may imply that apparently Pakistani army is engaged in war against terrorism, but there are some hidden elements in the army and in the government who help terrorists to launch an attack on other countries of the world secretly. Implicatures usually help to construct "commonsense" by corresponding the speaker's outlooks without spelling them out. Due to this it is difficult for the listeners to recognize and reject views communicated in this way. Implicatures can be projected to convince people to take something for granted which is in fact open to debate examples mentioned above show political language / discourse attempting to form ideology by using implicatures.

8.2 The Use of Pronouns and their Power

The technique politicians use while referring to themselves and their listeners is of much importance. The pronouns applied to the speaker / writer, to their commitment and to the listeners can be used to foreground or hide agency and liability, depending on what the politician is talking about (Orwell, 1946).

Occasionally, the second person (You, your, yourself) is made use of the writer or the politicians to offer an immediate sense that the readers and the audiences are addressed individually. Sometimes Pakistani politicians desire to propose that they are in attempt to convince their audiences with the plural/collective pronoun 'Us' to a point of view we before now agree with. Therefore, they employ first person singular and plural pronouns as 'we, our, us, and ourselves to offer a sense of collectivity (writer/reader and

speaker/listener). For example: Former Prime Minister of Pakistan, Mian Muhammad Nawaz Sharif Said:

ہم نے جو کام کیا ہے وہ پاکستان کی تاریخ کا سب سے بڑا کام ہے۔ ہم نے ملک کو ترقی دیا ہے۔
 ہم نے ملک کو ترقی دیا ہے۔ ہم نے ملک کو ترقی دیا ہے۔ ہم نے ملک کو ترقی دیا ہے۔
 ہم نے ملک کو ترقی دیا ہے۔ ہم نے ملک کو ترقی دیا ہے۔ ہم نے ملک کو ترقی دیا ہے۔

We have to improve the future of Pakistani kids, today, unemployment is at its peak, and there is a shortage of gas and electricity. On American bombardment, we are just delivering statements. Zardari must restore judiciary before Long March, we will give full support to the lawyers, and we will take accountability of those judges who took oath to offer their loyalty to the dictator. On the 9th of March Masses come on the roads. (Daily Jang: January 29, 2009)

In this example, the speaker speaks the audience personally / directly. So, the use of 1st person plural noun “we” give a sense of collectivity, which induces the text producer himself with the reader / audience being in this persuasion together. One possible explanation would be that Mr. Nawaz Sharif uses “we” when the matter in the speech is rather controversial but of much importance, as it is also not clear who “we” refers to, and he wants to take the benefit of positive achievement.

8.3 The Art of Spin

Mackenzie (2000) states that spin gets away from appropriate explanation due to its nature. Endeavors to find out a solitary definition, which represents the expression in an objective and unbiased way, is demanding. It is certain that the approach connected with the term itself is involved to definitions offered in both fashionable and intellectual literature. Piccolio (1994) views the term “spin” orientated from the world of table sport, resulting from a pool player’s skill to “spin” the cue ball and doing so changes its direction.

In Pakistan the politicians exercise the same technique to put a false picture to audience or the opponent, though the press agents are also employed by the Pakistani politicians. One source of investigating how blame or credit is endorsed is to look at the way transitivity works in the text. In this way blame or credit can be mediated by helping out in naming labels to the participants as well as the grammatical foregrounding or background of their role i.e. one of the most evident ways in which participants can be foregrounded, back grounded or omitted completely is by exercising active or passive voice. For example:

پاکستان کی طرف سے جنگ کی تیاریاں ہو رہی ہیں۔

Pakistan is creating warlike atmosphere: Per nab Mukherjee, (Daily Jang: December 24, 2008).

In this sentence “Pakistan” is directly or openly blamed and it is foregrounded by using active voice. However, if the sentence structure is changed in passive voice, like: “War Like atmosphere is being created by Pakistan”. Then the agency (Pakistan goes in the Background and the agent becomes unknown or less known. The effect of that discourse / sentence is completely dissimilar to that of discourse in active voice.

8. America, West and Islam

In Pakistani newspapers generally, and in Urdu newspapers particularly, a tendency has been noted by the researcher which is that America and the West are condemned and criticized at every step. They are frequently on the foreground in news about operations in Iraq, Afghanistan and this intrusion in internal affairs of other countries particularly of Pakistan. In this regard religious feelings are more prominent than political. But there is a slight difference as compare to Indo-Pak enmity. Reasons for Hindu-Muslim enmity are comparatively feasible to understand as both the nations got independence from the same power at the same time. So, territorial as well as religious disputes are leading factors for creating a gulf between the two neighbors. In anti-American and anti-western hatred, the situation is slightly dissimilar. Here religion plays the elementary role.



The Jews and the Christians have started crusade wars. (Daily Nawa-i-Waqt: December 29, 2008)

CDA:

The discourse may imply that there is no division of territories or assets between Pakistan, west or America as with India, and why the majority of Pakistan show their disgust against Americans. Researcher deduced from his research that Americans' attempts to interfere in the internal affairs of Pakistan put in largely anti-American feelings.



Israel has no respect for humanity: Saudi Arabia (Daily Nawa-i-Waqt: January 15, 2009)

CDA:

In this discourse two types of linguistic devices are used which need critical analysis. Firstly, here local coherence is very much visible as it usually deals with those kinds of discourses which are based on biased and subjective models. Here Saudi Arabia which clearly means Saudi government (metonymy) deconstructs the feelings of its own subject and its point of view. Secondly Osten's view of "evidentiality also invites our attention which means that one has the evidence or truth on the other hand the doer or agent is wrong or misguided. As a result the person who has truth and know the reality may be at a dominant position. In this discourse Saudi Arabia enjoys this position as he knows Israel is wrong in his doings.

CDA:

It implies that Pakistani society is divided into different kinds such as moderate and extremists. One kind may be favorable and pleasing and the other may be defective and pernicious. In America and Europe moderate Islam and Pakistan is appreciated. These kinds of expressions which have a discussion about Islam and Pakistani society after September 11 are totally new for the common man of Pakistani society and the rest of the world community. The layman is compelled to think and visualize that which is moderate Islam and Pakistan and which is extremist. These kinds of categories are reported through media. Probably, extremist Pakistan and Islam imply Pakistan and Islam with emphasis on Jihad

and on the other hand moderate forces signify Islam and the people of Pakistan without Jihad (holy war).



Cooperation does not mean weakness, we would not accept dictation: Prime Minister, Gilani’
(Daily Jang: December 17, 2008)

CDA:

In Pakistani society, it is generally believed that most of the top level national and international decisions are made under American dictation. After devastating Afghanistan, America invaded Iraq completely sidelining UNO. Now it is generally fearsome atmosphere in the Muslim world, especially in Pakistan that America has stated crusade wars against Muslims and wants to devastate Muslims one by one, and the following discourse strengthens this belief.



We will continue attacks on Pakistan to eradicate extremists’ adjustments: America (Daily Nawa-i-Waqt: December 17, 2008)

It may imply that Pakistan is not an ally in war against terrorism but the part of terrorist forces that have daggers drawn against the peaceful nations of the world. It may involve the “art of spin” in which blame is shifted to someone else. Here Pakistan is being blamed as the facilitator of terrorist forces by the civilized nations of the world. This discourse is an expression of “commonsense” feelings of American and Probably the entire European world. On the other hand the discourses of Pakistani people are somewhat reverse to them as:



Who are the real terrorists? It should be disclosed to the whole world: Dr. Abdul Qadeer Khan
(Daily Express: October 5, 2008)

CDA:

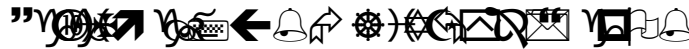
It may imply that the whole world and America is misguided and wrong in war against terrorism. On the other hand Dr. Qadeer has implicitly evidence and proofs about the true nature of terrorists. It is an example of implicit “evidentiality. It is also an example of “local coherence” and the “art of spin”. Formerly, this discourse is based on biased model in which Dr. Qadeer has emphasized his (Pakistan’s) good things (in a sense that we are a peaceful nation) and de-emphasized his (Pakistan’s) bad things (in a sense that we are not

terrorists as usually a tag is given by the West and America). Similarly this discourse emphasizes bad things of the opposition and de-emphasize the good things of the opposition i.e. America and the west. This discourse is also an example of implicit “evidentiality” in which Dr. Qadeer puts blame on others in the light of those proofs and evidences which he has and he considers that in this regard others are wrong or misguided. That was one side of the picture and the second side is completely reverse to it. It will also manifest the position and colonial thinking of the Muslims and of the specific forces of Pakistan.

For example:



Those who are talking to fight against America are not our friends: Altaf Hussain (Daily Express: October 5, 2008)



Pakistan’s consent is included in American aerial strikes: Zaradari (Daily express: October 6, 2008)



We cannot compete / fight against America: General Pasha, (Daily Express: October, 10, 2008)



Ghaza: Israeli bombardment continues, huge strike on Khan Younus, 27 Palestinian Martyred and 4 Jews damned to hell. (Daily Nawa-i-Waqt: December 31, 2008)

CDA:

In this discourse, the Palestinians are attributed “martyred” as Kashmiris are called martyred. In this discourse the combination of religion and politics is shown, which play an important role in the formation and implementation of ideology. Pakistan has no diplomatic relations with Israel as Pakistan has not accepted Israel as a country on the map of the world. Every brutal act committed by Israel against Palestinians is denounced by Pakistan. Israel’s unconditional support by the West and America is depressing for the Muslim the world.

The following discourses may give the clear picture of sentiments against Israel and America.



Black Witch has put all the responsibility on Hamas. (Daily Nawa-i-Waqt: December 31,

2008)

CDA:

This discourse is taken from an editorial in which discussion is about “the innocents of Karbala and the innocents of Palestine”. Despite the Islamic and Pakistani sentiments, the word is used metaphorically here. All the characteristics of a Black Witch (♦ ◉) are transferred to Condoleezza despite this black witch is a symbol of evil against pure and innocent forces and is always condemned by the virtual forces / elements of the world. This discourse clearly reveals the deep grief of the people of Pakistan and the Muslims all over the world.

9. Findings and Discussions

Object of the study was to comprehend and resolve the ties of covert discourse of Pakistani Urdu newspaper i.e. Daily Jang, Daily Express and Daily Nawa-i-Waqt in the context of America, West and Islam after the tough experience of 9/11 while applying the theory of critical discourse analysis.

10.1 Research Question# 01

What is the role of linguistic choices and rhetorical devices that are employed in Urdu newspapers to project political ideologies regarding America, West and Islam?

9/11 terrorist attacks comprehensively changed the shape of the globe and this incident created a series of negative impacts on Muslim-Christian relations in general and Muslim-West relations in particular. As the American Allies launched war in Afghanistan and drone attacks in Federal Administered Tribal Areas (FATA), anti-America and anti-West sentiments among the people of Pakistan reached on its peak and Pakistani media especially Urdu print media cashed it altogether. Drawing on from three prominent Pakistani Urdu newspapers, this study employed CDA approach to investigate the ideology of these media groups reporting about America, West and Islam while using certain lexical items and rhetorical devices after 9/11. Most of the lexical items projected by the daily the daily Jang, the daily Express and the daily Nawa-i-Waqt in their reported news about America, West and Islam were adjectives, nouns and verbs based on action that customarily become the root cause of such sentimentalities and emotional state that create fright, terror and tension among the common readership. After 9/11 incident such kind of lexical choices and rhetorical devices are used in the reporting of these newspapers markedly. In the discourse “Israeli bombardment continues, huge strike on Khan Younus, 27 Palestinian Martyred and 4 Jews damned to hell (N.W)” Palestinians are attributed “martyred.” In this discourse the combination of religion and politics is shown, which play an important role in the formation and implementation of ideology. Pakistan has no diplomatic relations with Israel as Pakistan has not accepted Israel as a country on the map of the world. Every brutal act committed by Israel against Palestinians is denounced by Pakistan. Israel’s unconditional support by the West and America is depressing for the Muslim the world. Nawa-i-Waqt also used some dehumanizing lexical choices, as such kind of terminologies appeal positively to the minds of common masses such as “Black Witch has put all the

responsibility on Hamas (N.W).” This discourse is taken from an editorial in which discussion is about “the innocents of Karbala and the innocents of Palestine”. Despite the Islamic and Pakistani sentiments, the word is used metaphorically here. All the

characteristics of a Black Witch (◊ ◉) are transferred to Condoleezza despite this black witch is a symbol of evil against pure and innocent forces and is always condemned by the virtual forces / elements of the world. This discourse clearly reveals the deep grief of the people of Pakistan and the Muslims all over the world. On the contrary, the daily Express and the daily Jang newspapers most of the time reported statements based on factual position such as “*We cannot compete / fight against America: General Pasha, Daily Express.*” Similarly, Daily Jang, which is also considered the newspaper of Leftists reported “*Cooperation does not mean weakness, we would not accept dictation: Prime Minister, Gilani.*” The above mentioned two stories of ‘the daily Express and the daily Jang’ only share the information and factual situation and do not create mess or panic situation among the masses.

10.2 Research Question# 02

What is the significance of ideological message regarding America, West and Islam by the way in which the news is projected in the Daily Jang, Daily Express and Daily Nawa-i-Waqt?

Ideology is most probably manufactured through the use words and their choices. Data for this research work was gathered from the Daily Jang, Daily Express and Daily Nawa-i-Waqt. The Daily Jang, Daily Express have liberal strategy for disseminating news. On the other hand the daily ‘Nawa-i-Waqt, newspaper is greatly influenced with religio-patriotic ideology. After 9/11 the print media especially Urdu newspapers performed a decisive role in promoting the negative face of America and its Western allies while all the three newspapers portrayed the positive image of Islam. The collected data from the three Urdu newspapers and their critical discourse analysis indicate that the daily Nawa-i-Waqt contributed bountiful, emotional and sentimental coverage to the issues encountered after 9/11. On the other hand the daily Jang and the daily Express offered little but positive coverage to the issues related to America, West and Islam during that time. Although, at that time the government of Pakistan was ally to the United States of America but the results of the study presented a glaring picture that the daily Nawa-i-Waqt newspaper did not follow vague policy and it portrayed America, and West negatively in its daily publications.

9. Conclusions and Policy Recommendations

Drawing on from three prominent Pakistani Urdu newspapers, this study employed CDA approach to scrutinize the ideology of these media groups reporting about America, West and Islam while using certain lexical items and rhetorical devices after 9/11. Most of the lexical items projected by the daily the daily Jang, the daily Express and the daily Nawa-i-Waqt in their reported news about America, West and Islam were adjectives, nouns and verbs based on action that customarily become the root cause of such sentimentalities and emotional state that create fright, terror and tension among the common readership. After 9/11 incident such kind of lexical choices and rhetorical devices are used in the reporting of

these newspapers markedly. This research can be summarized that the collected data from Nawa-i-Waqt newspaper and its critical discourse analysis shown that this longstanding Urdu Newspaper contributed ample and emotional reporting to the concerns about America, West and Islam. On the other hand, the daily Jang and the daily Express gave shallow coverage to the issues regarding America and West but made a positive attempt to portray the positive image of Islam to the masses of Pakistan in general and to the nations of the world in particular.

10. Implications of the Study

The importance of the study can be visualized in a sense that it analyzes the text of Urdu Daily Newspapers published in Pakistan while using the approach of critical discourse analysis (CDA). This research is exploratory in nature, the outcomes will have great value on the ideological characteristics of Urdu daily newspapers.

The work has great prominence because:

- The conclusions of this study will offer a comprehensive databank to the learners of discourse studies.
- The results will help the learners to expedite their reading skill.
- This study would be helpful to propagate ideology of the nation in a suitable way.
- Media analysts can have a good comprehension of newspapers discourse and multifarious language devices.
- It would be helpful for forthcoming researches.

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