

**TEXT, INTER-TEXT AND CONTEXT: AN
ANALYSIS OF PAKISTANI JOURNALISTIC
DISCOURSE**

By

NAJMA QAYYUM



**NATIONAL UNIVERSITY OF MODERN LANGUAGES
ISLAMABAD**

October, 2016

**Text, Inter-text and Context: An Analysis of Pakistani
Journalistic Discourse**

By
NAJMA QAYYUM

M.A. English, National University of Modern Languages, Islamabad, 2002

A THESIS SUBMITTED IN PARTIAL FULFILMENT OF
THE REQUIREMENTS FOR THE DEGREE OF

MASTER OF PHILOSOPHY
In English

TO

FACULTY OF ENGLISH STUDIES



NATIONAL UNIVERSITY OF MODERN LANGUAGES, ISLAMABAD

© Najma Qayyum, 2016



THESIS AND DEFENSE APPROVAL FORM

The undersigned certify that they have read the following thesis, examined the defense, are satisfied with the overall exam performance, and recommend the thesis to the Faculty of English Studies for acceptance:

Thesis Title: Text, Inter-text and Context: An Analysis of Pakistani Journalistic Discourse

Submitted By: Najma Qayyum **Registration #:** 123-MPhil/Ling/Feb 11

Master of Philosophy
Degree Name in Full

English Linguistics
Name of Discipline

Dr. Muhammad Uzair
Name of Research Supervisor

Signature of Research Supervisor

Prof. Dr. Muhammad Safeer Awan
Name of Dean (FES)

Signature of Dean (FES)

Brig. Muhammad Ibrahim
Name of DG

Signature of DG

Date

CANDIDATE DECLARATION FORM

I Najma Qayyum

Daughter of Abdul Qayyum

Registration #123-MPhil / Ling / Feb 11

Discipline English Linguistics

Candidate of **Master of Philosophy** at the National University of Modern Languages

do hereby declare that the thesis **Text, Inter-text and Context: An Analysis of**

Pakistani Journalistic Discourse submitted by me in partial fulfillment of MPhil

degree, is my original work, and has not been submitted or published earlier. I also

solemnly declare that it shall not, in future, be submitted by me for obtaining any other

degree from this or any other university or institution.

I also understand that if evidence of plagiarism is found in my thesis/dissertation at any

stage, even after the award of a degree, the work may be cancelled and the degree

revoked.

Signature of Candidate

Najma Qayyum
Name of Candidate

Date

ABSTRACT

Title: Text, Inter-text and Context: An Analysis of Pakistani Journalistic Discourse

This study was conducted to investigate how intertextuality permeates news reports. Drawing upon the tenets of critical discourse analysis, it was explored how pervasive nature of the phenomenon and interdiscursivity are exploited by the news report writers. It was also discovered how specific elements from different discourses are combined together in news reports that result in hybrid discourses. The research explored the functions that intertextuality performs through news reports. Five daily Pakistani newspapers were selected. All these newspapers are published in the English language. According to All Pakistan Newspaper Society (APNS), these five newspapers are the most popular and the most widely-read ones. This fact served as the rationale for selecting these newspapers. The study is delimited to news reports published in these newspapers from March 2013 to August 2013 in the backdrop of Elections 2013 in Pakistan. The selection of news reports was done through non-probability or deliberate sampling method as the researcher deliberately chose the news reports related to the two major political rivals and contestants in the elections: the Ex-Prime Minister Nawaz Sharif, the then-Chairman of the Pakistan Muslim League Nawaz (PML-N) and Imran Khan, the Chairman of Pakistan Tehreek-Insaf (PTI). The researcher wanted to investigate how news report writers use apparently commonplace strategies that are hardly noticeable and hence subtly affect public opinion. The inquiry was mainly qualitative and the tenets of critical discourse analysis were employed for analyzing the data. By incorporating the principles of critical discourse analysis, it was explored how news report writers design and construct their discourse for creating layers of meanings and how the discourse produced by politicians gets manipulated at the hands of news report writers.

TABLE OF CONTENTS

Chapter	Page
THESIS & DEFENSE APPROVAL FORM -----	ii
CANDIDATE DECLARATION FORM -----	iii
ABSTRACT -----	iv
TABLE OF CONTENTS -----	v
LIST OF TABLES -----	xiv
LIST OF FIGURES -----	xvi
LIST OF ABBREVIATIONS -----	xvii
ACKNOWLEDGEMENTS -----	xviii
DEDICATION -----	xix
1. INTRODUCTION -----	1
1.1 Rationale for the Study-----	2
1.2 Statement of the Problem-----	3
1.3 Objectives-----	3
1.4 Research Questions-----	3
1.5 Scope of the Study-----	4
1.6 Delimitation of the Research-----	4
1.7 Significance of the Study-----	4
1.8 Chapter Breakdown for the Thesis -----	5
2. LITERATURE REVIEW -----	6
2.1 Discourse and its Origin-----	7
2.1.1 Types and Functions of Discourse-----	11
2.1.2 Media Discourse-----	13
2.1.3 Journalistic Discourse-----	16
2.1.4 Political Discourse and the Press-----	16
2.2 Historical Development of Discourse & Critical Discourse Analysis-----	17
2.2.1 Key Issues and Basic Tenets of CDA-----	21
2.3 Approaches and Methods of CDA-----	22
2.3.1 Key Theorists in the Field of CDA-----	22
(a) Norman Fairclough-----	22
(b) Ruth Wodak-----	23
(c) Teun van Dijk-----	24
2.4 Types of Textual Relations-----	26
2.5 Intertextuality-----	26
2.5.1 Types of Intertextuality-----	31
(a) Gennete’s Ideas -----	31
(b) Norman Fairclough -----	33
(c) Flowerdew-----	33
(d) Robert S. Miola-----	34
2.6 Relations between Genres and Texts-----	37
2.6.1 Internal (Intra-) Relations / Intratextuality-----	38
2.6.2 Contemporary Theories of Intertextuality under Different Approaches-----	39
(a) Structuralist Approach-----	39
(b) Post-structuralist approach-----	40

2.7 Major Researches in Intertextuality-----	42
2.7.1 Mikhail Bakhtin-----	42
(a) Dialogism-----	43
(b) Polyphony-----	45
(c) Heteroglossia/ Multivocality-----	45
(d) Playfulness/Carnival-----	45
2.7.2 Ronald Barthes-----	46
(a) Barthes Ideas on Text and Work-----	46
(b) Theory of the Text-----	47
(c) The Death of the Author-----	48
(d) Barthes' Major Works in Semiology-----	49
2.7.3 Jacques Derrida-----	50
2.7.4 Gerald Gennette-----	50
2.7.5 Julia Kristeva-----	50
2.7.6 Norman Fairclough-----	53
2.8 Theories on Ideology-----	54
2.8.1 Karl Marx's Theory-----	55
2.8.2 Newer Concept of Ideology-----	56
2.9 Review of Related Studies-----	57
2.9.1 Quotations: Religious sayings and Proverbs-----	58
2.9.2 Allusions-----	59
2.9.3 Parody-----	59
2.10 Theories on Intertextuality, Ideology and Media Discourse-----	63
2.10.1 Fairclough's Theory of Intertextuality-----	63
2.10.2 Teun van Dijk's theory of Ideology & Media Discourse-----	68
2.11 Chapter Summary-----	70
3. RESEARCH METHODOLOGY-----	71
3.1 Design and Nature of the Study-----	71
3.2 Research Problem-----	72
3.3 Study Population and Sampling Design-----	72
3.3.1 Sampling design-----	72
3.3.2 Demographic Details of the Research Sample-----	73
(a) The Daily Dawn-----	73
(b) The Nation-----	73
(c) The News International-----	73
(d) Daily Times-----	73
(e) The Express Tribune-----	74
3.4 Methods of Data Collection-----	74
3.5 Methods of Data Analysis-----	76
3.5.1 Intertextual Analysis-----	76
(a) Discourse Representations -----	76
(b) Generic Analysis of Discourse Types-----	77
(i) Semantic View-----	77
(ii) Generic Heterogeneity: sequential and embedded-----	79
(iii) Generic Heterogeneity: polyphonic-----	80
(c) Configuration of Discourses in the Texts-----	81
3.5.2 Linguistic Analysis-----	82
(a) Cohesion-----	83

(b) Coherence-----	84
3.5.3 Contextual Analysis-----	85
3.6 Theoretical Framework-----	85
3.7 Rationale behind Data Analysis Methods-----	87
3.7.1 Intertextual Analysis-----	87
3.7.2 Linguistic Analysis -----	88
3.7.3 Contextual Analysis-----	88
3.8 Chapter Summary-----	88
4. DATA PRESENTATION, ANALYSIS & INTERPRETATION -----	89
Sample I-----	90
Section A: I. Intertextual Analysis-----	90
1. Discourse Representations-----	90
2. Generic Analysis of Discourse Types-----	91
(i) Schematic View-----	91
(ii) Generic Heterogeneity: Sequential and Embedded-----	91
(iii) Generic Heterogeneity: Polyphonic-----	92
3. The Analysis of Discourses in the Text-----	92
Section B: II. Linguistic Analysis-----	92
(i) Cohesion-----	93
(ii) Coherence-----	95
Section C: III. Contextual Analysis-----	95
Sample II-----	96
Section A: I. Intertextual Analysis-----	96
1. Discourse Representations-----	96
2. Generic Analysis of Discourse Types-----	97
(i) Schematic View-----	97
(ii) Generic Heterogeneity: Sequential and Embedded-----	97
(iii) Generic Heterogeneity: Polyphonic-----	97
3. The Analysis of Discourses in the Text-----	97
Section B: II. Linguistic Analysis-----	98
(i) Cohesion-----	98
(ii) Coherence-----	100
Section C: III. Contextual Analysis-----	101
Sample III-----	101
Section A: I. Intertextual Analysis-----	101
1. Discourse Representations-----	101
2. Generic Analysis of Discourse Types-----	102
(i) Schematic View-----	102
(ii) Generic Heterogeneity: Sequential and Embedded-----	102
(iii) Generic Heterogeneity: Polyphonic-----	102
3. The Analysis of Discourses in the Text-----	103
Section B: II. Linguistic Analysis-----	103
(i) Cohesion-----	103
(ii) Coherence-----	105
Section C: III. Contextual Analysis-----	105
Sample IV-----	106
Section A: I. Intertextual Analysis-----	107
1. Discourse Representations-----	107

2. Generic Analysis of Discourse Types-----	107
(i) Schematic View-----	107
(ii) Generic Heterogeneity: Sequential and Embedded-----	107
(iii) Generic Heterogeneity: Polyphonic-----	108
3. The Analysis of Discourses in the Text-----	108
Section B: II. Linguistic Analysis-----	108
(i) Cohesion-----	108
(ii) Coherence-----	110
Section C: III. Contextual Analysis-----	110
Sample V-----	111
Section A: I. Intertextual Analysis-----	112
1. Discourse Representations-----	112
2. Generic Analysis of Discourse Types-----	112
(i) Schematic View-----	112
(ii) Generic Heterogeneity: Sequential and Embedded-----	113
(iii) Generic Heterogeneity: Polyphonic-----	113
3. The Analysis of Discourses in the Text-----	113
Section B: II. Linguistic Analysis-----	114
(i) Cohesion-----	114
(ii) Coherence-----	115
Section C: III. Contextual Analysis-----	115
Sample VI-----	116
Section A: I. Intertextual Analysis-----	116
1. Discourse Representations-----	116
2. Generic Analysis of Discourse Types-----	117
(i) Schematic View-----	117
(ii) Generic Heterogeneity: Sequential and Embedded-----	117
(iii) Generic Heterogeneity: Polyphonic-----	117
3. The Analysis of Discourses in the Text-----	117
Section B: II. Linguistic Analysis-----	118
(i) Cohesion-----	118
(ii) Coherence-----	119
Section C: III. Contextual Analysis-----	119
Sample VII-----	120
Section A: I. Intertextual Analysis-----	120
1. Discourse Representations-----	120
2. Generic Analysis of Discourse Types-----	121
(i) Schematic View-----	121
(ii) Generic Heterogeneity: Sequential and Embedded-----	121
(iii) Generic Heterogeneity: Polyphonic-----	121
3. The Analysis of Discourses in the Text-----	121
Section B: II. Linguistic Analysis-----	122
(i) Cohesion-----	122
(ii) Coherence-----	123
Section C: III. Contextual Analysis-----	123
Sample VIII-----	124
Section A: I. Intertextual Analysis-----	125
1. Discourse Representations-----	125
2. Generic Analysis of Discourse Types-----	125
(i) Schematic View-----	125

(ii) Generic Heterogeneity: Sequential and Embedded-----	125
(iii) Generic Heterogeneity: Polyphonic-----	126
3. The Analysis of Discourses in the Text-----	126
Section B: II. Linguistic Analysis-----	126
(i) Cohesion-----	126
(ii) Coherence-----	128
Section C: III. Contextual Analysis-----	128
Sample IX-----	128
Section A: I. Intertextual Analysis-----	129
1. Discourse Representations-----	129
2. Generic Analysis of Discourse Types-----	130
(i) Schematic View-----	130
(ii) Generic Heterogeneity: Sequential and Embedded-----	130
(iii) Generic Heterogeneity: Polyphonic-----	130
3. The Analysis of Discourses in the Text-----	131
Section B: II. Linguistic Analysis-----	132
(i) Cohesion-----	132
(ii) Coherence-----	133
Section C: III. Contextual Analysis-----	134
Sample X-----	134
Section A: I. Intertextual Analysis-----	135
1. Discourse Representations-----	135
2. Generic Analysis of Discourse Types-----	135
(i) Schematic View-----	135
(ii) Generic Heterogeneity: Sequential and Embedded-----	136
(iii) Generic Heterogeneity: Polyphonic-----	136
3. The Analysis of Discourses in the Text-----	137
Section B: II. Linguistic Analysis-----	137
(i) Cohesion-----	137
(ii) Coherence-----	139
Section C: III. Contextual Analysis-----	139
Sample XI-----	139
Section A: I. Intertextual Analysis-----	140
1. Discourse Representations-----	140
2. Generic Analysis of Discourse Types-----	141
(i) Schematic View-----	141
(ii) Generic Heterogeneity: Sequential and Embedded-----	141
(iii) Generic Heterogeneity: Polyphonic-----	142
3. The Analysis of Discourses in the Text-----	142
Section B: II. Linguistic Analysis-----	142
(i) Cohesion-----	143
(ii) Coherence-----	144
Section C: III. Contextual Analysis-----	145
Sample XII-----	145
Section A: I. Intertextual Analysis-----	146
1. Discourse Representations-----	146
2. Generic Analysis of Discourse Types-----	147
(i) Schematic View-----	147
(ii) Generic Heterogeneity: Sequential and Embedded-----	147
(iii) Generic Heterogeneity: Polyphonic-----	147

3. The Analysis of Discourses in the Text-----	147
Section B: II. Linguistic Analysis-----	148
(i) Cohesion-----	148
(ii) Coherence-----	149
Section C: III. Contextual Analysis-----	149
Sample XIII-----	150
Section A: I. Intertextual Analysis-----	151
1. Discourse Representations-----	151
2. Generic Analysis of Discourse Types-----	152
(i) Schematic View-----	152
(ii) Generic Heterogeneity: Sequential and Embedded-----	153
(iii) Generic Heterogeneity: Polyphonic-----	153
3. The Analysis of Discourses in the Text-----	153
Section B: II. Linguistic Analysis-----	154
(i) Cohesion-----	154
(ii) Coherence-----	154
Section C: III. Contextual Analysis-----	155
Sample XIV-----	155
Section A: I. Intertextual Analysis-----	156
1. Discourse Representations-----	156
2. Generic Analysis of Discourse Types-----	156
(i) Schematic View-----	156
(ii) Generic Heterogeneity: Sequential and Embedded-----	157
(iii) Generic Heterogeneity: Polyphonic-----	157
3. The Analysis of Discourses in the Text-----	157
Section B: II. Linguistic Analysis-----	158
(i) Cohesion-----	158
(ii) Coherence-----	159
Section C: III. Contextual Analysis-----	159
Sample XV-----	160
Section A: I. Intertextual Analysis-----	160
1. Discourse Representations-----	160
2. Generic Analysis of Discourse Types-----	161
(i) Schematic View-----	161
(ii) Generic Heterogeneity: Sequential and Embedded-----	161
(iii) Generic Heterogeneity: Polyphonic-----	161
3. The Analysis of Discourses in the Text-----	162
Section B: II. Linguistic Analysis-----	162
(i) Cohesion-----	162
(ii) Coherence-----	164
Section C: III. Contextual Analysis-----	164
Sample XVI-----	165
Section A: I. Intertextual Analysis-----	165
1. Discourse Representations-----	165
2. Generic Analysis of Discourse Types-----	166
(i) Schematic View-----	166
(ii) Generic Heterogeneity: Sequential and Embedded-----	166
(iii) Generic Heterogeneity: Polyphonic-----	166
3. The Analysis of Discourses in the Text-----	167
Section B: II. Linguistic Analysis-----	167

(i) Cohesion-----	168
(ii) Coherence-----	169
Section C: III. Contextual Analysis-----	169
Sample XVII-----	170
Section A: I. Intertextual Analysis-----	170
1. Discourse Representations-----	170
2. Generic Analysis of Discourse Types-----	171
(i) Schematic View-----	171
(ii) Generic Heterogeneity: Sequential and Embedded-----	171
(iii) Generic Heterogeneity: Polyphonic-----	171
3. The Analysis of Discourses in the Text-----	172
Section B: II. Linguistic Analysis-----	172
(i) Cohesion-----	172
(ii) Coherence-----	174
Section C: III. Contextual Analysis-----	174
Sample XVIII-----	174
Section A: I. Intertextual Analysis-----	175
1. Discourse Representations-----	175
2. Generic Analysis of Discourse Types-----	175
(i) Schematic View-----	175
(ii) Generic Heterogeneity: Sequential and Embedded-----	176
(iii) Generic Heterogeneity: Polyphonic-----	176
3. The Analysis of Discourses in the Text-----	176
Section B: II. Linguistic Analysis-----	176
(i) Cohesion-----	177
(ii) Coherence-----	177
Section C: III. Contextual Analysis-----	177
Sample XIX-----	178
Section A: I. Intertextual Analysis-----	178
1. Discourse Representations-----	178
2. Generic Analysis of Discourse Types-----	179
(i) Schematic View-----	179
(ii) Generic Heterogeneity: Sequential and Embedded-----	179
(iii) Generic Heterogeneity: Polyphonic-----	179
3. The Analysis of Discourses in the Text-----	180
Section B: II. Linguistic Analysis-----	180
(i) Cohesion-----	180
(ii) Coherence-----	181
Section C: III. Contextual Analysis-----	181
Sample XX-----	182
Section A: I. Intertextual Analysis-----	183
1. Discourse Representations-----	183
2. Generic Analysis of Discourse Types-----	184
(i) Schematic View-----	184
(ii) Generic Heterogeneity: Sequential and Embedded-----	185
(iii) Generic Heterogeneity: Polyphonic-----	185
3. The Analysis of Discourses in the Text-----	185
Section B: II. Linguistic Analysis-----	185
(i) Cohesion-----	185
(ii) Coherence-----	187

Section C: III. Contextual Analysis-----	187
Sample XXI-----	188
Section A: I. Intertextual Analysis-----	188
1. Discourse Representations-----	188
2. Generic Analysis of Discourse Types-----	188
(i) Schematic View-----	188
(ii) Generic Heterogeneity: Sequential and Embedded-----	189
(iii) Generic Heterogeneity: Polyphonic-----	189
3. The Analysis of Discourses in the Text-----	189
Section B: II. Linguistic Analysis-----	190
(i) Cohesion-----	190
(ii) Coherence-----	191
Section C: III. Contextual Analysis-----	191
Sample XXII-----	192
Section A: I. Intertextual Analysis-----	192
1. Discourse Representations-----	192
2. Generic Analysis of Discourse Types-----	192
(i) Schematic View-----	192
(ii) Generic Heterogeneity: Sequential and Embedded-----	193
(iii) Generic Heterogeneity: Polyphonic-----	193
3. The Analysis of Discourses in the Text-----	193
Section B: II. Linguistic Analysis-----	194
(i) Cohesion-----	194
(ii) Coherence-----	195
Section C: III. Contextual Analysis-----	196
Sample XXIII-----	196
Section A: I. Intertextual Analysis-----	197
1. Discourse Representations-----	197
2. Generic Analysis of Discourse Types-----	198
(i) Schematic View-----	198
(ii) Generic Heterogeneity: Sequential and Embedded-----	198
(iii) Generic Heterogeneity: Polyphonic-----	199
3. The Analysis of Discourses in the Text-----	199
Section B: II. Linguistic Analysis-----	200
(i) Cohesion-----	200
(ii) Coherence-----	201
Section C: III. Contextual Analysis-----	202
Sample XXIV-----	202
Section A: I. Intertextual Analysis-----	203
1. Discourse Representations-----	203
2. Generic Analysis of Discourse Types-----	203
(i) Schematic View-----	203
(ii) Generic Heterogeneity: Sequential and Embedded-----	203
(iii) Generic Heterogeneity: Polyphonic-----	204
3. The Analysis of Discourses in the Text-----	204
Section B: II. Linguistic Analysis-----	204
(i) Cohesion-----	205
(ii) Coherence-----	205
Section C: III. Contextual Analysis-----	206

Sample XXV -----	206
Section A: I. Intertextual Analysis-----	207
1. Discourse Representations-----	207
2. Generic Analysis of Discourse Types-----	208
(i) Schematic View-----	208
(ii) Generic Heterogeneity: Sequential and Embedded-----	208
(iii) Generic Heterogeneity: Polyphonic-----	208
3. The Analysis of Discourses in the Text-----	209
Section B: II. Linguistic Analysis-----	209
(i) Cohesion-----	209
(ii) Coherence-----	210
Section C: III. Contextual Analysis-----	210
4.1 Chapter Summary-----	211
5. CONCLUSION -----	212
5.1 Ideas Investigated in the Study-----	212
5.2 Features of News Reports Used for Creating Connectivity, Intertextuality and Interdiscursivity-----	212
5.2.1 The Web of Voices-----	213
5.2.2 The Most Recurring Form of Narration-----	213
5.3 Linguistic Techniques Used for Generating Specific Ideologies-----	214
5.3.1 Ramification in Terms of Lexical Choices-----	215
5.3.2 Recurrent Use of Abbreviations, Acronyms and Initialization-----	215
5.3.3 Cultural and Ideological Representation-----	215
5.4 Implication of Fluidity of Genre Boundaries on Comprehension-----	216
5.5 Equivocal Religious Philosophy-----	217
5.6 Ideology of Nationalism-----	217
5.7 Impact of Using a Frame of Reference-----	217
5.8 The Role of Hybrid Discourses on Opinion Formation-----	218
5.9 Diversity in News Report Headlines-----	219
5.10 Contributions of the Study-----	220
5.11 Recommendations for Future Research-----	222
5.12 A Final Word-----	222
REFERENCES -----	224
APPENDIX A: Demographic Details of Samples -----	xx
APPENDIX B: Most Common Lexical Items -----	xxii
APPENDIX C: Sample I -----	xxiii
APPENDIX D: Sample IX -----	xxiv
APPENDIX E: Sample XII -----	xxv
APPENDIX F: Sample XVI -----	xxvi
APPENDIX G: Sample XXI -----	xxvii

LIST OF TABLES

Table 1 Key Words & Phrases -----	93
Table 2 Framework-----	95
Table 3 Key Words & Phrases -----	98
Table 4 Reference-----	99
Table 5 Framework -----	101
Table 6 Key Words & Phrases -----	104
Table 7 Framework-----	105
Table 8 Key Words & Phrases -----	109
Table 9 Framework-----	110
Table 10 Key Words & Phrases -----	114
Table 11 Framework-----	115
Table 12 Key Words & Phrases -----	118
Table 13 References-----	119
Table 14 Framework-----	119
Table 15 Key Words & Phrases -----	122
Table 16 Framework-----	123
Table 17 Key Words & Phrases -----	126
Table 18 References-----	127
Table 19 Framework-----	128
Table 20 Key Words & Phrases -----	132
Table 21 References/Deixis -----	132
Table 22 Framework-----	134
Table 23 Key Words & Phrases -----	137
Table 24 References-----	138
Table 25: Framework-----	139
Table 26 Key Words & Phrases -----	142
Table 27 Framework-----	145
Table 28 Key Words & Phrases -----	148
Table 29 References -----	149
Table 30 Framework-----	149
Table 31 Key Words & Phrases -----	154

Table 32 Framework-----	155
Table 33 Key Words & Phrases -----	158
Table 34 Framework-----	159
Table 35 Key Words & Phrases -----	162
Table 36 References-----	163
Table 37 Framework-----	164
Table 38 Key Words & Phrases -----	167
Table 39 Framework-----	169
Table 40 Key Words & Phrases -----	173
Table 41 Framework-----	174
Table 42 Key Words & Phrases -----	176
Table 43 Framework-----	177
Table 44 Key Words & Phrases -----	180
Table 45 Framework-----	181
Table 46 Key Words & Phrases -----	184
Table 47 References-----	186
Table 48 Framework-----	187
Table 49 Key Words & Phrases -----	190
Table 50 Framework-----	191
Table 51 Key Words & Phrases -----	194
Table 52 References-----	195
Table 53 Framework-----	196
Table 54 Key Words & Phrases -----	200
Table 55 References-----	201
Table 56 Framework-----	202
Table 57 Key Words & Phrases -----	205
Table 58 Framework-----	206
Table 59 Key Words & Phrases -----	209
Table 60 Framework-----	210

LIST OF FIGURES

Figure 1: Buhler's Organon Model-----	12
Figure 2: Intertextual Relations-----	35
Figure 3: Intertextual Relations-----	36
Figure 4: Intertextual Relations-----	37
Figure 5: Three-dimensional Framework for CDA-----	66
Figure 6: Generic Analysis of Discourse Types: The Schematic View-----	78
Figure 7: Generic Heterogeneity: Sequential & Embedded -----	80
Figure 8: Generic Heterogeneity: Polyphonic-----	80

LIST OF ABBREVIATIONS

PTI	Pakistan Tehrak-e-Inshaf
PPP	Pakistan People's Party
PML-N	Pakistan Muslim League- Nawaz Group
ANP	Awami National Party
MQM	Mutthida Quami Movement
TTP	Tehrak-e-Tliban Pakistan
Jl	Jumat-e- Islami
FATA	Federally Administered Tribal Areas
JUI	Jamiat Ulema-e-Islam
AGP	Auditor General of Pakistan
SJC	Supreme Judicial Council
NAB	National Accountability Beuaru
HEC	Higher Education Commission
PSDP	Public Sector Development Program
CJ	Chief Justice
AGPR	Account General of Pakistan Registrar
PM	Prime Minister
CNN	Cable News Network
KPK	Khyber Pakhtunkwa

ACKNOWLEDGEMENTS

First of all, I would like to thank my worthy supervisor Dr Muhammad Uzair and feel deeply indebted to him for his help throughout this epic journey. Indeed his valuable suggestions, witty remarks and positive affirmations lifted my spirits whenever I felt a little lethargic.

I feel highly obliged to my young, brilliant and exceptionally talented sisters who have been my inspirational and motivational mentors along with my most amazing parents. Without their help and prayers I would never have completed this work. Not only they encouraged but also helped me get through when the going got tough and their continual mentoring and unconditional love and support made me accomplish this herculean task. I feel blessed!

For technical support I am grateful to my brother Sulman who did a great job for me and gave my thesis its final shape which was not so easy and involved complete focus and involvement and not just spending time and energy. My niece Capt Rida Samee and my nephews Sarmad Samee and Rafay Samee who always solved my computer and internet related issues whenever things got messed up.

It would be unfair not to mention the library staff of NUML who helped me rummaged through old news papers and the other resource material available at the campus. And I am highly obliged to the staff of National Library of Pakistan who assisted me in exploring old news papers from their 'archival section' and then taking a plethora of selected papers(bound in the form of separate books) to get them copied.

Last but not least, I am highly obliged to my HOD, Brig (r) Muhammad Asif who proved to be a great source of learning. Working with him taught me to follow 'mental discipline' in writing along with so many other things. He has been very generous in giving his support and valuable suggestions that helped me in preening my work and accomplish this research endeavor. In the end, I am grateful to Allah Almighty who gave me strength and with his countless blessings I managed to accomplish this task.

DEDICATION

To My Wonderful Family

CHAPTER 1

INTRODUCTION

Newspaper texts are the most commonly and widely-read types of written discourse. Reading newspapers is a common activity and daily regimen for many people but the discourse of newspaper or the journalistic discourse has certain features that make it different from other types of discourses. All newspapers have the basic purpose of providing information to their readers besides that, they also have other purposes to achieve. Apparently, they focus on disseminating information but implicitly, they keep working on their own agenda. This is done by employing certain techniques and one of them is mixing different texts.

Texts belonging to the same genre have certain similarities and differences that are genre specific, for example, newspaper reports are different from opinion pages, editorials, business and entertainment news. According to Mauranen and Swale (1993), the basic aim of a newspaper is to give information which requires a lot of news reporting. Some news reporters try to be objective by detaching themselves from what somebody else said. For achieving this 'ideal of detachment', they use certain techniques including the use of direct quotes to indirect quotes by not explicitly altering the lexical items used in the actual discourse being reported. Those who are not very objective about their news reporting process, bring in their subjectivity into the text which can change the meaning and the world view they are presenting.

Subjectivity is an indispensable feature of all types of writing as no text is completely free of subjectivity, yet it has to be differentiated from bias, as if subjectivity is accompanied by prejudice, it turns into bias (Schwandt, 1997). If the news reporters indulge in using techniques for achieving some purposes, then they certainly are not objective and unbiased.

One of the techniques through which news reporters implicitly achieve their purposes is by including other texts in their reports, a phenomenon known as *intertextuality*, an idea derived from Bakhtin's concept of *dialogism* by Kristeva in 1960s. Intertextuality helps the news reporters not only in creating relationships

between the texts that they mix together but also in achieving a consolidated understanding. Moreover, when pieces of different texts are brought together, the overall effect changes. According to Allen (2003), meanings are not only created from the text that the readers are reading but also from a complex network of texts invoked during the process as no text exists in complete isolation, entirely independent of other texts. Texts are interlinked in a complicated way and hence, presence of other texts shapes the meaning of one particular text. Allen (2000) is also of the view that by bringing different texts and references into a text, an author can influence the readers' understanding. Bazerman (2004) describes this ventriloquism in news reports by comparing the news reporters with novelists. He says that like a novelist who uses his characters as his mouthpiece, a news reporter uses the voice of other people in his/her reports. This ventriloquism through the use of intertextuality is a common feature of the journalistic discourse which becomes an established practice with seasoned news reporters.

1.1 Rationale for the Study

No text is truly original and is connected with other texts. This interconnectivity and intertextuality result in multifaceted meanings of a single text. A phenomenon which Fairclough (1995) calls the presence of multiple voices in a single text. Hence, a close reading of a text results in discovering layers of meanings. Newspapers are the most widely-read type of media discourse and intertextuality is its indispensable feature which makes meanings to acquire a repetitive nature. It works as an active agent for opinion making and shaping ideologies of the readers. This is why newspapers are used for influencing common people. For this reason, they have been made a part of this study.

In Pakistan, research on journalese has been done but it mainly focuses on the use of lexical items, naturalization of foreign words into the Pakistani setting and also how local words are presented in an English setting (Iqbal, 2011). When the researcher undertook this study, Pakistan was about to undergo Elections 2013. This initiated the idea of exploring the linguistic techniques used in the newspapers for influencing commoners and for generating specific ideologies. This study focuses on news reports only and explores how news reporters employ subtle, apparently commonplace techniques for shaping public opinion.

1.2 Statement of the Problem

Most theorists on intertextuality believe that intertextuality is a common but hard-to-detect phenomenon in the journalistic discourse. This is because most of the readers are unaware of the presence of other texts and genres in the news reports. The repetitive nature of intertextuality makes it a regular feature of the journalistic discourse which enables the reporters to have access to the readers' minds on a regular basis. This helps them affect and influence the overall understanding and ideologies of the readers. Being unaware of such linguistic tactics used by the reporters, the readers remain unable to detect how their minds are controlled and thoughts are managed by some media elites. This happens in all types of journalistic discourse including politics, religion, economy and sports. The understanding about the power of journalistic discourse, how it implicitly gets access to the readers' minds and entices them to think and behave in specific ways, motivated the researcher to explore how the news reporters manipulate political discourse to reach the readers' mindset and shape their ideologies in certain ways.

1.3 Objectives

- To explore the intertextual features of the data under study that are used as persuasive strategies
- To examine how interdiscursivity permeates the selected Pakistani journalistic discourse
- To explore how intertextuality in journalistic discourse is used for blurring social boundaries
- To investigate the linguistic techniques used by the Pakistani news report writers (in the selected newspapers) for shaping public opinion

1.4 Research Questions

1. How are different features of news reports used by the Pakistani news reporters for creating connectivity and intertextuality?
2. Why do news reporters employ interdiscursivity in their discourse?
3. How do news reporters use intertextuality for blurring social boundaries?

4. Which linguistic techniques are used by the Pakistani news reporters for generating specific ideologies?

1.5 Scope of the Study

Media plays many important roles in the society. One of them is to defend interests of the powerful. According to Gition (2003), it does so by playing a hegemonic function as in modern societies no institution is free of hegemonic functions. He also calls media to be a corporate sector whose major function is to defend the interests of the elite or the powerful. He says that it is done in indirect, subtle ways. This is why the researcher believes that it is essential for the readers, students and language learners to understand the dynamics of the discourse employed by the media personnel. Hence, this study intends to equip the readers with strategies so that they can uncover the maneuvering techniques used by the news reporters, understand them and achieve some control over their thinking patterns and actions.

1.6 Delimitation of the Research

This study analyzes the Pakistani journalistic discourse in the backdrop of Elections 2013. It is delimited to 25 news reports appearing on the entire newspaper. The news given on centre spread (opinion columns, articles and editorials) are not a part of this study. Five leading Pakistani English daily newspapers (based on the criterion of their readership as claimed by APNS or All Pakistan Newspaper Society) namely, The News, The Nation, Dawn, Express Tribune and Daily Times published over six months (from March 2013 to August 2013) have been used as the data. Hence, the study covers three months before the election in Pakistan and three months after it.

1.7 Significance of the Study

The study explores how news reporters present the discourse produced by politicians for influencing public opinion which ultimately results in generating certain ideologies and in forming a specific mindset in the society.

Hence, by analyzing the ideological role of the journalistic discourse, which is more powerful than any other coercive means, this study aims at giving awareness to the readers about how ideology in a concealed form, which is good only to the rulers, permeates the journalistic discourse. It ultimately takes a religious form and finds its way into the lives of the commoners. Secretly, it serves only the interests of the powerful. The news reporters play a key role in the whole process. Knowing their role

in constructing different ideologies can help safeguard against forming wrong ideologies and in correcting conduct.

1.8 Chapter Breakdown

Chapter 1 introduces the key concepts of the research. It also discusses the role of the journalistic discourse in our lives with a special focus on print media. The study explores the functions of newspapers under the broader perspective of critical discourse analysis.

Chapter 2 explores the key concepts in this research. It starts with the term discourse, its types, functions with emphasis on the journalistic discourse. It discusses the historical developments related to this study and the concept of critical discourse analysis. The methods and approaches related to the tradition of critical discourse analysis have also been discussed and evaluated for getting insights for this study. Contemporary theories on intertextuality ranging from the Structuralist to the Post-structuralist tradition have been reviewed for a clearer understanding of the field. The similarities and differences in the approaches along with the inconsistencies in previous researches have also been discussed. Chapter 3 gives a detailed description of the research type, data, sampling techniques and the analyses methods. The details of data collection and the problems during the process have also been explained for providing guidelines to the future researchers. The rationale behind the selection of data collection methods and analysis has also been discussed. The chapter also details the theoretical framework of the study which provides guidelines for data analysis as well.

Chapter 4 gives an overview of the purpose of this study explaining how the research was conducted. It gives description and conclusion of each research question explaining insights drawn from the analyses.

Chapter 5 starts with the summary of the findings of the study conducted connecting it with the objective and research questions. It also talks about the limitations of this study, its scope and suggestions for the future researchers.

CHAPTER 2

LITERATURE REVIEW

This chapter reviews the concepts such as *intertextuality*, text, discourse, critical discourse analysis, media discourse and journalistic discourse. Ideas presented and explained by key philosophers have been discussed at length. The chapter also investigates how different philosophers have discussed certain linguistic concepts in the past and how they have undergone transition over time.

Kristeva (1966) was the first to talk about the term *intertextuality* in 1960s, though the idea had already been mentioned in the works of Bakhtin (1895-1975) and Saussure (1857-1913). Bakhtin (1981) used the term *dialogism* for the same idea. He emphasized the dialogic qualities of texts which, to him, means the presence of multiple voices in a single text which are transformed and re-used every time a new text is produced.

Intertextuality has also been discussed by the practitioners of critical discourse analysis who describe it to be an opaque concept. Such ideas have inspired linguists to use this concept in numerous ways. The philosophers and linguists belonging to different schools of thought have also tried to explore it, adding more complexity to it.

The critics belonging to structuralist and post-structuralist approaches had somewhat polarized views on the meaning of a word. The structuralists consider it to be fixed, constructed in the coherence of a unified system. However, the poststructuralists find meaning to be flexible and unstable. They emphasize the incoherence of systems of discourse and the plurality of meanings whereas the theorists from the feminist and post-colonial traditions take a rather unclear stance as they support neither.

Barthes (1967) negated the idea of fixation of meanings two years after Kristeva's coinage of the term *intertextuality*. He created more ambiguity around the term *intertextuality* by saying that a text is a tissue of quotations from innumerable cultures. He also generated the idea of plurality of meanings. This inspired other philosophers to find interrelationship among the texts written by them and those written by their predecessors. This resulted in different theories of *intertextuality*. The

idea of intertextuality cannot be understood in its entirety without explaining the idea of *discourse*.

2.1 Discourse and its Origin

The word *discourse* covers a wide area of human life. It can be written as well as spoken. Saussure (1857-1913) discussed the concept of discourse through his terms *langue* and *parole*. The former refers to a system of codes as used by all members of a community and hence represents the social side of a language whereas the latter stands for an individual's language use. Saussure also gave the idea of *sign* which comprises *signifier* and *signified*. He was of the view that signs are arbitrary and they do not represent reality. These findings inspired linguists and gave rise to another subject called *semiology* dealing with signs and symbols. The term discourse has taken on a variety of meanings over the last century and includes natural language, speech and writing.

Barthes (1915-1980) is also among the philosophers who discussed the concept of discourse. According to him, the discourse producer can use it for affecting the recipients. He even said that the discourse of the powerful can engender feelings of blame, even guilt in the recipient (Barthes, 1982). This description might seem to be a little myopic and incomprehensive that cannot cover all aspects of the concept. Mills (1997) added to the term by saying that the meanings in a discourse are always diverse and contested which makes it very difficult to track down the whole meaning of a discourse. She ended up focusing only on spoken form of discourse or verbal communication.

Schiffrin and Hamilton (2001) explained the diversity of discourse and its growing and evolving nature. They included ideas by critical theorists along with discourse and hence paved the way for ideas like discourse analysis, power in discourse and discourse of racism. Schiffrin et. Al, Jaworski and Coupland (1999) were of the view that there are three categories of discourse:

- It can be anything beyond a sentence.
- It refers to language use.
- It refers to a broader use of social language.

One of the most influential philosophers of 20th century in the field of critical discourse analysis was Michel Foucault (1926-1984). Like many others Mills was greatly inspired by his work and while appreciating and commenting on his work she

wrote that he described discourse as all utterances or texts which have meaning and which have some effect in the real world (Mills, 1997). Mills called it a broad definition which Foucault used in his earlier work. Foucault also described discourse as an individualized group of statements and a regulated practice which accounts for a number of statements. Due to this multidimensionality of the concept, Mills concluded that a single definition of the word is not possible. She was seconded by Gee (1999). So, a discourse is a system of thoughts composed of ideas, beliefs and practices that systematically construct the worlds of which they speak of (Foucault, 1991). This means that discourse is a practice as it has a practical dimension.

Gee (1999) defines discourse to be a dance that coordinates different parts of a text and hence creates different patterns from same words, symbols and beliefs at different times and places. He used the metaphor of a dance in order to explain the possibility of achieving variety in using same words the way dancers create new sequences from same steps and never give the same performance. He also said that just like steps in a dance sequence cannot be enjoyed out of a particular sequence and are interlinked together, discourses are also interwoven and have no boundaries.

Bakhtin (1986) and Foucault (1972) argued that meanings are not fixed and are constructed through social languages and discourse. Their stance was that meanings are not static, stable or transparent. The same was the basic tenet of the post-structuralist approach. This approach proposed the idea that a single discourse can be used for different purposes, for example, for assertion of knowledge, power, ideology, class, dominance, hegemony in everyday context. This was a time when media was gaining popularity especially the electronic media, so media discourse became the subject of interest. Cook (2001) noticed that major part of media discourse comprises political discourse though it has its share of advertisements too. Emphasizing the importance of advertisements he argued that advertising was a discourse itself constituting the meaning of both the text (the ad itself) and the context in which people respond to a particular advertisement. It was concluded that discourse (of any type) means expressing and gaining a purpose by using words. This purpose can also be having power and the ability to control. Cook (2001) said that the connection between language, ideology and power is a complex one but it can be uncovered through critical discourse analysis. He also said that through language manipulation, power abuse takes place that causes inequality and unrest in the society.

In his book *Society and Discourse*, Van Dijk (2009) discussed the same ideas by putting forward the theory of context. He explained how text and talk are naturalized in a certain environment. He said that it is the language users' own discretion to define the communicative situation which arises because of the indirect influence of the society. In this way, Van Dijk tried to bridge the gap between language and society which had so far been neglected in the disciplines of pragmatics and sociolinguistics. He proved that the most pertinent relationship between the two. For Van Dijk it is the society that affects the meanings of the words by having its influence on the language users. Theorists like Fairclough (1941) had similar views on language and society. He is among the most influential theorists in the field of critical discourse analysis who worked on topics related to language and its relation with society. After analyzing de Saussure's concept of a sign, Fairclough discusses the term discourse in his book *Language and Power*. Saussure was of the view that signs are arbitrary and they do not represent reality. His ideas of *langue* and *parole* helped Fairclough shape his ideas about language and society and explain how one makes word choices to suit one's purpose. Fairclough's ideas were not received without criticism.

The first objection raised by sociolinguistics was that the choice of language cannot be personal as it is the society that determines the structure of language to be used in a particular situation. Fairclough (1993) agreed with the idea by saying that language is socially determined. His ideas are a little ambivalent as he seems to solely focus on de Saussure's idea of *parole* yet he also raised an objection on Saussure's ideas and said that no language can have a uniform system and that all language users do not have access to the whole language system. He gave example of the standard form of a language that is accessible for only the powerful, the elite and hence chances of access to standard language are unequal. These objections seem to be valid because it is almost impossible to have a standardized language in any community as standardization is a part of the economic, political and cultural unification processes. Standardization is imposed by those in power. It possesses some sort of mythical status. Fairclough gave his ideas when everyone was talking about the idea of a national language. Fairclough disagreed with Saussure's idea of individualistic language use or *parole* as language cannot exist in isolation and language use is always social. He calls this social language use to be discourse.

After giving this idea of discourse, Fairclough explained how discourse becomes a social practice. He discussed it in three different parts. Firstly, he explained it as a part of society and argued that language is an essential part of society and it is not external to it. According to him there is an internal and dialogical relationship between language use and society. Hence, language becomes a part of the society in which it is used (Fairclough, 1983). This is quite logical because whenever people encounter one another, they use language for initiating and maintaining communication and also relationships. Taken this way, language can be taken as a process that is socially conditioned. Fairclough lashed at the textbook writers for writing separate section on language and society. He considered these two to be intertwined and did not consider language to be a separate entity. For him it would be inconceivable to consider language as external to any society. He elaborated his point by calling all linguistic phenomena to be social because whatever people read, write, listen or say has some effect on both who produce and who receive it.

Fairclough's interest in language and its related issues inspired him to observe people closely and he noticed that people use language which is socially appropriate even while they are engaged in a private conversation with family or friends. He elaborated linguistic terms and practices and explained that they are not only a reflection of a social process in a context but also are a part of those processes. He gave some examples of controversial terms which politicians and common people all over the world use but do not seem to agree. They are: democracy, socialism, liberation or terrorism. He summed up his argument by saying that politics is a part of the disputes and struggles which occur in language and over language. In fact, we are constantly involved in language use and try to navigate through this but the relationship of the society with language is not symmetrical. Fairclough (1983) described the society to be the *whole* and language as a *part* or a strand of the social processes going on in it. That is why he believed that all linguistic phenomena are social but all social phenomena are not necessarily linguistic. His interest was to see that social practices are discursively shaped and to understand the effects of such practices. At the very outset he made it clear that he would be using discourse to refer to the whole process of interaction and that text is just a part of it whereas the point in understanding the meaning of discourse is to understand how it works in any background. In the words of Fairclough text is the product not the process but

discourse is a process. All these factors influence one's language and are the key points to determine the discourse used in society.

After going through what has been written about the term discourse it can be concluded that discourse means language used as a specific social practice that shapes attitude, behavior and power relations of the people involved. Many contemporary philosophers, especially those who are influenced by Foucault's ideas do not treat language as a monolithic system but as a system comprising many discourses like those of science, law, government, medicine, journalism and morality. Hence, Fairclough and Foucault made considerable contributions in the field of linguistics and their work inspired others to take interest and do more work in this field.

2.1.1 Types and functions of discourse. There are many types of discourse commonly used as political/media, religious, medical economic child, law/legal discourse and literary/poetic discourse. Other types may be expressive and transactional discourse. All these types can be grouped under these headings: exposition, narration, description and argumentation. This forms a general classification of discourse. The following paragraph throws some light on the functions of discourse, however, due to space limits, this study focuses only on media discourse.

Buhler (1879) formulated the Organon Model for discourse types and defined the communicative functions which are: expressive function, representation function and conative (appealing) functions. While introducing him in the translation of his (Karl's) book, the editor acknowledges the fact that the breadth of his work has not been fully fathomed (Benjamin, 1990). However his insights, which are considered to be an important part of science, have been used by philosophers in dealing with linguistic problems. Though Buhler's model helped other linguists to get insights, it was so scientific that they did not even attribute it to him so his name remained detached from their works and he remained unacknowledged.

Roman Osipovich Jakobson (1896-1982) a Russian structuralist and one of the greatest linguists of the 20th century was influenced by Karl Buhler's model and as a result devised six functions of language. He worked on Buhler's model of functions of discourse and added the poetic, phatic and metalingual functions to it. In this way Jakobson presented a comprehensive model representing the functions of discourse. Buhler's model is named as Organon-Model which is a Greek word for tool. In 1934,

Buhler tried to explain linguistic communication by identifying three communicative functions which are:

- the expressive function
- the representation function
- the conative function or appealing function

If we review the above mentioned model we will notice that human language needs are threefold: professional, triggering and representational (Buhler, 1934). He has given three relational foundations in the following diagram:

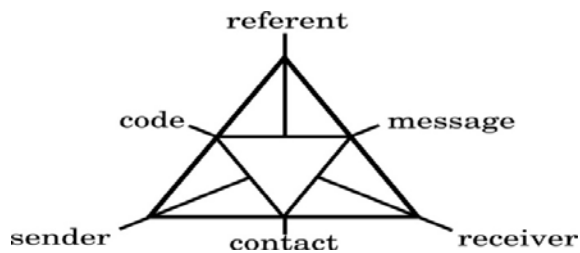


Figure 1: Buhler's Organon Model

According to Buhler, the relational foundations show the things that are represented, the sender whose inner states are profound and the receiver whose reaction is triggered. By triggering, Buhler means the imperative conative function which generates an action in the addressee. And that is the ultimate goal of language. That is why, Buhler calls language to be a goal-oriented structure. Since Jakobson (1956) used Buhler's model and even modified it by adding more functions of discourse to it. Adding all functions that language performs, it turns into a comprehensive whole. The six functions of language as identified by Jakobson are:

- the referential function
- the expressive function
- the conative function
- the poetic function
- the phatic function
- The metalingual/ metalinguistic or reflexive function

The referential function deals with the context as is clear by the name. It describes a situation, object or even a mental state. The statement of referential function may comprise both descriptions and deictic words. The expressive function

has also been termed as emotive or affective and it relates to the addresser/sender displayed by interjections and such other words that add to the meanings without changing them. According to Jakobson, such words show the internal state of the speaker or the addresser. The conative function directly engages the addressee or receiver and vocatives and imperatives are used for this purpose. The focus of the poetic function is to convey the message for its own sake and it operates in poetry and in slogans. The phatic function is not a serious kind of function as it is restricted to only greetings and casual discussions, especially with strangers. It provides the opportunity to open conversation and helps maintain the communication channel. Words like hello, ok, and bye are used in phatic communion. The metalingual function which is also called metalinguistic or reflexive function is used to describe itself. This type of discourse function closely resembles the poetic function. So these two types, in fact, deal with similar kind of discourse. Thus, Jakobson presented a more comprehensive model of displaying the functions of discourse and made considerable addition to the field of linguistics.

2.1.2 Media discourse. Media has been termed as an important agent in shaping governments and parties and the language it uses or the discourse is viewed as a social practice (Fairclough, 1995). Discourse means expressing oneself by using words and discourses can be used for different purposes, for example, for assertion of knowledge or power and it is done in everyday contexts. Discourses are considered to be social practices and media discourse is one of them. Media includes print media (newspapers, tabloids, magazines) and electronic media (TV, radio, internet) and media discourse means how individuals use media to express themselves. It is considered to be a major type of discourse. In order to understand it, the primary means of communication, that is, speaking and writing, should be considered. Newspaper articles, advertisements and speeches are all types of media discourse.

While defining media, Kartz (2003) wrote that it includes all activities ranging from getting up early in the morning to reading the newspaper, checking the mails, listening to a local radio on our way to the office and looking at the billboards that we come across on the highway. Whatever we indulge in, we are absorbing media. Consequently, we are immersed in the world of media. After giving such a broader definition, Kartz explained that media can have hundreds of types including direct mail, skywriting, coupons, stadium signs and scripts on food containers. It also

includes all other sources that impart information or communicate to the audiences by permeating in our daily lives and constituting an essential part of our existence.

Media has two important functions to perform which are: to inform and to entertain. To explain how media performs its informational function, Kartz (2003) gives some examples such as the situation of the financial markets can be obtained through media. Similarly, our boring evenings are made entertaining by media through movies, dramas, football matches and other sports events. In order to understand the informational role of media, we can consider the terrorist attacks on The World Trade Center and Pentagon when millions of people were glued to their TV screens to have the latest updates of the event (Kartz, 2003). Emphasizing the same point, Kartz (2003) stated that not just this but newspapers, reports, reviews and news on TV and radio all play an important role in giving in-depth information to the audiences of the aforementioned events. This growing interest in media discourse encouraged many linguists to analyze media discourse and even write about its importance. Hence many books were produced on the importance of media discourse and its usefulness and Talbot is one of them.

Talbot (2007) describes media as an interdisciplinary field. While discussing the importance of media in this world, she wrote that media has become the prime source of understanding the world. This understanding of the world can be taken to be the major factor behind the popularity of media these days in Pakistan resulting in the emergence of numerous TV channels. This phenomenon has increased the popularity of electronic media in Pakistan. Talbot once rightly said that very few of us have remained unaffected by media discourse and we cannot deny the power and influence of media discourse on our lives.

Gruyter (1985) explained the effects of media by discussing about the reproduction of ideologies through media discourse. He was inspired by the renowned French thinkers and philosophers like Althusser, Barthes, Foucault, Lacan and Lacalau. He defined media as a major cultural and ideological force responsible for the transformation of ideologies. Obviously media discourse reaches out to a larger number of audiences and is ideologically charged to present different visions in the world which Hall terms as production of popular ideologies.

In the field of discourse analysis, context is an important concept as it helps to understand the deeper or hidden meanings. Kress and Hodge (1979) make an interesting point by saying how context-free language is used to change the meaning

and to shift the blame. They give the example of agentless passives, for example, 'The mugger was killed' instead of 'The police killed the mugger'. Such sentences are a common feature of media discourse. They are used to single out ideological positions and interests of the powerful. The same idea was explored by Van Dijk who made huge contribution to the field of critical discourse analysis. Many of his empirical studies display how media plays an important role in changing ideologies and spreading ethnical prejudices which is termed as ethnic abuse (Van Dijk, 1993). This is because media discourse is powerful and available to a larger audiences. Therefore, its influence is on a very large scale. Due to the possibility of such public discourse to a larger audience, Van Dijk described them to be more influential than private discourses. Media discourse being a form of public discourse has the possibility of being received by a large audience and hence has a strong capability of shaping and changing their ideologies.

Considering the above ideas, discourse can be used for different purposes, for example, for assertion of knowledge or power, for ideology formation, for asserting class, dominance, hegemony. Interestingly, all is done in everyday contexts. This is why, it usually remains unnoticed. Major part of media discourse comprises political discourse, though it has its share of advertisements too. Emphasizing the importance of ads, Cook (2001) argued that advertising is a discourse itself constituting the meaning of both the text (the ad itself) and the context in which people are responding to advertisements. Discourse means expressing ourselves by using words and critical discourse analysis deals with the relationship between language, ideology and power. Its basic purpose is to study power abuse, dominance and inequality in the society.

A review of the literature related to the role of media in Pakistan manifests that its primary function was to unify the newly born state. Initially, the media groups adopted that stance but gradually shifted away from it due to different factors. This role of national cohesion that started with the struggle for a separate homeland faded away after Pakistan was carved on the world map in 1947. The factors contributing to the phenomenon included economic and political pressures. Till 2000, Pakistani media was not so vocal and expressive. However, with the regime change and advancements in the field of Information Technology, media became more autonomous. New trends in computer technology also affected the print media. Now information is easily accessible to everyone because of different websites sharing new information through e-papers and e-books. This has made the job of newspaper

owners and authors quite challenging. Moreover, nearly all newspapers have political affiliations. All these factors have made media discourse very complicated Fairclough(2002).

Media includes print media (newspapers, tabloids, magazines) as well as electronic media (TV, radio and the internet). Analysis of media discourse means understanding how individuals use media to express themselves which means to understand both types of media discourse that is written and spoken. Hence, analysis of media discourse includes newspaper articles, advertisements and speeches.

2.1.3 Journalistic discourse. It refers to the discourse of journalists and how they represent the discourse of others. The journalists' affiliation with persons, institutions and ideas plays a vital role in the construction of a particular kind of journalistic discourse. Having connection with the commoners on a regular basis, journalists and reporters have a great control over the process of constructing certain ideologies in the society on which they are based. The discourse of journalists or the journalistic discourse performs multiple functions including formation, deformation and reformation of ideologies. They do so by using specific techniques. Their only tool for doing so is language. Hence, they use it effectively by projecting certain ideas and suppressing others. At the same time, they have to keep an objective, unbiased face which they do by including other discourses or by having polyphony in their texts. The decision about whether to explicitly mention other discourses in their texts is purely the discretion of a journalist or reporter. However, by using the tenets of critical discourse analysis on the journalistic discourse (or journalistic discourse analysis (JDA), their techniques can be uncovered and understood.

2.1.4 Political discourse and the press. Van Dijk (1988) asked some interesting questions while attempting to define political discourse. He said that for understanding and analyzing political discourse, we have to decide what political discourse is. This can be done by determining the characteristics of political discourse and if political discourse is analyzed by using the tenets of critical discourse analysis, there might arise ambiguities as political discourse is not the same as any other discourse. He rounded up the argument by saying that political discourse analysis or PDA is both about political discourse as well as a critical enterprise. Van Dijk wrote that political discourse is identified by its actors or authors which are generally politicians but political discourse is not only the discourse by the aforementioned stake holders but also the critiques and discussions about it. This would include all

talk shows, news reports, editorials and opinion segments. In Van Dijk's words, political discourse represents group ideologies and other beliefs held by the producers of political discourse. By other beliefs he meant a collective form of texts and talks including party slogans and programs for which a cognitive interface is needed. This is what represents personal beliefs, opinions and experiences and hence it turns into beliefs and ideologies. Similarly, the word 'press' refers to the print media especially newspapers and the effect of newspaper articles, reports, editorials and opinion articles as all of these have an important role in the generation and sustenance of certain beliefs and ideologies. This sustenance may be done through biased sources, opinionated attitude of reporters as well as the newspaper editors. In his book *Media Discourse*, Fairclough(1995) gave a thorough analysis of the power of mass media and how it helps to shape governments and parties. In his research paper 'Political discourse and ideology', Van Dijk stated that ideologies are not always explicit and can be disguised, hidden even implicit which means that we can understand the ideology of a party only partly and to a certain extent for example, the way a particular party describes an event depends on how a reporter presents it in front of the public. Van Dijk was of the view that though ideology appears in different forms and is quite abstract, it can be understood by using the principles of critical discourse analysis. His work has helped many researchers in understanding how racism, prejudices and ideologies work in political discourse and this has made him become the founding father of media discourse analysis.

2.2 Historical Development of Discourse and Critical Discourse Analysis

The real understanding about any subject is impossible without having some knowledge about its historical background. Same is the case with modern concepts and theories because without the knowledge of their origin, they remain ambiguous. The history of the concept of discourse analysis and its transformation into critical discourse analysis is discussed below.

Discourse has been defined in numerous ways as discussed in the previous section, for example, it has been described as language beyond sentence level or a social practice as well as a system of thoughts. Importance of language use in connection with society gave rise to the idea of discourse analysis. Mills (1997) says that discourse analysis studies the structure of naturally occurring spoken languages.

Paltridge (2006) defines it as the study of language in use. His ideas on discourse analysis are different from Mills in that he also considers the context in which a particular language form is used. Though the definitions of discourse analysis by Mills and Paltridge have some similarities, Mills somehow focuses on language by describing it to be a naturally occurring activity whereas Paltridge focuses on the context more in order to fully understand a particular discourse.

Wooffitt (2005) also discusses discourse analysis by using the idea of conversation analysis. He starts the discussion by mentioning the work of Harvey Sacks (1935-1975) who was a pioneer in the field of conversation analysis. Sacks' ideas were also mentioned by Schegloff in his lectures. Sacks' work is based on analyses of the telephonic calls to the Los Angeles Police Department in the 1970s. Sacks analyzed each conversation (phone call) to predict when the caller hides his/her name, when s/he tells lies, etc. Schegloff took interest in Sacks' work and scrutinized it further. Later, the transcriptions of Sacks' work were disseminated to some universities. Most of these transcriptions were done by the transcribers. Hence, many of his original ideas could not be incorporated. In 1975, when he was on his death bed, some of his work was published and it caught the attention of many scholars who considered it to be a valuable asset for future scholars. During the process of conversation analysis, the researchers took the work to the next level and hence, a new discipline of discourse analysis emerged (Wooffitt, 2005).

Social scientists always find a profound affinity with science and its relations with the society. This is why, the concept of language or discourse has always fascinated linguists and philosophers and it has always been the center of attraction in every society.

Over time, discourse analysis has become a diverse area of study having a variety of approaches (Fairclough, 2003). While reviewing the previous approaches, Fairclough categorized them as critical and non-critical and explained that such division is not absolute as it is due to the nature and their social orientation that determines their type. Critical approaches include relations of power and dominance whereas non-critical approaches mean the framework used for studying only the classroom discourse (Fairclough, 2003). Hence discourse means expressing ourselves by using words which can be done for different purposes, for example, for assertion of knowledge or power and this happens in everyday context.

Critical discourse analysis deals with the relationship between language and power. Its basic purpose is to study power abuse, dominance and inequality in the society. It is concerned with analyzing how social and political inequalities get manifested and reproduced through discourse (Wooffitt, 2005). It means discourse analysis aims at viewing language along with its social and historical surroundings which means that if someone is described as a terrorist or a freedom fighter, one has to keep in mind the background of it. This would change the whole meaning with the change of perspective as a terrorist has a negative connotation whereas a freedom fighter has a heroic persona attached to it. Therefore, the linguists considers the social context and historical surroundings which play an important role in discourse analysis. Discourse analysis has developed into a discipline that deals with power and the use and misuse of power in the society. One of the founding fathers of such ideas on discourse analysis is Voloshinov (Eagleton, 1991).

An overview of the work in the field of linguistics indicates that an enormous interest has developed in the field of discourse analysis over the last few years resulting in new approaches. Some of the theorists have introduced a new trend in discourse analysis under the heading critical discourse analysis. The critical discourse analysts are interested in understanding the relationship between discourse and ideology because they view language as a social practice (Fairclough & Wodak, 1997). Discussing about critical discourse analysis, Wodak (2001) considers context to be most crucial. The focus of study in critical discourse analysis is the relationship between language and power. The critical discourse analysts are generally not interested in general topics rather their focus is on more specific issues which cause social injustice and unrest in the society. The analysts take a stance and scrutinize language with some agenda which is to expose social injustices that result in exploitation. This specification in the study makes the approach of a critical discourse analyst to be a subjective one. Fowler et.al. (1979) and Kress and Hodge (1979) noticed that this kind of analysis reveals how a text may be biased towards any particular ideology. Consequently, in the 1970s, the critical linguists and literary theorists developed a new discipline under the name Critical Linguistics. Kress and Hodge based their approach on Halliday's Systemic Functional Linguistics (SFL). These practitioners of CDA viewed language as performing three functions: ideational, interpersonal, and textual functions. Ideational function pointed to the experience of the world by the speaker and interpersonal function referred to the

speaker's own attitudes and evaluation of the phenomena in question. It also included a newly formed relationship between the speakers and listeners as had been noted by Fowler (1991) and Fairclough (1995b). It can be said that it is only through the textual function of language that speakers are able to produce texts that are understood by listeners.

Fairclough (1989), the leading researcher in the field of CDA, observed how power and ideology are reproduced through language. In his book *Language and Power*, he talks about how language is used for exercising power. He also says that it resides in discourse, behind discourse and is discursive in nature. Cultural and economic factors are also important for doing a comprehensive analysis. So, by employing the tenets of critical discourse analysis, power abuse can be understood and also fought back. Considering this aspect of critical analysis, it is said that the discipline of critical discourse analysis has emancipatory agenda as it investigates how social injustice is done through language use (Johnstone, 2008). Fairclough discussed these ideas in his book *Language and Power*. Some other theorists also agreed with his idea that language is used to dominate.

The context in which language use takes place is important as it clarifies the perspective from which a text is written and the statistics used also have impact on the ideology portrayed through the text (Richardson, 2007). The importance of a context for interpreting meaning of a particular language use or text is crucial for the analyst as no meaning exists outside of a discourse (Foucault, 1972). This means that for understanding the meaning of a text, one has to do in-depth analysis of the context as well because without that, a comprehensive understanding of the text cannot be attained.

Gee (1999) is also among the theorists who talk about the importance given to CDA. He says that critical discourse analysis keeps us from getting socially, culturally and ethically pinched by the world. This clearly reveals the importance of this subject in real life and shows how it is related to so many things in our lives. Due to this reason, interest in the idea of critical discourse has increased over time. A group of linguists including Fairclough, Wodak, and van Dijk did a lot of work in the field of CDA and hence are treated as the leading names. Among others who made considerable contributions in this field are also people such as Leeuwen, Kress, Whetherell, Billig, Schaffner, Gee and Chilton .

The approach of critical discourse analysis adopted in the present study draws on both linguistic theory as well as social theory. Therefore, some of the ideas by philosophers like Marx, Gramsci, Foucault, Bourdieu, Althusser and Habermas have been included for examining ideologies and power relations yet language remains at the center stage as it connects the social function of language with ideology.

2.2.1 Key issues and basic tenets of CDA. The discipline of critical discourse analysis deals with the relationship between language and power with the basic purpose of studying power abuse, dominance and inequality in the society. Different practitioners in the field have used diverse approaches but they have one thing in common and that is to find the relationship between language and power, and to study how power is abused to exploit others who are less fortunate. Due to this reason, CDA is subjective and has an emancipatory agenda. The issues discussed in critical discourse analysis are about the use of power in discourse and how it is used for manipulation and exploitation. Another important factor is to observe how language is linked with ideology and is used for generating racism. These are the hardcore issues which are a matter of concern to every society. Fairclough (1992) presented five propositions of his approach to CDA which clearly narrate the language-power relationship and its implications for the society. His ideas have been discussed below.

Fairclough believed that language/discourse shapes the society but it changes according to the situation in which it is used. It means that the situation or the context can be changed by altering the language use. Fairclough used the concept of discourse as a synonym of language. Some of his ideas are:

- Discourse helps not only in constituting knowledge but also in changing knowledge. At the same time, it helps in maintaining social relationships and retaining identity.
- Discourse is shaped by relations of power and hence, displays identities. Fairclough explained this idea by elaborating how certain languages, accents or dialects are held esteemed or devalued in different societies of the world. That is why he objected to the notion of standard language as it empowers certain people (who know it) and depowers others (who don't know it). So, to him, the idea of a standard language is problematic.
- Fairclough also considered discourse to be a stake in the struggle of getting power. This idea is in connection with his ideas about the standard language.

Considering all his ideas about language and power, language though a powerful tool in maintaining social control, remains contested.

- Critical discourse analysis aims at showing how society and discourse shape each other. It also explains that they are related to each other in complicated ways and equips one with strategies to understand them and unravel them. It creates awareness about how language is manipulated by certain people and hence has an emancipatory agenda against social injustice.

Fairclough in coordination with Wodak (1997) offered some principles of critical discourse analysis which describe power relations to be discursive and linguistic. They are held because of the ability and access to social resources which is usually institutional. Hence, power relations are controlled institutionally.

2.3 Approaches and Methods of CDA

Critical discourse analysis is a field that is involved in studying and analyzing written and spoken language to reveal discursive power, dominance, inequality and bias (Dijk, 1998). Its basic purpose is to examine how discursive power is maintained, and what its sources within a certain background are because the background or the context plays a very important role. Fairclough (1993) also says that critical discourse analysis aims to systematically explore often opaque relationships between the following:

- Discursive practices, events and texts
- Wider social and cultural structures, relations and processes

The understanding about the above helps to investigate how certain events arise and are ideologically shaped by relations of power and how struggle for getting power takes place in the society (Fairclough, 1993). CDA also strives to make the hidden connections or the opaque relations visible that may otherwise remain invisible to a common person. The ideas of some key theorists on CDA are discussed below.

2.3.1 Key theorists in the field of CDA. (a) Norman Fairclough. Fairclough is among the founding fathers of critical discourse analysis. He was a professor of linguistics and was interested in analyzing how social practices are discursively shaped. He believed that the primary objective of discourse analysis is to raise awareness in the educational setting about how language contributes to the exploitation and domination of some people through common sense assumptions

which are ideologically shaped. He also said that critical discourse analysis can disclose that language itself is not powerful but the people who use it make it so. These people have access to a particular language form due to institutional affiliation and it gives them power. Eventually, they start using and misusing this power for controlling others. So, Fairclough is the one who highlighted the practical application of critical discourse analysis. The tenets of CDA that he presented can be used for understanding how language functions and can be used for influencing others.

Hence, language is a powerful weapon which is used to obtain dominance over others. Talking about the power of language, Van Dijk (2000) goes on to the extent that the words of those in power acquire the status of self-evident truths and the words of those who are powerless are usually dismissed without even being noticed. Fairclough's and Van Dijk's works are mostly in the field of media discourse.

Foucault views discourse differently. In his view, discourse moves back and forth, both reflecting and constructing the social worlds of the different agents who use it or are situated around it. Orders of discourse are the discursive practices of a society or an institution which are interrelated and interwoven. Fairclough seems to agree with Foucault because he expresses similar views about discursive practices in his book *Language and Power*. He draws on theorists from Bourdieu to Habermas as well as his own past experiences for discussing the concept of critical discourse analysis. For linguistic analysis he draws upon Systemic Functional Grammar by Halliday as mentioned in his book *Media and Social Change*. He says that any text belonging to different genres can be explained under the heading intertextuality. For the same purpose, Fairclough (1992) suggests the terms interdiscursivity and intertextuality. He said that for the wider appropriation of styles, genres and the ideological assumptions which form discursive practice and the discourses of academia and consumerism, these terms can be used (Fairclough, 1993). These two terms have been discussed at length under the heading theoretical framework in this chapter.

(b) Ruth Wodak. Wodak is among the leading figures in CDA. She chose a historical approach for critical discourse analysis and considered context to be very important for understanding a text. The model proposed by Wodak is called the discourse-historical model of CDA. According to this model, discourse is a complicated combination of linguistic acts which are sequential and interrelated. They manifest themselves in and across the social contexts. These linguistic acts can be oral

or written tokens and can be termed as texts. Depending on the semiotic function that each one of them performs, different genres get created (Reisegl & Wodak, 2001). Wodak's (2001) discourse-historical approach on CDA can be summarized as:

- Collection of information about the text (social, political, historical, psychological, etc.) and co-texts under scrutiny
- Classification of the text according to the genre it belongs to and gathering ethnographic information on related topics, other discourses with similar arguments, macro-topics and fields of action
- Formulation of research questions for explanation of the text/ discourse and its different aspects. Consulting theories from neighboring fields
- Categorization of the research questions into linguistic groups which are researchable
- Making use of the categories generated related to the discourse/text under different theoretical approaches for interpreting results that are related to the research questions
- Drawing up the context diagrams that can help in devising questions
- Interpretation of the data in a detailed manner by keeping in mind the original research questions and the problems that has been explored

Wodak's approach is different from those of her contemporaries in the sense that it focuses on the historical background and proposes that connections between actions, genres, discourses and texts can be described and understood only historically. As a matter of fact, it was the same concept of context which had already been used in the past but not had yet been explicitly mentioned by anyone. Wodak was the first one to mention the importance of context for understanding a discourse/text and hence, added a historical dimension to CDA. She thus made a genuine contribution to the field of CDA.

(c) *Teun van Dijk*. Van Dijk is among the eminent scholars in the field of text linguistics, discourse analysis and critical discourse analysis. He produced a bulk of works on these topics. Most of his works deal with racism in discourse. His ideas helped in understanding how racist ideologies are generated by racist elites (a term by Van Dijk, 1991). He used this term to refer to politicians and journalists. Critical discourse analysis is a field which aims to analyze written and spoken language to reveal the discursive sources for obtaining power, dominance, inequality and bias

(Van Dijk, 1998). It is also concerned with determining how these sources are maintained and reproduced in the backdrop of specific social, political and historical contexts and usually spring from specific institutional affiliations. Van Dijk's analysis mostly focuses on media discourse. Media people including editors, reporters and generally all journalists possess this power. They have affiliations with their newspapers and specific media houses and as a result, become powerful. Van Dijk calls them elites. Van Dijk's views context to be an important ingredient in every discourse and for critical discourse analysis, special emphasis should be laid on understanding the context. In this way, he agrees with Wodak's discourse-historical approach towards critical discourse analysis.

Van Dijk even presented his theory of context in the book titled *Society and Discourse*. He explained how text and talk are adopted according to the social context and environment and whatever is said is only tip of the iceberg as it is just a meager part of a whole communicative event.

Language users do not participate in a communicative event with blank minds. Van Dijk argued that people come and participate in a conversation with a huge amount of socially shared knowledge, their own personal experiences, opinions and goals. They also understand the minds of their interlocutors. Van Dijk went on to say that besides observable talk, there is a lot more that needs to be considered in order to do critical discourse analysis. He made very interesting remarks about delimitation of the context by saying that it is important to delimit the concept of a context as the theory of context does not mean the theory of everything. So it should be delimited to the environment relevant to a particular language use.

In another book titled *News as Discourse*, Van Dijk (1988) discussed some new dimensions of newspapers' discourse which had not been done previously. He said that the media elites acquire social power as they have access to people's minds. Identifying the relationship between discourse and social power, he stressed that one of the major tasks of CDA should be to uncover the relationship between discourse and social power (Van Dijk, 1996).

The idea of relationship between discourse and social power was also discussed and emphasized by Fairclough. Since power is a central concept in critical discourse analysis, Van Dijk kept on exploring its relationship with ideology and equated ideology with power. As a result of his observation and analysis, he concluded that social power means one group having control over the other. To him,

this controlling group can be an organization or an institution. His analyses helped people understand the complex process of social power and how it is exercised in the society.

2.4 Types of Textual Relations

According to different linguists and theorists, varied and complicated relationships exist between different texts. In his book *Tools for Text and Image Analysis: An Introduction to Applied Semiotics*, Herbert (2011) discussed and defined some of them. One of his ideas is on intertextuality which is linked with this study. So, Herbert's (2011) idea of intertextuality has been discussed in detail.

According to Herbert (2011), the term intratextuality refers to the relation between two parts of a text. Some of the textual relations that he describes are:

- ***Autotextuality***: Autotextuality refers to a relationship of the text with itself both structurally and content-wise. This type of relationship was first suggested by Dallenbach as a relation whereby a text reflects upon itself (as cited in Bulman, 2007).
- ***Architextuality***: Architextuality Genette's (1997) term for genre. By architextuality Genette means the complete set of general and transcendental categories-types of discourse from which a single text emerges.
- ***Autogenericity***: Autogenericity is a form of autotyping in which a text is linked to itself.
- ***Intergenericity***: Intergenericity refers to a form of intertyping in which a text type is linked to another text type or other text types.

Herbert (2011) thought that these relations can be viewed from two perspectives: unidirectional and bidirectional. The first relation means the relation in one direction, for example, the relation of a text to its genre or the relation of the genre with a text.

2.5 Intertextuality

Seeking the meaning of a text while reading is a common practice. The process is known as interpretation when done on a literary text. Contemporary and cultural theorists challenge the notion of fixed meaning as suggested by the traditional structural theorists. The post structuralist theorists opine that all types of texts (literary and non-literary) lack independent meaning (Allen, 2000). The idea is that a text depends upon other texts for its meaning. So, all texts depend upon one other for

getting meaning. The presence of other texts within a single text can happen implicitly or explicitly and no text is a self-contained unified whole.

This mutual relationship between texts or intertextuality is a common phenomenon (Fairclough, 2003). Intertextuality provides crucial grounds for all types of written discourses. Texts do not appear in isolation but in relation to other texts and are written in response to prior writings (Bazerman, 2004). Almost all words that we use have been heard before because we have to draw upon the common pool of language that we share within a speech community. Linguistic studies during the 20th century display the idea that when people speak or write they use indiscriminate sources to get the words and phrases for expressing their ideas. They also use other people's ideas and sometimes do not acknowledge the sources as they do not pay attention to where they heard from or read them the first time. Analysis of such words or thoughts gives real understanding about a text. The mixture of other discourses in an institutional discourse is extremely important as it has social implications (Candlin & Maley, 1997). This idea has attracted linguists and theorists and they keep finding relationship between texts within a single text. As a result, a number of perspectives on intertextuality have emerged.

The term intertextuality was coined by Kristeva in the late 1960s. Though the idea had already been initiated by Bakhtin and Barthes much earlier through his idea of dialogism (Orr, 2003). Worton and Still (1990) say that no text is self-sufficient and each one is *part* of a larger *whole* (Worton & Still, 1990). This is because before becoming the writer or creator of a text, one has to be the reader of some texts. This makes references and quotations inevitable for the text being created. So every language user somehow quotes someone. In Worton and Still's (1990) words, good poets create and compose without much effort because they are controlled by the divine spirit of Dionysus.

The linguists and theorists, though don't believe that each language user is under a divine influence, yet they acknowledge that all types of language use is done under some kind of influence as every language use or text is produced in response to some other text. This is enough to understand the relationship between texts or intertextuality. Our creativity as language users and writers depends upon how we put these words together in different ways for making new combinations, drawing upon the common words for creating specific meanings. Bazerman (2004) says that the language users do not pay attention to where these words come from. He also

mentioned that in certain situations people want to mention the source of these words for example when they want to criticize someone's words or to tell a dramatic story. This is usually done to clarify the context or a perspective and also for understanding deeper meanings. Bazerman also talked about the metaphorical sea of words in which the language users live and create words which are surrounded by thousands of words. Every language user has a different way of creating word combinations. Writers also have different ways of creating their writings. The word combinations and the other texts within their texts are not always easy to identify as sometimes they mention other texts explicitly and sometimes they do not. The readers usually use different strategies for interpreting the meaning of these texts but sometimes they are unable to get the exact meaning that the writer intended to convey.

The term intertextuality encompasses a wide variety of semiotic processes that make it very difficult to comprehend. It is quite difficult for scholars to have a consensus on the meaning of intertextuality. That is why some scholars prefer to use a different terminology like dialogicity, transtextuality, hypertextuality, and so on (Allaine, 2011). Every new text is formed by reshaping and transforming the old texts and therefore, involves repetitions as well as otherness. In Orr's (2003) terms intertextuality can be seen as a linguistic Big Bang. It results in the formation of new ideas from the old ones.

Modern linguistics and critical movement is based on the works of Saussure who is considered to be the founder of modern linguistics. Some linguists even trace back the origins of intertextuality in Saussure's works. It is a very old idea. Worton and Still (1990) go on to say that it is as old as human history. From the philosophers like Plato, Aristotle, Horace and Longinus to the modern 20th century, theories on intertextuality can be found which deal with the idea of discourse.

Allen (2011) says that structuralism produced a revolutionary description of human culture through its sign systems. He based his statement on Saussurean theory of semiology which is the study of signs. Saussure's idea of a sign is a linguistic structure. He was of the view that human culture cannot be understood without the help of linguistic signs as humans cannot pass on their culture without language. His ideas brought a linguistic turn in human sciences.

Saussure's concept of sign comprises two parts: a signified (concept) and signifier (sound-image). Drawing upon the fact that different languages use different words for the same meaning, he said that the linguistic signs are arbitrary and do not

have fixed meanings. A sign is associated with an abstract concept (signifier) and does not have any referential function as it is arbitrary.

Words exist in a linguistic system and function within it. However, their function can be understood at one particular moment or through time. For former, Saussure uses the term synchronic system of language and for the latter, he uses the term the diachronic system of language (Allen, 2011). Since relationships between signs play an important role in understanding a phenomenon, Saussure identifies two such relationships among words: syntagmatic and paradigmatic. By paradigmatic relations Saussure means the substitutional relation between signs in a sentence. It means that each sign in a sentence can be replaced with a number of other signs existing in that language. Syntagmatic relationship on the other hand is a linear relationship of signs in any sentence.

Two other key concepts offered by Saussure are *langue* and *parole*. Both these ideas have been discussed earlier. Saussure's ideas lay the foundations of modern linguistics and the cultural movement. Though he is credited as the initiator of the concept of intertextuality by many linguists (Allen, 2011), the fact is that the origin of intertextuality is not easy to explore.

Bakhtin had a different approach towards language and unlike Saussure, he did not ignore the social context within which words are exchanged. Saussure observed signs existing in an abstract system of language. For him, words exist within particular social sites and particular moments of uttering and receiving them (Allen, 2011).

Bakhtin is one of the most influential thinkers of the 20th century who influenced other critics and scholars so much that they not only read his ideas but also translated most of them into other languages. His idea of dialogism is one of them (Shepherd, 1998). It eventually motivated many theorists to develop theories on intertextuality. Morris (2003) is one of them. He described how material objective nature is described only through the existence of signs. Hence the concept of signs provides the basis for an objective sociological understanding, individual consciousness and ideology.

An interesting fact is that neither Saussure nor Bakhtin directly used the term intertextuality but their works inspired Kristeva who combined their models and took the work ahead. This is why most people give her the credit of coining the term.

For Saussure, a linguistic sign has a relationship of similarity and differences with other signs. Many linguists after Saussure have debated and argued that if we consider the previous sentence to be true about the linguistic signs then it must be true for literary signs. Allen (2011) elaborated that if people choose words from an abstract system of language, literary writers choose not only words from previously existing literary works but also select plots, generic features and aspects of characters from the literary tradition that they are following. This point backs up Saussure's idea of non-referential nature of signs. Hence, one literary work can only be understood in relation to other works within the same literary tradition. The readers try to find the meanings of signs as the meanings are not fixed and this is what the post-structuralists believe in.

Barthes (1968) showed his concern for the term discourse and how different discourses function in one society initiating many ways of speaking and writing. In each form of writing and speaking, same linguistic signs are used in a new, creative way. He described different types of discourses for example, he explained how the word 'sensibility' can be explained in different cultures and languages. In Balzac's story *Sarrasine* this word has intertextual dimensions. This feature of a text has been discussed by Barthes under the title 'The Death of the Author'.

Kristeva was the one who introduced Bakhtin's works to the French readers in the mid 1960s. It was the time of transition from structuralism to post-structuralism as heated debate had started on French structuralism. In her essay 'Word, Dialogue and Novel' Kristeva defined intertextuality to be any text in which the absorption and transformation of another text/texts takes place (Kristeva as cited in Moi, 1986). In her earlier work, she wrote that a text is a permutation of other texts, and utterances that intersect and neutralize each other (Kristeva, 1980).

According to Allen (2011), some of Bakhtin's work in the 1920s was not available to Kristeva. Bakhtin, Medvedev and Voloshinov understood the importance of the Russian formalist method through which they tried to explain the general literariness of literary works. Bakhtin said that linguistic interactions take place among people or social groups and this happens only within a particular context. Hence, he considered social context to be important for understanding language use. Contrarily, Saussure talked about the use of language without a context and in an abstract form appropriate for study and analysis. He was interested in knowing the norms and conventions that affect the language structure. Though Saussure

considered that the fact that every language user in a community has access to a common language system (*langue*), he also pointed out that the degree of this access was not the same for every language user and hence the idea of *parole*. It can be seen from his discussions on language structure that despite admitting the fact that an individualistic form of language exists in every language community (*parole*), he practically did not consider *parole* much and focused on the general language system (*langue*) instead. And even while discussing the language system as a whole (*langue*), he did not consider the context in which language use takes place. This is what Bakhtin, Medvedev and Voloshinov criticized about de Saussure and argued that language use always takes place within a social background and for understanding the language as a system, the social background or context cannot be ignored.

Another objection raised by Bakhtin, Medvedev and Voloshinov on Saussure was about his concepts of studying language synchronically as well as diachronically (as cited in Allen, 2011). Talking about the concept of synchronic language study, they argued that such an ideal or perfect moment does not occur as language is always in a constant and ceaseless flow and cannot be static at any point in time. Bakhtin went on to say that no utterance is new because all the terms or expressions that are used are in response to previously used terms or utterances. His ideas were later extended and elaborated through the concept of intertextuality.

Fairclough explains that the relationship of a text with other texts can be on two planes: external and internal. By external relationship of the text he means analyzing the text with social events. It involves abstract concepts of social practices and social structures. According to Fairclough, it adds new dimensions to a text. The process can be understood as how other texts are intertextually embedded into a particular text and other voices are incorporated or other texts are alluded to. Fairclough (2003) suggested that the internal relationship of a text can be understood by analyzing the following relations: semantic relations, grammatical relations, vocabulary and phonological relations. He concluded that there also exists a unique kind of relationship between the internal and the external relationships of a text which should not be overlooked.

2.5.1 Types of intertextuality. (a) Genette's ideas. Genette belongs to the group of structuralists and is indeed a very important representative of the tradition. He coined the term *transtextuality* which is also termed as the structuralist approach to intertextuality. *Transtextuality* can be viewed as Genette's version of intertextuality.

For him the desire to study the circle of a cultural sign system has resulted in approaches like semiology and structuralism. Similar views were expressed by Culler (1975) who said the systems rather than individual works should be the objects of study. In this way, Culler supported the structuralists' stance.

Genette talks about five types of transtextuality and collectively calls them the textual transcendence of a text (1982). These five types are:

- Paratextuality
- Intertextuality
- Metatextuality
- Hypertextuality/Hypotextuality
- Architextuality

By paratextuality Genette means the relationship of a text with its preface. In his book *Paratexts: Thresholds of Interpretation*, Genette (1997) opened up the discussion by talking about certain components which accompany every book. No book is presented in an unadorned state without certain verbal productions. By verbal productions he means the author's name, a title, a preface and illustrations. He explained that these productions vary in extent and style as we do not know whether they are part of the text. For such constituents of a text he uses the term paratext. He also says that these elements lie on the threshold of a text and control the reception of the text by the readers. He divides the threshold into two parts : pretext and epitext (as cited in Allen, 2011). He further elaborates that the pretext consists of a title, chapter titles, preface and notes whereas interviews, publicity announcements, reviews by critics or readers and other authorial and editorial discussions form the epitext. Here we do not see the blurb mentioned perhaps Genette uses the term 'notes by readers' to mean the blurb which plays an important part in the reception of a book.

While discussing the functions of paratext, Genette says that it plays a vital role in guiding the readers about how to read a text, who is the author and what his/her purpose is. So, it provides guidelines to the reader. At this point we find a stark difference in the approach by Barthes and Genette. The former talks about the concept of the death of the author and the possibility of finding numerous meanings in any text (post-structuralist approach). Contrarily, the later, talks about the fixation of meaning by guiding the readers.

Gennette's idea of metatextuality refers to the commentary by someone other than the reader. This can happen explicitly or implicitly. One of Gennette's terms transtextuality can be placed under the structuralist approach which refers to citation or quotation, plagiarism and allusions.

Hypertextuality / Hypotextuality is another kind of relationship between a text and a preceding text. The newly created text may be in a modified, transformed, elaborated or extended form of a previous text which can be a parody, spoof, sequel or even a translation.

By architextuality Genette (1997) means the complete set of general or transcendental categories of a discourse that form a single text. In other words, architextuality means a text viewed as a part of a genre or genres.

Genette (1997) also discusses how some elements of the paratexts appear prior to the actual texts such as the prospectuses and announcements of certain publications appear before the actual publication and afterwards disappear. Sometimes the paratextual elements appear after the publication (for example, after the second edition etc.).

(b) Norman Fairclough. Fairclough also worked on exploring intertextual relationships between texts and was of the view that textual analyses serve as a bridge between the text and discourses in the critical discourse analysis framework. In *Discourse and Social Change* (1992), Fairclough discussed two types of intertextuality: manifest intertextuality and constitutive intertextuality. The first one deals with quotations, paraphrases and citations. This type of intertextuality is obvious and can be easily detected from the text. The second one is not easy to detect due to lack of obvious traces.

(c) Flowerdew. The concept of intertextuality has always been considered and interpreted by different linguists and theorists. Flowerdew (2013) in his book *Discourse in English Language* quotes Devitt as describing three types of intertextuality: referential, functional and generic. Referential intertextuality is same as Fairclough's concept of manifest intertextuality. In functional textuality a text is taken as a part of a larger system of texts related to a particular issue. Generic intertextuality is related to drawing on similar texts in which the context of the texts remains similar. This is similar to Fairclough's constitutive intertextuality. The following table shows the types of intertextuality described above by different theorists:

<i>Type of Intertextuality</i>	<i>Definition</i>	<i>Source</i>
Manifest	Quotations, citations and paraphrases	Fairclough (1992)
Constitutive	Generic features which do not leave an obvious trace	Fairclough (1992)
Referential	When one text directly refers to another	Devitt (1991)
Functional	When text is part of a larger system of texts dealing with a particular issue	Devitt (1991)
Generic	When a text draws on similar texts created in a similar situation	Devitt (1991)

(d) **Robert S. Miola.** Allen (2000) says that to explore the meaning of a text one has to move between the texts and this is how the text becomes the intertext. Miola (2004) talks about the seven different types of intertextuality, a self explanatory idea through which Miola has discussed seven different types of intertextuality. From the very outset Miola makes it clear that he discusses the types of intertextuality from the perspective of early modern literature following the Shakespearean traditions. In the second paragraph (Miola, 2004,) makes it clear that we might talk about seven types of intertextuality but this number is not fixed and the actual number can be less or more than seven. He also groups these seven types and creates three categories. Miola was of the view that three variables are present in almost all seven types of intertextuality, though in unequal proportions. These variables are: the degree showing the previous texts tagged by verbal clues, its effect that relies on the audience recognition and the extent up to which appropriation is eristic. Miola also mentioned that the distinction between seven types and three categories is not exclusive because they are rather overlapping. An overview of these categories and types with their graphic representation is given below.

Catogory1; No. of Types: 4 (Revisions, Translations, Quotations , Sources)

Catogory2; No. of Types: 2 (Conventions and Configurations, Genres)

Catogory3; No. of Types: 1 (Paralogues)

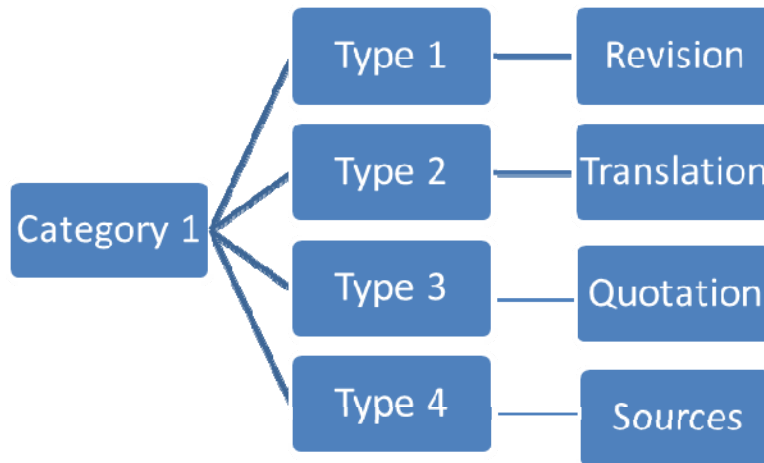


Figure 2: Intertextual Relations

Category 1 includes books or the texts mediated directly through the author (Miola, 2004). This includes revisions, translations, quotations, allusions, sources, conventionally understood, as an author's whole work. This category is largely very dynamic one as it includes authorial reading and remembering in which the memory of the earlier readings can be unconscious. This refers to the general notion that one should read before writing and that earlier reading is reflected in the writing.

Type 1 comprises revisions and by which Miola means the type of intertextuality where the relationship between the texts before and after a particular text exists. This creates a kind of revision of the previously existing texts. Miola explains that this type of revision can be a result of censorship, theatrical, legal, or material exigencies. All these factors are external whereas the author's subsequent wishes are internal.

Type 2 includes translation hence carries a particular text across a different language recreating it afresh. Though the identity of the original text is claimed to be maintained, there are problems which can both linguistic and cultural.

Type 3 is about quotations which can be identified through quotation marks. Miola (2004) also includes catch-phrases in this type and writes that sometimes people use a catch phrase frequently and do not even know its source. He quotes a commonly used catch-phrase 'To be or not to be' which hardly ever indicates familiarity with the original text.

Type 4 includes the ideas related to plot, character, idea, language, or style of the later texts provided by the source texts (Miola, 2004). Sometimes the description

that one has read is so vivid that it is reflected in later works through a complicated strategy named *imitatio*. At the end of this type, Miola also discusses the concept of remote source which means that the writer does not indicate the sources and influences clearly.

Category 2 contains traditions where adaptations, translations and reifications of other works are included in a text (Miola, 2004). The inclusion of translations in this category seems a bit strange as category 1 (type 2) also deals with translations but Miola has already explained in the beginning that these types are overlapping and the purpose of translation here is somewhat different that is to radiate the text. Miola (2004) further explains that the use of translation in both categories is different in that in the first category it refers to a direct influence from a certain source and in the second one it refers to an indirect influence.

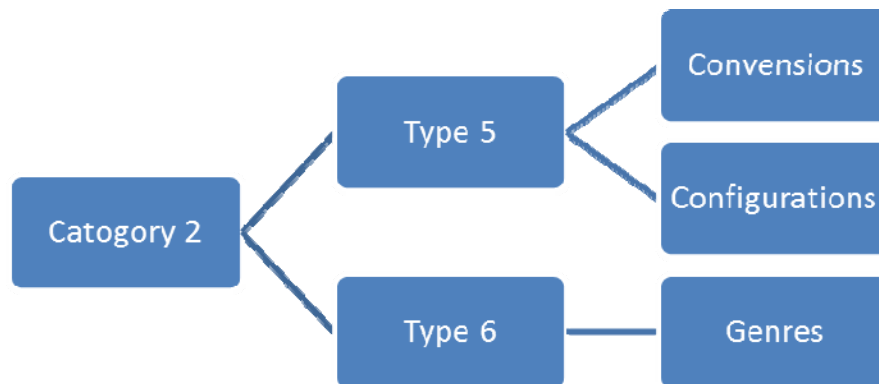


Figure 3: Intertextual Relations

Type 5 explains conventions and configurations which means how writers and poets appreciate and adopt literary traditions of the classical, old writers. The literary traditions of the classical, medieval, continental literatures in a modified form combined with the established rhetorical devices are used in literary works for creating new literary forms for example, Greek drama and Shakespearean tragedies are adapted for creating modern literature.

Type 6 deals with genres. In this type Miola (2004) discusses a wide range of implicit and explicit generic choices that an author can make. Sometimes they appear as individual signifiers as in case of a play-within-a-play in a revenge tragedy. The *Faerie Queene* by Spenser according to Miola (2004), absorbs classical, medieval and contemporary works for creating something new. Same is done by Milton in *Paradise Lost* when he yokes together and challenges the epic and Biblical traditions.



Figure 4: Intertextual Relations

Category3 is different from the first two categories and instead of talking about what the writer brings to the text, it deals with what the reader brings to the text. Miola (2004) quotes Cesare Segre as calling this kind of intertextuality, interdiscursivity and defines it as the relationships that each discourse, oral or written, holds with all other discourses within the culture. He means that whatever relevant material is available is brought to the table by the reader or the critic and not by the author. The term interdiscursivity was coined by Fairclough and has been discussed under Fairclough's contributions.

Type 7 deals with prologues. Miola (2004) thinks that prologues illuminate the intellectual, social, theological and political meanings. He also writes that more types of intertextuality may be recognized in future for example onomastic intertextuality which may include a range of allusions and references and can be evoked by just mentioning the name of the author.

After this, Miola (2004) talks about forgery, a common type in literary and cultural history. According to him it is a ghostly kind of intertextuality. He sums up his discussion by mentioning that though these groups and categories exist but in a close approximation as there are chances of overlapping. No doubt, Miola discusses different types of intertextuality in a detailed manner and includes every possible category which can make the reader find some categories repetitive and overlapping. Despite that, Miola described the meaning of the term quite effectively. His contributions encouraged other theorists as well and by employing his ideas, they improvised the concept further.

2.6 Relations between Genres and Texts

The quest for finding relations among genres and texts continued. Herbert (2011) in his book 'Tools for Text and Image Analysis' discussed several types of relations between genres and the texts that may belong to them. He described seven types of such relations which are:

1. The first type of relation may be between one type and another. This means a relationship between opposite genres.
2. Another type of relationship may be between the type and its own token.
3. The relationship can be between a genre and the text.
4. Another type of relationship may be between two tokens belonging to the same genre
5. A relationship may exist between two texts from different genres which Hebert calls intertextuality
6. Another possibility of a relationship is between the text type with itself
7. A relationship between a token with itself

Hebert (2011) defines token to be more or less a complete representative of a model or a type. He gives example of a sonnet that is more or less regular. After explaining these types, Hebert clarifies that in case of internal relationship or the relationship within the whole we can use the prefix intra. In this way intratextuality would be the name given to such relation.

2.6.1 Internal (intra-) relations / intratextuality. As the name suggests this type of relation exists between two parts of the same text. Before discussing this type of relation some of Herbert's ideas should be clarified. He introduced terms like mereological, wholes, type and class. Mereological/holistic inclusion means considering wholes and parts, for example, wholes would involve a word and parts comprise letters in a word (Hebert, 2011). A Type means the genre of poetry and a class means the class of poems.

Hebert (2011) claims that a class or type may be considered from mereological standpoint. In this way the relation within a type may be termed as intra-type relations and relations within a class can be called intra-class relations. Hebert (2011) explains that if the elements and the tokens are considered decomposable, they would have relations between their parts, for example, intra-token and intra-element relations. After this he gives titles to relations (1-7) mentioned on the previous page. Relation 1 is termed as intergenericity which is a form of intertyping. Type 2 and 3 are called architextuality where a text is related to another text or texts. Relation 4 and 5 are titled as intertextuality. It shows that a text is linked to itself. Herbert's definition of intertextuality is rather myopic and a bit ambiguous. Relation 6 is termed as autogenericity which is a relation between a type and itself. Relation 6 shows a relation between a token and itself and is titled as autotextuality.

2.6.2 Contemporary theories of intertextuality under different approaches. *(a) Structuralist approach.* Structuralism is a theoretical paradigm which rejects the traditional approaches towards meaning. It especially rejects more traditional approaches to history and meaning (Allen, 2003) as it is not only concerned with meanings of the content of utterances and the human subjects who created them but also with the rules and codes of the language in which they were encoded.

Structuralism studies language as a system out of which literary texts emerge. The idea emerged in early 1900s. As the name suggests, structuralism views language as a structure (Eagleton, 1983). It examines the general rules by which a language system works. The prominent thinkers associated with this movement include Jakobson, Lacan, Genette and Riffaterre.

Note: Roman Jakobson's study on the functions of language has already been discussed in the previous section.

The term structuralism stems from Saussurean differentiation between speech and language. The basic idea behind this school of thought is that linguistic signs are understood in terms of the systems or structures from which they emerge. Saussure considered language to be a system of signs which should be studied synchronically, at a given point in time (Eagleton, 1983).

Structuralism is an attempt to apply the linguistic theory proposed by Saussure to the objects and other daily life activities apart from language (Eagleton, 1983). It means to think of everything in terms of linguistic signs. To explain structuralism, Eagleton narrates the story of a boy who has a fight with his father, leaves home and walks towards a jungle. On his way, he falls into a pit. His father goes out in search of his son. In the beginning, he cannot see him but suddenly the sun starts shining right above him and he can see his son and is able to rescue him. On the surface level, it seems to be an ordinary story but Eagleton analyzes it thoroughly using different approaches for example, how a psychoanalyst or a humanist critic would explain it by finding Oedipus complex in it. Then he explains how a structuralist would do the same for example, he would schematize the story in diagrammatic form and analyze the story by making certain replacements for instance, the first phrase 'The boy fights his father' might be replaced with low rebels against high rebels (Eagleton, 1983). The boy and his father might be changed with a girl and her mother. The meaning would still remain the same. Eagleton further explains that the content matters as 'the sun is

high and the pits are low anyway' makes sense but if the structure of the narrative is considered then symbolic role of the mediator between two items (as mediator) can be performed by anything from a grasshopper to a waterfall. This means that the relations between various items of the story may be numerous such as parallelism, opposition, inversion, equivalence (Eagleton, 1983).

The crux of the matter is that for a structuralist, three things are important (Eagleton, 1983). First, it is not important that the story does not belong to a piece of great literature. This is because this method is indifferent to cultural values whatsoever because its purpose is to analyze and not to evaluate. Hence, a structuralist's approach would be *analytical* and not *evaluative*. Secondly, a structuralist would not even consider its surface or common sense meanings rather it would probe deep structures within it and look for the underlying structures. Thirdly, if the contents of the narrative are replaceable then there is a structure in the contents of the narrative. What Eagleton means is that the narrative itself is the 'subject' of the internal relations.

Structuralists are of the view that criticism has the ability of locating and describing a text's significance even if it requires a relation of that text with other texts. Post-structuralists turned down this idea that criticism can locate the origin of the text. On the basis of this difference in the approach, the theorists on intertextuality can be grouped into two camps. The theorists belonging to the first camp believe in structuralism and have a strong conviction that the significance of a text can be explained with all its nuances by analyzing its basic units along with their relation with other texts.

(b) Post-structuralist approach. Post-structuralism is a relativist philosophy based on ideas and works of scholars of 1960s. Most of them were French like Derrida, Lacan, Foucault, Barthes, and Kristeva. These thinkers worked to develop earlier ideas by some notable philosophers like Hegel, Nietzsche, Husserl, Heidegger, Freud, and Marx. The Marxist philosopher Louis Althusser is one of them. While exploring the history of structuralism and post-structuralism, Sturrock and Rabate (2003) wrote that in Europe a few theorists used the term neo-structuralism but it was not used in Britain and America. Perhaps that is the reason why post-structuralism, a term coined in late 1970s, was used. One reason given by them is that neo-structuralism would probably mean that the differences between structuralism and neo-structuralism were dissolved which is not the case. And since no such effort

was ever made, a new term was used to denote the new school of thought. Its name was post-structuralism. They also mention that the concepts of neo-structuralism and post-structuralism were overlapping. This seems a bit paradoxical to their previous claim about the two terms. It can be deduced that they were the same with different names or prefixes (neo-/post-). However, post-structuralist theorists criticized the clear distinction between (binary oppositions) signifier and signified which was earlier suggested by Saussure.

The most eloquent critic of the theory of stable meanings was Barthes. His essay titled 'Theory of the Text' introduces his theory of intertextuality. He was inspired by the ideas of Krestiva and Bakhtin. Being a hedonist and an existentialist he believed that philosophical thinking begins with a human subject who is not merely a thinking subject, but an active, feeling, living human being. The basic tenet of post-structuralism was the notion of unstable meanings. The structuralist notion that there were fixed relationships between signs and meanings was challenged by the post-structuralists. The reason was that the post-structuralists believed that the context plays an important role in meaning making. They concluded that meaning is not fixed between signifier and signified because their relationship is not fixed. The names associated with post-structuralism as mentioned by Sturrock and Rabate, (2003) include: Derrida, Bataille, Foucault and Castoriadis. Derrida, the most prominent post-structuralist considered western philosophy as the middle point and hub of not only receiving but generating every meaning. According to him, there are two important characteristics of language.

- a) It is a system of binary oppositions. Their understanding is crucial for getting every concept. He explained the relationship between a signifier and the signified to be unstable that can be continually deconstructed.
- b) The meaning of signifiers seems to be the result of differences whereby each signifier is distinguishable from other signifiers.

The idea of multiple meanings of a single text can be equated with the post-structuralist idea of destabilized meanings. A new meaning of the same text emerges with every new reader. Barthes talked about the same idea in a different way when he presented the idea of 'The Death of the Author' by explaining that the moment the process of reading starts it results in death of the author and birth of the reader.

2.7 Major Researches in Intertextuality

2.7.1 Mikhail Bakhtin. Mikhail Mikhailovich Bakhtin (1895-1975) was the most important Russian philosopher and literary critic of the 20th century whose writings inspired a number of philosophers and researchers working in the field of language and literature. His key ideas are actual language, utterance, dialogism, polyphony, heteroglossia, hybridization, double-voiced discourse, addressivity, genre, voice, social language and carnival (Dimitriadis & Kamberelis, 2006).

Bakhtin was greatly influenced by his contemporary German philosophers with whom he had a close interaction which later resulted in the first Bakhtin Circle (Holquist, 2002). This group included Valentin Voloshinove and Pavel Medvedev. Later, as Holquist (2002) wrote, it resulted in disputes over the authorship of several texts in 1920s. The fact is that Bakhtin was one of the most distinctive voices and intellectually dominant members who made remarkable contributions in different fields of knowledge.

The dominant school of thought those days was Neo- Kantianism which was a philosophical movement opposing mid-19th century's materialism and idealism. Although the philosophers of that time had different concerns but the one thing that they all had to confront was the idea of formulation of the minds in relation to the world (Holquist, 2002). The exposure to German philosophy and Neo-Kantianism was the motivating force that modified and reshaped Bakhtin's intellectual ideas. Before going any farther let us discuss what Kant's philosophy is about, the Copernican revolution and how it affected Bakhtin's ideas.

Kant was of the view that his predecessors had undermined the role of the mind in relation to the outside world by overemphasizing the role of ideas. In fact, the most important contribution that Kant made is termed as Copernican revolution. Copernicus had proposed the theory that the earth revolves around the sun. Kant argued about having an empirical reality by saying that Copernicus's concept of reality must conform to the structure of the human mind and not vice versa (Bakhtin, 1993). He said that representation makes an object possible rather than vice versa. This means that human mind actively organizes experience as it is not just a passive recipient of an experience or a tabula rasa (a blank slate). He also insisted on interaction between the mind and the world. Bakhtin calls this interaction a dialogue. Bakhtin was not a passive receptor of Neo-Kantian ideas (Holquist, 2002). Despite the

political upheaval and its effects on his personal life, Bakhtin kept on writing under his own name and sometimes under the name of one of his friends and produced works in several fields for example, he mentioned the limitations in poorly developed Marxist Literary Theory and critiqued Voloshinov's book. He even evaluated Freud's ideas in his essay Critique of Freudianism in which he criticized Freud for not considering a collective subject in his theory of psychoanalysis. He also pointed to the fact that Saussure had altogether ignored the importance of history and everyday speech in his theory of language (Holquist, 2002 and Dimitriadis & Kamberelis, 2006). This appeared in his essay 'Critique of Saussurean Linguistics'. Saussure had divided language into two parts which he named as *langue* and *parole* and compared it with the game of chess. According to him *langue* is the language system with all its rules whereas *parole* means the actual language that the speakers use. He used the simile of the game of chess for talking about the language system (*langue*) and the moves in this game as its use (*parole*).

Bakhtin was not impressed by this dichotomy of language into *langue* and *parole* and found it too simple to take into account the complexities of actual language. In his opinion, Saussurean dichotomy between *langue* and *parole* is overly simplistic and hence incapable of describing the complex reality of actual language in use (Dimitriadis & Kamberelis, 2006). This is because Bakhtin was not only interested in the game of chess but also in the moves that take place in each game. In other words, he gave importance to each utterance or chunk of language in any background. Though Saussure had talked about *parole*, practically it is overlooked in his discussions as he did not consider individual language use to be worthy of any scholarly discussion. Bakhtin did not agree with this idea. He actually believed that individual language use or *parole* in Saussurean terminology, is much more important than language as a system or whole. In Bakhtin's ideas, *parole* or individual language use represents recognizable chunks of language that can be analyzed as linguistic units (Dimitriadis & Kamberelis, 2006). Some of Bakhtin's important concepts are discussed below:

(a) **Dialogism.** Bakhtin's concept of dialogism is central to his theory of language (Holquist, 2002). For him any language use that is not dialogical equates disbalance. In 1929, he wrote an essay titled 'Voloshinov, Marxism and the Philosophy of Language'. In this essay, he wrote that the problem of one-sided presentation of meaning, which he termed as monologism, is the most difficult

problem in linguistics. Bakhtin defined monologism as shutting down of dialogue. He explained his concept by saying that monologism exists in case of truth claims where there is no space left for any alternative perspective. This was a point of departure from the established norms and ideas as a result of which Bakhtin had to face a lot of problems. This was a time when Russia was under Joseph Stalin's rule who did not allow freedom of speech and thought. This made Bakhtin realize the importance of dialogues even more. He did not stop working and expressing his ideas.

Bakhtin explained that to understand the other person's utterance means to orient oneself according to it. He also talked about the context that for understanding meaning, context should never be overlooked. The understanding improves and becomes deeper if there are more words that we lay down. In this way, for an entire utterance we have active response in our minds that is translated in our minds and makes us active and responsive towards the context. Bakhtin observed that dialogism opens up new pathways towards exploring and valuing difference. Dialogue may be between two people (external) but it can also be internal (between an earlier and a new self).

Dimitriadis and Kamberelis (2006) are of the view that Bakhtin's dialogism attempts to formalize the idea of unfinalizability (the impossibility of arriving at a final conclusion of anything). It also means to have double-voicedness or as Bakhtin terms it the intersecting voices of different texts (Vice, 1997). Dialogism can be understood in two parts: Firstly, the particular instances of language (such as novels and popular speech) that refer to the presence of two distinct voices in one utterance and secondly, the defining quality of language itself (the property of the whole language). When these two are combined, dialogism gets generated and results in mixing of intentions of the speaker and the listener and in creation of meanings out of past utterances.

Vice (1997) mentioned that there is a constant need for utterances to position themselves in relation to one another. While the theorists were exploring the ideas expressed by Bakhtin, it was observed that dialogism was often confused with dialogues. The fact is that dialogism attempts to show how everyday dialogues can be pieced together in a manner that renders its social and historical nature precise (Michael & Joseph, 1997). Hence, it provides insights into language which might not be otherwise visible. The idea of dialogism is so important for Bakhtin that he calls it the constitutive element of every language (Allen, 2011). He views it as a point where

centrifugal as well as centripetal forces are brought together. The processes of centralization, decentralization, unification and disunification, intersect in an utterance. It can be understood as an individualized embodiment of an entire speech act.

(b) *Polyphony.* Polyphony has been said to be an important characteristic of dialogism. It helps to recognize two kinds of discourses: monologic and dialogic. As the name suggests, the first one signifies a single voice without allowing contradiction or counter-voice. It is like a final word or declaration from a powerful speaker. On the other hand, dialogic discourse signifies the presence of several voices which cannot be systematized or finalized (Bakhtin's ideas as cited in Dimitriadis & Kamberelis, 2006).

(c) *Heteroglossia/Multivocality.* A broader concept of polyphony called heteroglossia is another key idea by Bakhtin. He was a polyglot since he had a chance of living in a multicultural society and this proved to be an enriching experience for laying down the foundations of his theories on dialogism and heteroglossia (Dimitriadis & Kamberelis, 2006).

Bakhtin's concept of heteroglossia represents a constant and essential battle between order and disruption as centrifugal and centripetal forces. In his book 'Problems in the work of Dostovsky', which was written in 1929, Bakhtin challenged the hegemony of absolute authorial control. In his collection of essays titled 'The Dialogic Imagination', he describes his concepts of polyphony, heteroglossia and double-voiced discourse in detail and says that no one in a speech community can find words which are perfectly neutral and do not carry someone else's voice. Words were created by others before him/her and s/he acquired them from the speech community of which s/he is a part. So, words remain filled with their voices. Every speaker uses words in his/her own context. So, adds his/her voice to them. The whole description refers to the presence of other voices in a discourse. This forms the basis of intertextuality. Though different theorists have theorized the concept of intertextuality in their own ways, Bakhtin remains to exert a profound effect on his successors.

(d) *Playfulness/Carnival.* The themes of humor and comedy by Bakhtin appeared in his theory of carnival in which he not only based his ideas on single folk events but also took it to the next level. This theory treats carnivalesque as a semiotic code (Allen, 2011). Bakhtin (1984) in his book 'On Rabelais' explained how ancient traditions of the carnival act as a centrifugal force promoting the common non-

standard rather vulgar dimensions of a society for which he uses the term *unofficial culture*. These unofficial dimensions display how obscene language use is in the form of images of huge bodies and bloated stomachs. They are all carnivalesques. Through such images and profane language which collectively represent the society, in fact, people stand against the standard ideology and discourse of religion and state whom he calls the *official culture* (Allen, 2011). He uses the metaphor of carnival for discussing about language because in a carnival where people are in a mood of festivity and having fun. So they use casual language, even nobles dress up like fools and fools as nobles. Bakhtin (1984b) wrote that these activities are not only the notions of freedom and equality but they also reflect the world manifested in sensual forms and ritualistic acts. This kind of display was found on large scale in Renaissance holidays and feasts. Bakhtin (1984b) explains that the dialogical tradition of carnivalesque can be found in the modern novel.

Bakhtin was a scholar, a critic and a philosopher. He made great contributions in linguistic studies by introducing a method for critically analyzing language in all its forms which can be used as tools to dissect and understand utterances. In order to have a full grasp of his philosophical ideas, one should take a look at his life and the intellectual developments taking place around him which influenced him.

2.7.2 Ronald Barthes. Ronald Barthes (1915-1980) was a literary critic and social theorist who was among one of the most brilliant and influential post-structuralist theorists. Barthes like Foucault and Baudrillard, started as a structuralist but moved his ideology towards post-structuralism which is evident from his works and key ideas like words having unstable meanings and meaning of the 'text'. Allen (2003) says that Barthes is one of the most articulate writers of all times when it comes to explaining the concept of intertextuality. He also considers him to be among the leading theorists of semiology. Barthes was influenced by Saussure's ideas of sign, signifier and signified.

(a) Barthes ideas on text and work. Barthes had slightly different views from the traditional theorists on the concept of the text. In his essay 'Theory of the Text', he differentiates between the text from the work and considers the text to be the material inscription of a work. For him, work is the material that offers a possibility of meaning and interpretation. He also warns against mixing and confusing both.

Barthes says that a text is a fabric created by stitching together threads of many texts (as cited in Allen, 2011). He further says that the connectivity among the

texts within a text gives stability to the work as a whole. In his concept 'work' is the primary stage whereas 'text' is the secondary stage. In this way he changes the traditional definitions of the two terms by swapping their meanings and in his descriptions, the notion of text replaces the notion of work.

Initially, Barthes was closer to structuralism but later he read Derrida and his views changed. This is evident from his work. Barthes based his ideas upon Derrida's account of writing which he thinks is an explosion and dissemination of the already existing meaning (Allen, 2011).

Bakhtin uses the term doubled-voiced discourse or dialogic discourse which means that no word text possesses a single or stable meaning. In other words, there can be numerous meanings that a reader can discover. This leads to his well known idea of 'The Death of the Author'.

(b) Theory of the Text. Barthes's theory of the text includes the theory of intertextuality. He put it forward in his essay 'From Work to Text'. He talks about plurality of meanings in the text and says that this plurality is not wholly inside or outside the text (Allen, 2011) and it happens because no text is a unified whole entity rather it is a combination of several texts woven together, all of them having meanings. This constitutes intertextuality which means that no work is without the influence of the previous work. As far as meaning is concerned, Barthes shares his ideas with Kristeva. Both of them think that only Modernist and Postmodernist literature consciously puts together the signifier and the signified and hence can be re-created by the readers (Allen, 2011). Such literature encourages the readers to be actively engaged in the reading process rather than in the production of meanings.

Almost all theorists on intertextuality have questioned the status of authorship. Discussing about the concept of intertextuality, Barthes says that every text has already been written to some extent as every piece of writing is a blend of many writings. That is why he calls a text to be a tissue of quotations. This means that every text has some influence of the previous texts and sometimes a number of quotations from them. This is not a new idea yet Barthes used his own way of explanation of the fact that every text has some traces of other texts.

Discussing about the role of the reader in the meaning making process, Barthes recognizes all readers to be either consumers or authors. According to him, consumer readers are the type of readers who look for stable meanings in a text whereas the author readers re-write the text for themselves. He discusses these ideas

under the heading textual analysis. Barthes also compares his ideas with those of the traditional critics. He says that textual analysis favors pluralist approach as it does not look for a stable meaning. Similar views were expressed by Kristeva who later elaborated on Bakhtin's ideas.

In order to discover the origin of the concept of 'text', Barthes made some experiments as well. One such experiment was combining the theories from psychoanalytical and linguistic traditions. He concluded that a text originates from words which are a part of a particular linguistic, cultural and psychological system. Barthes calls the author to be a compiler and arranger who changes the previous order of things and hence does not create something totally new. Such views were very much contrary to the long held traditional views of authorship where the credit of creating something new was always given to the author. Barthes' revolutionary ideas gave a new perspective to the way people used to think about reading. It was not to take it as a passive process and the role of the reader to be very much active.

(c) *The death of the author.* In his famous essay *The Death of the Author*, Barthes proclaimed that the birth of the reader's perspective necessarily means death of the author perspective. Before exploring the idea any further, it is important to note that this essay was written when Barthes ideas were taking a transition from structuralism to post-structuralism. His early work deals with the ideological mechanisms behind the production of what becomes natural within an enclosed sign system. Barthes was of the view that in certain cultures 'text' seems sourceless, performed or even transmitted. He criticized the traditional notion that the author is the product of his/her culture and hence the reflection of a capitalist society. He proclaimed that it is not the author but the language that speaks. So the writing structure, rather than the speaking voice, should be explored.

While explaining his phrase 'death of the author', Barthes gives an example from Balzac's short story *Sarrasine*. This is the story of a castrato who disguises himself as a woman. The protagonist falls in love with him but when he comes to know the reality of his beloved, he kills her or rather him. Consequently, the castrato meets a tragic end. Barthes has taken some sentences from this story to explain his ideas on the text and intertextuality.

He explains how the woman in the story lived with certain fears, irrational whims, instinctive worries, along with a bold sensibility (Barthes, 1968). Barthes asks the reader about who speaks in the story. Is it the author or the narrator? It might be

even common sense or universal wisdom or a combination of both. He concludes that this story has all sorts of voices combined together which are indiscernible. This is an indispensable feature of intertextuality. Barthes gives a comprehensive analysis of different voices combined to form a text. Here, Barthes seems to endorse the previously held notion that a text is the reflection of previous texts and voices.

Barthes presented his ideas in a bit philosophical way. He turned down the traditional idea of 'work' and lashed out at the notion of paternity and authority (Allen, 2011). In his words, assigning the text to the author would limit that work rather it would be imposing a limit to it because the reader would be restricted to find the meaning in text. This does not happen practically. Hence, the reader is born with the death of the writer. This explains Barthes's ideas of intertextuality and death of the author.

In his work 'The Pleasures of the Text', Barthes expresses his desire for authorship. It was written in 1975 prior to 'The Death of the Author' which came in 1977. Eagleton (1983) says that the idea of an ideal reader is a static one. This is so because it assumes the fact that all kind of judgment and competence is culture-specific which undermines the ability of a reader who can find numerous meanings in a text. The same idea was gaining popularity in the post-structuralist tradition.

(d) Barthes's major works in semiology. Barthes was greatly influenced by the ideas of Saussure on language (Allen, 2003). He elaborated Saussure's concept of semiology under the name semiotics. Saussure had expressed his views in one of his lectures published posthumously in 1915. Saussure gave the idea of a science that should be able to systematically read all human sign system (as cited in Allen, 2003). Semiotics is such a science that does not deal with the signs found only in a linguistic system. It deals with signs which can be linguistic as well as non-linguistic. Saussure delimited this idea and decided to study only the linguistic signs. Therefore, he narrowed down the study of signs. His concepts on linguistic signs are termed as semiology which is considered to be a subset of semiotics.

Philology was a dominant influence on Saussure's approach towards language which is all about the history of words in a language. Saussure took it a step ahead through his ideas of structuralism. In Saussure's view language should not be taken as a historical phenomenon but as a process that occurs in the present moment. This idea leads to distinction between language and speech for which Saussure gave two terms of *langue* and *parole*.

Barthes (1993) was of the view that most signs are mediated by language and mostly non-linguistic signs (such as fashion) are approached through linguistic signs (such as fashion journalism). For him, non-linguistic signs are the carriers of meanings. He was of the view that signs are used to differentiate one person or group from others. He elaborated the idea by giving the example of taboos which can create a freedom for rejecting the dominant norms by breaking them. Another major contribution by Barthes is the distinction between culture and nature. He also worked on themes like how words are used with other signs.

2.7.3 Jacques Derrida. Derrida (1930-2004) is known for his theory of *deconstruction* which is undoubtedly his greatest contribution to literary studies. In post-structuralism, this (deconstruction) is a strategy towards textual analysis. The analyst applying this technique dismantles the rhetorical structures within the text to demonstrate the working of key structures and to explore how words can be understood in the absence of oppositional relations. The basic premise is that words do not mean what they say as meaning is not fixed.

Post-structuralists like Derrida are of the view that hierarchy of meaning can never be established and that all texts contain contradictions, gaps and disjunctions.

2.7.4 Gerard Genette. Genette (1930-) is a structuralist and literary scholar who worked for the development of narratology. He did not introduce a new field of study but developed new techniques and terminology for describing the functions of narratives. He also improvised the concept of transtextuality which is commonly known as transcendence of the text. Genette (1997) described transtextuality as something that establishes a relationship within texts. This relationship can be obvious or concealed. He elaborated that transtextuality covers all aspects of a specific text.

2.7.5 Julia Kristeva. Kristeva (1941-) emerged as one of the leading thinkers of intertextuality in the 20th century. She is one of the most important structuralist theorists. Her notable works are in the fields of semiotics, psychoanalysis and literary criticism. Her works touch on many areas of knowledge from literary criticism to psychoanalysis and political philosophy.

Kristeva was deeply influenced by Bakhtin and transformed, revised and redirected many of his ideas through her works 'The Bounded Text and Word, Dialogue, and Novel' (as cited in Allen, 2011). The book appeared in 1960 in which she explained how a text is constructed out of already existing texts. She wrote that authors do not create new texts but rather compile from pre-existing texts. The same

idea was given by Barthes when he said about the text that it is already-read and already-written.

Kristeva had read Bakhtin and Barthes thoroughly and it helped her understand the mechanics of the text. Eventually, she came up with the term intertextuality. She used the term for the first time in one of her essays titled 'The Bounded Text'. She admitted that she was indebted to Bakhtin for this idea who himself never used the term. Her doctoral thesis was on Bakhtin. In it as well, she used the term intertextuality. However, most of the critics especially those affiliated with the journal *Tel Quel*, where Kristeva also used to write, took this concept and added new dimensions to it.

It follows from the discussion above that intertextuality did not mean only a relation between the texts but a relation between readers and texts too.

Kristeva also believed that the text is the same as a practice and productivity and explained that the intertextual status of a text depends on the structuration of words and utterances that existed before, and will go on to exist (Allen, 2011). For the same quality of text, Bakhtin used the term double-voiced. According to him, if a text is made up of bits and pieces, especially in case of a social text, it will have traces of an on-going struggle and tension and this ideological struggle will be a part of that text. For Bakhtin's idea of double-voiced text, Kristeva used the term double-meaning in the text. The difference between the two is that Kristeva adopts a semiotic approach while studying text. While discussing the elements and their arrangement in a text, she says that the elements of a text possess double meanings: one is a meaning in the text itself and the other is its relationship with the historical and social context (Allen, 2011). This means that in any temporary arrangement of the elements, the meaning of a text can be understood through socially pre-existing meanings. Hence, Kristeva introduces a semiotic view of intertextuality. She studies the text on two planes: a horizontal and a vertical. The horizontal plane connects the author to the reader of the text whereas the vertical plane connects the text with other texts.

Kristeva says that uniting these two planes results in the codes that are socially and linguistically shared. In this way, every reading of a text is connected to the previous readings and depends upon the previous codes.

Bakhtin's theory of novel was also read and analyzed by Kristeva. Her primary interest was in the genre of poetry. Both genres share one common feature and that is

poetic language. In her later writings, Kristeva wrote that poetic language is not only a feature of literary texts, it can also be found in other kinds of texts.

Allen (2011) noted that Bakhtin's theory of novel and Kristeva's ideas on poetic language were very dynamic. Kristeva was a follower of Bakhtin's ideas and she incorporated Bakhtin's idea of double-voiced nature of language for developing her concept on poetic language. She also explained her ideas on the concept of the use of words on horizontal and vertical planes. So, on the horizontal plane, a word in the text belongs to the subject of writing and the reader and on the vertical plane, it belongs to the whole literary tradition. For the same ideas of a horizontal plane and a vertical plane of word use, de Saussure uses the terms syntagmatic and paradigmatic relations between words. Both these relations exist in all types of texts which means that communication does not take place only between the author and the reader. It is much more than that and the words in a text not only have relations with that particular text but also with other texts in the whole literary tradition. Poetic words and their prior existence in past poetic texts are tied through an intertextual relation. This idea was presented by Bakhtin in his theory of dialogic text. Kristeva gave it a new twist by adding some dimensions to it and called it intertextuality.

It is said that the rise of contemporary structuralist tradition can be traced back to the Russian Formalism which itself had faced problems in dealing issues related to literature and science (Moi, 1996). Research shows that Bakhtin made efforts to bring those issues to the forefront and also suggested the ways to deal with them. He was the first among the writers and scholars who had shunned the linguists' technical rigor and static model in texts by replacing it with a much more dynamic model. Bakhtin views language as a structure which does not simply exist on its own rather it is generated in relation to other structures (Moi, 1996). With this notion he gave a new approach to structuralism. He also talked about a literary word to be a unique idea. His explanations changed the status of a word from being a static or fixed entity. A word became a dialogue among several concepts such as between different texts, between the writer and the reader and between the contemporary and the earlier cultural contexts and so on (Moi, 1996).

Since culture is made up of different ways of speaking and using different discourses, so text cannot be taken as an isolated object (Allen, 2011). Hence, the concept of cultural intertextuality.

Allen compares Kristeva's ideas with Bakhtin's ideas and points out the similarities and differences. For Bakhtin, the central point of discussion is the actual human beings whereas Kristeva evades human beings as subjects and prefers to discuss ideas like text and textuality. Both of these are somewhat abstract notions yet they share certain points, for example, both agree that a text cannot be separated from the larger human culture to which it belongs. Some ideas were propagated by Fairclough who said that language is a part of the society and cannot be separated from it as the ideological structures and struggles that take place in the society are displayed through its discourse.

2.7.6 Norman Fairclough. Fairclough (1941-) introduced a different approach and method of critical discourse analysis which has been discussed in the first section of this chapter. It is interesting to note that the two types of intertextuality discussed by Fairclough have similarities with types of intertextuality by presented by Kristeva (1986). They only use different terminology.

From the ideas of horizontal and vertical planes of word use, Kristeva derived the ideas of horizontal and vertical types of intertextuality. For Kristeva's notion of horizontal intertextuality, Fairclough (1993) uses the term manifest intertextuality and for her idea of vertical intertextuality, he uses the term constitutive intertextuality.

Fairclough's idea of manifest intertextuality refers to all the references in a text which are explicitly demarcated. As their function and purpose is to manifest others' ideas, hence the name. These references are used for the purpose of clarity of some point, to continue with the previous idea or to create something new. As the name suggests, manifest intertextuality is clearly demarcated in the text by using quotation marks. Fairclough's idea of constitutive intertextuality refers to the relationship among texts in which an old text merges into the new one without leaving any trace about the source. This has a close relation with the order of the texts and how other texts are present in a particular text.

Fairclough's theory of intertextuality partially forms the theoretical foundations for this study and has been discussed in detail in Chapter 3 under the heading 'Theoretical Framework'.

All the theories of intertextuality that have been discussed above share some similarities. They all agree that imitation of certain features of writing in a particular genre is a common practice and generally, all writers following that genre are familiar with it as without this knowledge, it will not be possible for them to imitate and create

something totally new. Understanding intertextuality helps us discover how stories and texts evolve over time and have common origins in many cases.

The readers share a greater responsibility as the texts are evolving and writing is, in fact, re-writing which incorporates traces of other texts either knowingly or unknowingly. This happens especially in case of literature where plenty of references are used in the form of quotations and imitations.

2.8 Theories on Ideology

People generally apply their strong beliefs and ideologies to their lives. It is an equivocal concept and remains so to even philosophers. People from different disciplines have tried to explain this term but nobody has yet explained the term ideology (Eagleton, 1991). Its origin can be traced back to so many other ideas each one belonging to a particular social group.

The classical Marxists define ideology to be a system of false beliefs that is founded on contradictions (Makaryk, 1993). To Eagleton (1991), ideology is a comprehensive idea that helps to connect with refined and elaborated stance of philosophers. He elaborates the idea by mentioning some points about ideology. According to him, ideology refers to:

- the process of production of meanings, signs and value in social life
- identity thinking
- socially necessary illusions
- action-oriented sets of beliefs
- An indispensable medium in which individuals live within a social structure

Eagleton (1991) says that this is how people in the past few decades have tried to trace the background of ideology. He elaborates each one of his points by effectively quoting examples. To give a balanced look to his explanation, he also discusses a contrasting view about ideology. He explains that in the post-war era, people started to look at ideology as a schematic and inflexible way of looking at things. He adds to what the American philosopher Edwards Shills thinks about ideologies by saying that ideologies are explicit and close-ended. They pose resistance to innovation and are promoted with great devotion and require total submission from their and followers and devotees. Eagleton deals with the concept of ideology in a very comprehensive way by discussing how it deals with its adherents and how it functions in the society.

Despite the fact that the concept of ideology is debatable in different disciplines, it remains to be one of the most important issues of the society. The same point has been highlighted by Van Dijk (1998). He said that old theories are usually always credited and seldom proven to be false or inadequate but ultimately, they become unattractive and need to be replaced by some newer, fresher ones which people find more interesting and more attractive. They seem to provide a better account of the facts about which they talk.

Van Dijk made it clear that his purpose was not to degrade or attack anyone but to present a more comprehensive explanation of the concept of ideology. He did not start with scratch but reviewed and grouped together the previous theories that he found relevant to his new approach. His is a comprehensive theory of ideology. It has been discussed in detail under the theoretical framework of this study.

2.8.1 Karl Marx's theory. Marx presents a political theory of society which considers dominating perspectives in the society as well as notions like conflicts of interest as the basis of social life. This theory deals with the mechanism of political and ideological superstructure in the capitalist society.

The ruling or the powerful class in any society has control over the means of production. This power is converted into political power by controlling the machinery of the government and the ideological power is achieved by taking control of how people think. Much of gaining ideological control involves language control.

The followers of Marxism use the term hegemony for talking about ideology, power and control. Hegemony means control with the consent of the controlled. Althusser is credited for introducing the idea. He talked about two ways through which the ruling class consolidates its hegemony over the ruled classes. The first one is explicitly done by imposition or the use of force through institutions like police and armed forces. He used the term Repressive State Apparatuses for these two types of forces. The second is done implicitly through Ideological State Apparatuses. It is also termed as soft policing. In this process, power or control is gained with the help of mass media, social workers and teachers. This type of hegemony is relevant to this study.

Chilton (2004) is of the view that politics symbolizes the struggle for gaining power. It takes place between those who want to assert and exercise it and those who resist it. He maintains that language and politics are intimately linked at a fundamental level as no political activity can take place without the use of language.

2.8.2 Newer concept of ideology. Some of the theorists who were influenced by Marx's ideas improvised the ideas of ideology and power. Althusser is one of them. He modified Marx's concept of ideology by including the educational systems, law, religion and art in it and called it Ideological State Apparatus. These institutions are considered to be important for running the systems of any government. The Ideological State Apparatus works by combining the dominant elements from controlling ideologies. Then they are adapted according to the new circumstances. Historical changes are incorporated into new elements and newer ideas are created which also have aspects of the previous ideologies.

Most of the philosophers are of the view that ideology displays itself in a specific type of social practice known as discourse. For this study, it has been assumed that discourse of the powerful group displays ideology which corresponds to Antonio Gramsci's idea of hegemony.

Gramsci was of the view that any powerful group promises to fulfill certain needs of the powerless people and in return wants their alliance and submission with their own freewill and hence legitimizes its dominance which Gramsci calls hegemony. Van Dijk (1991) in his book, *Racism and the Press* expresses similar views when he writes that the effective way to control people is to control their attitudes as groups especially those attitudes needs to be closely monitored and controlled. While discussing the meaning of ideology, Van Dijk writes that ideologies are just the basic cognitive systems about how language works.

Halliday once said that language helps in meaning-making whereas linguistics is all about how language functions in the society. He composed his ideas in the form of a theory and named it as Systemic Functional Linguistics. He discussed in detail the English grammar in terms of its *forms* and *functions*. He said that language seems quite static when viewed formally but the same language becomes dynamic when studied functionally. He described the English grammar using his terminology of systemic functional grammar and said that it is paradigmatic. This means that it has a set of features which are closely-knit just like the components of a paradigm and there are restrictions of creating word combinations as there are strict rules. What he means is that to create a linguistic structure at any level one has to follow those rules. So, describing a language means describing the choices one inherits from the speech community one belongs to. Similarly, analyzing language means to understand the choices that are made and to explain why they are made by the speaker at one

particular time. This theory allows one to look beneath the surface level in order to get to the core of language and to know what it means by exploring its form and function.

2.9 Review of Related Studies

The present study attempts to trace intertextuality and polyphony in the Pakistani journalistic discourse. The discussion above discloses that both these features can be understood by using the principles of critical discourse analysis. That is why the researcher has used them as a research tool for this study.

The studies related to this study by other researchers in the same field were reviewed. An enormous volume of research is available that traces the presence of intertextuality in media discourse and other genres of literature. Eight such recent studies were selected for the review which were done by: Moloji (2014), Al-Siyami (2013), Opran (2012), Pulungan (2010) et. al, Iqani (2009), Li (2008), Abasi et. al, (2006) and Katajamäki (2001). The rationale for studying them closely was that all of them had been done recently. The ideas explored in these researches are discussed below.

Moloji (2014) undertook a research project to investigate three African National Congress (ANC) manifestoes through intertextuality and interdiscursivity in the backdrop of critical discourse analysis. These (ANC) documents included: the Reconstruction and Development Programme (RDP), the Freedom Charter and the Constitution of RSA. The main purpose of his research was to critically analyze the ANC's 1999, 2004 and 2009 national election manifestoes. He discovered that some of the manifestos were constructed in such a way that gave credit, authority and voice to a few people. Mostly, these documents gave an edge to the ruling party. The voices that were reproduced and invoked in the ANC texts included the Freedom Charter (1955), Strategy and Tactics documents (1997, 2002 & 2007), the Reconstruction etc. After a detailed critical analysis, it was concluded that contrary to what the popular views are, the ANC texts demarcate and suppress the meanings that are different from the desired, dominant ones. Consequently, the reader is bound to infer and comply with what the text producers want them to.

Al-Siyami (2013) conducted a research titled Intertextuality in Newspaper Advertising. The main aim of his study was to examine various ways in which intertextuality is used in the Saudi newspaper advertisements. The focus was on ads with textual features displaying social interactional meanings that reinforced cultural

values or social behavior. The study employed Fairclough's (1992) ideas of intertextuality to explore a well-known Saudi newspaper Okaz. The results exhibited that intertextuality changed and affected the way a text was produced and received. This means that a text has broader implications as far as a brand design is concerned and that the advertisers, who want to increase their sales, manipulate this feature. They do it and at the same time pretend to preserve the cultural identity of their consumers. Apparently, it is not easy to discover their manipulative strategies.

The study examined that advertisements in Saudi newspapers, like other newspapers all over the world, make use of words with illustrated images accompanied by explanatory texts. They appear anywhere and everywhere on the newspapers except the space reserved for opinion by critics or the editor. Their size also varies and may range from one tiny one to two-page, full-sized advertisements. The brands promote elements such as dates, the crescent, mosque, lanterns etc. that have significant identities and value for the Saudi readers as they are part of their culture and hold special significance to them. Therefore, the readers can relate themselves to the things displayed and like to have the things advertised. This increases the sales.

The study also revealed that on the average, 53 ads appear in Okaz daily that correspond to the popular cultural events and national celebrations. Okaz is one of the most popular newspapers in Makkah. Al-Siyami took 14 advertisements as the data. In his opinion they were quite appealing as they had a lot to offer in terms of the culture of Saudi Arabia.

The presence of intertextuality was displayed through the text message which was enhanced by the visuals and escalated the interest of the buyers. The forms of intertextually found in the study were grouped under three categories: quotations, language allusions and parody. Findings of the studies were as under:

2.9.1. Quotations: religious sayings and proverbs. Quotations and religious sayings carrying specific meanings were intertextualized in most of the text messages. One such example is the use of the saying by the Holy Prophet (BPUH) when he said that exchanging gifts develops love with one another. There is no specification of time in this saying and the advertisers use it frequently while making ads even about chocolates and sweets! This saying becomes especially significant in the month of Ramadan when people are full of religious feelings and can easily be touched by emotional texts. Hence, the ads cleverly use religious sayings to enhance their sales.

Another interesting example is the use of a proverb in the ad of chicken which means well-bred. The ad convinces people that it is very essential to be well-bred like a healthy chicken. The proverb is in the context of a marriage proposal by the father of a groom or a bride and being well-bred and healthy serves as a compliment to the character of a person.

The example of registered expressions is explained with the help of the Lurpak advertisement which is a well-known brand for butter. The discourse in the ad uses the expression Ramadan Kareem meaning that Ramadan is generous. It uses intertextually in a very specific way. In the Saudi society everyone greets others by saying Ramadan kareem. In the holy month of Ramadan, the use of this expression ends fights. This kind of expression is also a way of wishing blessings to one's family, friends and neighbors. Lurpak butter is commonly used with a very popular dish of meat and rice. Using such expressions in ads brings intertextuality to a newer context and is a wonderful way of increasing the flavor and effects of food. Though the expression Ramadan kareem is not a religious expression, it has a religious flavor and aura that no Muslim can resist. That is why this expression is used frequently to promote this food item.

2.9.2. Allusions. This feature refers to the allusions of everyday life which advertisements bring to the newspapers. All of them share the commonality of appreciating the standard Arabic language. Most texts that represent dialectal differences actually convey social values, customs and traditions. This feature is relevant to the product as it means that the product is for all people in the society regardless of their customs and traditions. The ad uses the phrase 'shahr al khair' which means Ramadan. As described before Ramadan has a special significance for the people for whom these ads are made. Hence, words related to Ramadan are included in the ads that are made during Ramadan.

2.9.3. Parody. In certain advertisements same idea is represented differently by different brands. Parody is one of them. It is used to create humor and comic effects for attracting people. Many brands involve parody in their ads to get connected with common people. It helps them in gaining popularity. The goal of connectivity can also be achieved through involving other in related texts, a process known as intertextuality. The study being discussed discovers that intertextuality has a special function in advertisements as it links an ad with social and cultural values. It concludes by emphasising the effectiveness of intertextuality in ads and shows that

involvement of social and cultural values in ads makes the readers and viewers identify with them and connect with them. Ultimately, they are influenced and convinced by them. As a result, they are oriented to shop from those brands.

Opran (2012) conducted a similar study. He analyzed press titles published in two daily newspapers *Le Monde* and *Adevărul* from 2010 to 2012. Its main purpose was to disclose that the main tool in the newspaper communication is the headline in a newspaper. The research proved that intertextuality is one of the authentic ways used for creating thrill and excitement in the news headlines. No doubt, headlines are deliberately made catchy as most of the people only see headlines and decide whether read the whole news or skip it altogether. Opran concludes that intertextuality is a creative process and is used to amplify the functions and effects of a newspaper headline. Hence, it plays an important part in making a news worth reading.

A similar study was conducted by Pulungan, Subroto, Tarjana and Sumarlam in 2010 titled: *Intertextuality in Indonesian Newspapers*. The researchers took a sample of 60 newspaper opinion articles on education and discovered the types of intertextuality present in them. Their focus was on linguistic texts. They discovered that intertextuality exists in every newspaper. They recognized three prominent types of intertextuality in the data: (i) transtextuality, (ii) metatextuality and (iii) pseudo-textuality. The first two types of intertextuality have already been discussed in the beginning of this chapter.

Pulungan et al. (2010) define pseudo-textuality as a type of intertextuality which textually implies the presence of other texts in a particular text. It is not an actual part of intertextuality. They concluded that all three types of intertextuality are present in opinion articles on education.

Iqani (2009) conducted a research on megatextuality in media texts under the title: *Megatextuality: Re-enunciating media intertextuality in the age of global media discourse (GMD)*. He conducted his research in the backdrop of the theories of global media discourse. He highlighted the importance of intertextuality in media discourse through his interpretations.

The first section of his paper deals with concepts like textuality and intertextuality and their relevance to media discourse. Here the broader aspects of the texts are considered. At the same time, the researcher clarifies that it should not be misunderstood that the cultural, technological, political and economic factors are

unimportant because they are also active agents of the media discourse and should not be overlooked.

The second part of the paper departs from the media objects and consumer magazines and investigates the ways in which the analysis has been done from the perspective of global media discourse. For this project, 70 magazine covers from different news-stand sites were taken and for data analysis a sample of nine magazines was selected. The research tools used for data collection were participant observations and photographic surveys. The magazine covers were taken from a variety of magazine genres. Some of them were: women's lifestyle, men's lifestyle, home and garden, sports, gossip, cooking magazines etc.

The first thing observed was an obvious repetition of textual images and signs. In *Delicious* and *Sainsbury's Magazine* a clear doubling was noticed in the photographs of exotic South-East Asian meals. The bowls contained chicken and vegetables angled towards the viewers in an inviting, appetizing manner. The prominent features observed were the angles from which these photographs had been taken for displaying things. More colours had been added by including women wearing specific colors. In case of food items, green color of salad and women in bikini and skimpy dresses were found to be present everywhere. Through powerful imagery and symbolism, connections between ideas had been made as women's appealing and inviting display was used to attract the viewer's attention towards the meal which was equally attractive and appealing to the senses. The concept of intertextuality was used to link together images and texts. By just observing the magazine covers one could identify a multiplicity of voices and an exchange of images and ideas within texts through which webs of meaning could be created.

The next thing observed was how boundaries of different texts merged together. The researcher reviewed the idea of media globalization which was interpreted as textual ramifications of globalization.

The term globalization means a cosmopolitan universalism which has no boundaries. It refers to a kind of utopian world. In this sense, global media freely flows across boundaries and knows no limits. From the perspective of critical cultural studies one gets the idea of a global village, a single, homogenous community. The researcher observes and quotes some other scholars who show that media is closely related to capital expansion. It means that media works in a political-economic

context which shapes its discourse and the context plays a very important role in the whole process. Gramsci's ideas of hegemony can be seen working here.

Gramsci observes certain monopolizing techniques at work by the powerful members of the society as they share certain linguistic techniques and practices which become a norm in their field. Convergence to a particular technique for producing a particular discourse is a common feature of the media discourse. The researcher discovers that intertextuality and globalization are among those techniques. Intertextuality means converging and bringing commonalities of the texts to the forefront whereas globalization means ramification. The study concludes that megatextuality means the relationship between two types of ideas.

Li (2008) also undertook a project to investigate the effects of intertextuality on the discursive construction of national identities in the press. He used two daily newspapers from China and the United States to show how news texts bring together the intertextual features of different discourses in a single discourse to create and construct national identities. Li used Fairclough's method of intertextual analysis to perform data analysis.

A research was conducted by Abasi et al. (2006) that appeared under the title: Discourse Appropriation, Construction of Identities and the Complex Issue of Plagiarism: ESL Students Writing in Graduate School. It deals with inappropriate textual borrowing practices among students which is another form of intertextuality. The study reveals that the roots of students' production of institutionally unacceptable texts lie in their theoretical orientation and their own view of the source texts. They suggested that educational institutes should give awareness to the students about the relation between self-representation through writing and the important dimensions of successful academic writing.

Katajamäki (2001) also did a project titled An Editorial and its Intertextual Links: Case Study of a Finnish Business Newspaper. The study starts with the assumption that all editorials are intertextual by nature like so many other texts. Analysis of an editorial and 32 other texts published in the Finnish business newspaper *Kaupparehti* with reference to a core text that appeared from August 6 to September 4 in 2001 was made. The intertextuality explored in the newspaper was manifest which openly mentions the sources used in a text. The researcher explored the links between the core text and other texts in it. He also studied the links formed by the same propositional content. The data were collected through on-line news

archive of Kauppalehti. The researcher explains that he typed ‘Japani’ (in English, ‘Japan’) and the research engine retrieved 64 newspapers for him. The main theme in the text was the economic situation in Japan though the text had various other themes as well. Most texts were related to Japan but some had somewhat global idea while some other talked more about their own companies.

The texts belong to certain genres which were used to achieve specific purposes. The basic purpose of any news is to inform whereas an editorial is supposed to take a stance for or against something. The researcher presents a premise that texts belonging to similar genres share similar characteristics which are genre-specific. So, different genres have different characteristics. Hence, for analyzing similarities in different texts one should first analyze intertextuality in them. Afterwards, manifest intertextuality and interdiscursivity should be examined. Both of these ideas have already been discussed in the section above.

The data analyses show that there was more evidence of manifest intertextuality in the text which means that the author had acknowledged the sources by overtly showing and highlighting them in the texts. The findings were tabulated. The study ended with the conclusion that the editorial is a kind of genre where it is possible to create new representations. It means that a negative view of the Japanese economy was projected in different issues.

All the above studies investigated intertextuality through newspaper headlines, advertisements, opinion articles and in political manifestos etc. It is clear that no work has been done to investigate the working of intertextuality in news reports which is why this present research was planned. Besides this, most of the researchers have either totally relied on intertextual analysis or linguistic analysis separating both and leaving some gap which can be filled in. The present study attempts to do so by carrying out intertextual as well as linguistic analyses of the texts under study. In the next section the theories relevant to this study have been discussed.

2.10 Theories on Intertextuality, Ideology and Media Discourse

The theory of intertextuality by Norman Fairclough and the Theory of Ideology and Media Discourse by Teun Van Dijk form are discussed below.

2.10.1 Fairclough's theory of intertextuality. Fairclough theorizes that no text is an island in itself as all texts draw from some source by either totally depending or deriving from pre-existing sources. Fairclough introduced the terms

intertextuality and interdiscursivity. He was of the view that textual analysis is a bridge between a text and discourses. In his work titled: *Discourse and Social Change*, Fairclough (1992) discussed two types of intertextuality: manifest and constitutive.

He also distinguished between these two types. By *manifest intertextuality* he meant the other texts in a particular text that are explicitly present and can be detected through clues such as quotation marks, citation and paraphrasing. Fairclough called it direct discourse representation which serves as a reformation and manipulation of the original texts. This type of presentation gives liberty to the text producer that s/he is not responsible for anything mentioned and stays away from it. This is a kind of face-saving practice adopted by media persons which allows them to give the impression of objectivity and that they do not personally believe it but are reporting it as it is. Fairclough asserted that this type of intertextuality affects the social order and itself gets affected by the social order as well as the hegemonic struggle which continues in the society for getting control. It also refers to the relationship between texts and social practices. For the present study, the researcher has used these principles to explore how they work in the journalistic discourse.

Sometimes other texts are incorporated in a text for creating something new without directly referring to them. This happens when no clues about the source are given. This is the constitutive type of intertextuality through which prior texts are merged into the new one for creating a newer one. Fairclough also used the term interdiscursivity for constitutive intertextuality. Some theorists also use the word call vertical intertextuality for the same. This type of intertextuality refers to the configuration of discourse conventions that go into production of a text (Fairclough 1992). Fairclough used the broad term intertextuality to refer to both types whether manifest or constitutive and called the analytical framework involving both to be a version of critical discourse analysis.

According to Fairclough (1992) intertextuality can be explored through different processes. He explained his version step by step, for example, he construes that intertextuality can be studied at different stages starting from the production stage where the focus of the analysis should be how previous text(s) is/are transformed and recreated in the form of a newer one keeping in mind the new conventions and what changes and additions have been made in the prior text. Obviously this sort of creativity is socially restricted and more importantly, dependent upon power relations

in the society or institutes. Therefore, it is a combination of intertextuality and theory of power (1992). Then comes the distribution stage.

It is important to understand that intertextuality helps in exploring the networks in a text as well as how its transformation takes place. Fairclough talks about a consumption stage which is all about how presence of other texts within a text shapes the readers' interpretation.

Overall, all these three stages present the idea of intertextuality as a dynamic one. An understanding about the mechanics of intertextuality helps understand how elements of different texts are combined in the creation of a new text and how each text is taken, consumed and interpreted variously by different individuals.

Fairclough (1995) also discussed the notion of multifunctionality of language in texts. His theoretical assumption is that texts and discourses are socially constitutive and that language shapes our social identities. That is why he considers language a form of social practice. For him, text is not a process but a product. It is a part of the discourse which has three important aspects namely text, interaction and social context. He has further talked about three important dimensions of critical discourse analysis (CDA) which are: description, interpretation and explanation. This is to map three forms of analysis onto one another which are:

- Analysis of (spoken/ written) language
- Analysis of discourse practices
- Analysis of discursive events

Fairclough (1992) divides the interpretation process at three levels: micro, meso and macro. He combines the meso and macro-levels. He further explains that while analyzing at the micro-level, usually the analyst takes account of the textual and linguistic aspects of the data. It can be done by performing syntactic analysis which might involve studying the use of specific metaphors and rhetorical devices. By meso-level analysis, Fairclough means how a specific language use turns into an established practice which he calls a discursive practice. At this level the issues of production and consumption of texts arise which can be understood through a detailed analysis of how the text was produced and consumed, that is, which institution produced that text and who the target audience was.

At the macro-level, the intertextual and interdiscursive elements are taken into account. So, the analysis at this level is done on a broader scale as it considers societal

trends that affect the text under study. All these issues can be studied by employing Fairclough's three-dimensional framework for critical discourse analysis. This is why it has been used in the present study. Fairclough's framework appears in the Figure 5:

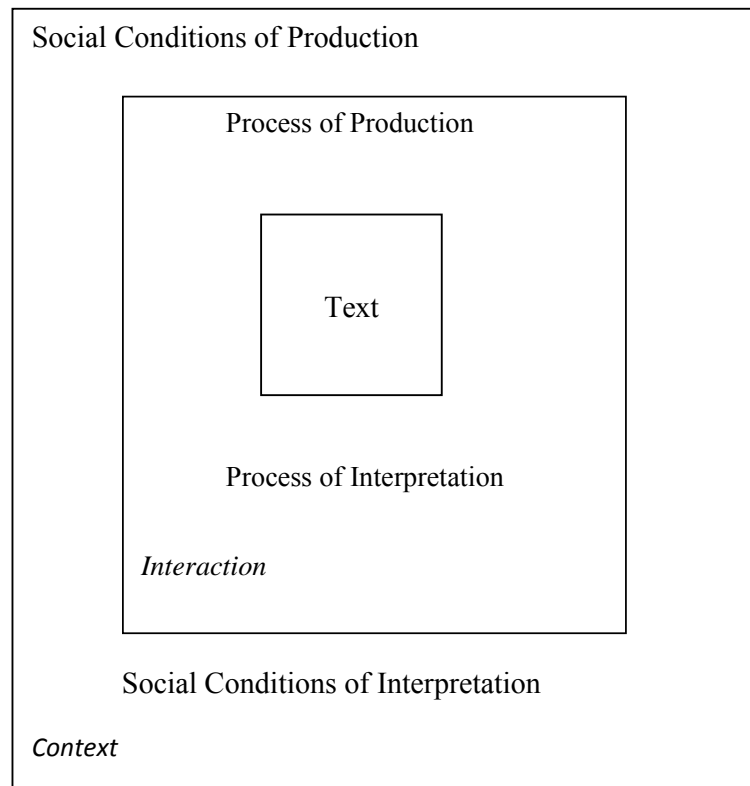


Figure 5: Three- dimensional Framework for CDA

Along with three levels of interpretation, Fairclough (1993) also talks about three stages at which discourse analysis can be performed. These three stages are:

- description
- interpretation
- explanation

Description is concerned with the formal properties of the text. *Interaction* is related to the relationship between the text and its interaction whereas *explanation* describes the relationship between interaction and the social context.

Fairclough (1989) considered the above mentioned stages to be important for conducting the critical discourse analysis. He said that analysis at each stage is different.

Discourse can be written or spoken. Fairclough had borrowed this term from Foucault's work titled: Order of Discourse. He explained that the actual discourse is determined by the underlying, set conventions of a discourse and they make the order of a discourse. Fairclough made it clear that by discourse he meant action through discourse. He explained that certain practices when repeatedly performed on certain occasions become habitual and turn into norms. Discussing about such practices, he introduced the term *felicitous ambiguity*. He explained the term that people sometimes do not know about the culture-specific practices that they have been performing all their lives as they inherit or adopt them from their culture and community. Still they perform them happily.

Fairclough (1989) was of the opinion that discourse and practice function simultaneously as independent networks. Then there are discourse orders and social orders. For him the second term is more general.

Fairclough also discussed some other concepts such as power, how it works and the way discourse helps to exert power and control others. All these ideas are directly related to language use and its semantic and ideological dimensions. The ideological aspects are relevant for the present study. Therefore, they are a part of the theoretical framework for this study.

Power works at different levels. These levels include the orders of discourse, types of discourse and actual discourses. Together they exhibit that power has the capacity to control the orders of a discourse. An important aspect of that kind of control is ideological as it ensures that the discourses are internally harmonized (Fairclough, 1989).

Fairclough thoroughly examined the classes and power dynamics in the capitalist society and concluded that the influence exerted by particular social institutions depends upon the orders of the discourse, how they are structured and used by others. Eventually they take an ideological form which later becomes the specific ideology of an institute and then of the society as a whole.

Fairclough explains how power of the capitalist society lies in its ability to control the state and that the key element in maintaining the dominance of the capitalist class is the state institutes. Fairclough discusses the state institutes like the armed forces, civil service, the Government itself and the police. He elaborates that people in the influential positions have their interests tied to the capitalist society. Another important factor related to the formation of ideology is the practices of the

dominant class. They make their practices appear universal and commonsensical and rest of the people who form the dominated, subjugated stratum of the society accept them as the standard and the norm. Gradually, these practices are naturalized. This is done by the dominating, capitalist class for sustaining unequal relations. Fairclough discusses this ideology to be functional. According to him, when the ideology of the dominant group is at work in a society, it controls others and the rest of the people follow. It can happen through spoken as well as written medium.

Journalists and reporters use the written medium not only for conveying news but also for propagating certain ideologies, especially the ones related to politics. Fairclough's explanation raises many questions about their discourse such as how media personnel use discursivity in language for influencing and shaping public opinion especially in a country like Pakistan where people are closely-knit and have strong political affiliations. Fairclough's ideas of discursivity in language and ideological power can be used for understanding this issue. He explains how one can project his/her ideologies by making them attractive so that people can relate to and identify with them. Understanding about the journalistic discourse power dynamics is important as it can help common people understand what this discourse is doing to them. For this purpose, the researcher undertook this study. It required her to critically analyze the journalistic discourse under study.

Fairclough discusses how power is exercised. It can be done in two ways: through coercion or through consent. It has been discussed earlier that the social structures work at different levels and generally people are not aware of their presence and activity. This is why Fairclough calls them opaque. By this, he actually means that the relationship between a particular communicative event and the structure and order of the discourse is not clear (Fairclough, 1995a). This explanation is immensely relevant to this research as it highlights the underlying strategies used in a discourse for exerting power and obtaining dominance. The study of history shows that ideology has a close relationship with language/discourse and power. This has been discussed by different philosophers with different perspectives. Some of these theories are discussed below.

2.10.2 Teun van Dijk's theory of ideology & media discourse. Van Dijk's theory revolves around a triangle which includes cognition, society and discourse. He claims that his theory of ideology allows to include social concepts traditionally associated with ideology such as those of power, domination, elites, institutions,

groups and communities. Van Dijk's theory provides the basis for understanding the dynamics of ideology which is relevant to this study. It describes the relation between ideologies and social structures, the relations between ideologies, groups and their interests, the situational embedding of ideologies, the relations between ideology, power and dominance. Some more ideas explored through this theory are:

- how ideologies are acquired, used and changed
- how ideologies are reproduced
- how ideologies are generally expressed through social practices
- how ideologies are reproduced through discourse

Van Dijk (1998) did not start from scratch as he had reviewed and grouped the previous theories that he found relevant to his theory. In his research article titled: *News, Discourse and Ideology*, he discussed the ideological nature of news. He argued that in social sciences, discourses are studied as a reproduction of the society, the communities and groups within it and their ideologies. In short, ideologies are displayed through discourse. Van Dijk also discussed the scope of discourse studies which has extended during the last decades. He said that it did not happen overnight: It was a very slow process that began with studying discourse at the word level extending to the sentence and discourse levels. Newer approaches even include perspectives from other disciplines such as semantics and pragmatics. Van Dijk asserted that not just microstructure should be considered but macrostructures must also be included in analyses. He considered the underlying cognitive processes (at the individual as well as at the collective level) and dominant discourses in the society to be important for all types of discourse analysis.

Hence, Van Dijk (1998) introduced a multidisciplinary approach to study ideology. He described ideology as a form of social cognition and elaborated his idea by clarifying that such a theory should not project ideology as something negatively inherent because generally ideologies are projected by a powerful group to legitimate their power abuse. Ideologies do not always refer to any kind of beliefs prominent in the society rather they are the fundamental beliefs underlying the social practices shared by a group in the shape of norms and values. Some of which are freedom, justice and equality. He went on to say that such ideologies may be used or abused by the dominant group for its own interests. Apparently, such group may talk about ideas like freedom of the press, freedom of the market and freedom from discrimination, etc. yet they can have a hidden agenda.

Ideology can be described as something that helps in forming positive self-image as a group. It might pretend to have the desirable qualities that are cherished in a society. Underneath its pleasant appearance, it works differently and can cause in a strong polarization of the society. Van Dijk further explained his idea by discussing the racist ideology which may affect or control issues like immigration, integration, legislation, and the like. He explained how personal attitudes are influenced by ideology and are represented as mental models and retained in one's long term memory. Discussing the polarization resulting due to positive self-image and negative other-image, Van Dijk explained how through this strategy, a group displays its ideology through discourse emphasizing its own positive image and negative image of the other. He calls this discourse strategy the *ideological square*. He concluded by saying that ideologies are not expressed directly through discourses by individuals rather they are generated in group discourse. Van Dijk's argument is sound and convincing. That is why it has been used for analyses in this research.

2.11 Chapter Summary

The chapter has laid out a detailed review of the key ideas and the published works related to the present research. It explains what has been said and done by earlier researchers in the same field. At the same time, it discusses how the study intends to help the readers by enabling them to understand what the dominant discourses in the society are doing to them and how their ideologies are being shaped and controlled by those in power. All the related key themes have been identified, analyzed and interpreted under different headings.

The next chapter deals with the methodology used in this study. It gives insights into the subject at hand by giving details of the problem, methods of data collection and analyses and also provides rationale for selecting the specific research methods.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter deals with the processes of data collection and data analyses. It also delineates the theoretical framework used in the data analysis process. It starts off with describing the research problem and then moves on to detailing the research design, data gathering methods, sampling techniques and data analysis processes.

3.1 Design and Nature of the Study

This study is mainly qualitative and exploratory in nature underpinned by the anti-positivist paradigm. This philosophy favors a subjective approach towards inquiry and this feature helped the researcher in exploring the answers to her research questions and interpreting the phenomenon subjectively. For triangulation of the data collection and the data analysis processes, a mixed-method approach was followed which made it possible for the researcher to collect and analyze the data through different methods and her metaphysical subjectivity allowed her to perceive the reality through her senses. The principles of critical discourse analysis further provided guidelines to the researcher for proceeding in her research endeavor.

The research aimed at exploring what the news reporters do when they represent the discourse produced by politicians in their own ways. She was dealing with the journalistic discourse produced in the English language (by the news reporters) which was actually produced in the Urdu language (by the politicians). Her objective was to discover what the reporters do with language during this ‘transfer’ of information from one language to the other. However, she did not focus on the translation aspect of the discourse. Her stance was that whatever happens during the reporting process has a specific agenda on the part of the reporters which is very serious but it is achieved through apparently common rather simplistic strategies. This might be because the discourse producer wants to avoid responsibility and hence uses other-produced texts. Constitutive intertextuality, when the presence of other texts within one text is extremely hard to investigate, empowers the news reporters and they exercise this power by manipulating and shaping public opinion in subtle ways. The researcher’s purpose was to uncover all such tactics whether visible or invisible

and this required a critical analysis of the journalistic discourse under study. That is why the tenets of critical discourse analysis as described by Fairclough along with Van Dijk's Theory of Ideology and Media Discourse were employed for the analyses.

3.2 Research Problem

The research aimed at exploring the features of the journalistic discourse that make it hybrid and to know how it is exploited for achieving serious purposes. After understanding them, the researcher could inform the readers about them and hence help them obtain emancipation.

3.3 Study Population and Sampling Design

This research was conducted for analyzing intertextuality in the journalistic discourse in the backdrop of Elections 2013 in Pakistan. The research was delimited to only news reports and the news given on the center spread, that is, opinion columns, articles and editorials were not a part of the data.

Five leading Pakistani English daily newspapers (as claimed by All Pakistan Newspaper Society or APNS) namely The News, The Nation, Dawn, Daily Times and The Express Tribune were selected as data for the study. All of them were selected through non-probability or deliberate sampling method.

The rationale for selecting these newspapers was their large readership based on the set criteria of efficiency, representativeness and flexibility. The researcher took samples from five newspapers in order to have an optimum as well as a manageable size. Thorough study of the data from these newspapers provided insights into recognizing patterns, generating categories and ultimately in doing the coding process. On the basis of the data analysis, interpretations were made. No generalization claims follow towards the end of this study because these interpretations were purely subjective. According to Kumar (1999), subjectivity is an integral part the thinking process and same happened in this study. It was a part of the interpretation process. This subjectivity has to be differentiated from bias which hinders neutrality and objectivity which were achieved through critical reflection during the sampling process as well as at the analyses stage.

3.3.1 Sampling design. Through the sampling design, such news reports were selected which helped the researcher achieve her objectives. Non-probability or

deliberate sampling technique was used as this type of sampling technique helps the researcher deliberately select samples which are small yet representative of the whole population (Kothari, 2004). This is generally done when the population size is very big. The analyses were three-dimensional. Due to space constraints, the researcher selected 25 news reports as it was a manageable sample size.

3.3.2 Demographic details of the research sample. (a) *The Daily Dawn.*

The Dawn Group of newspaper, which is a well-known company, was founded by the Quaid-e-Azam Muhammad Ali Jinnah in 1941. The significance of this group is that it published its first newspaper in 1947 in an independent Pakistan. This newspaper is known for its secular, balanced and tolerant approach to some of the burning issues in Pakistani society and is also considered to be the oldest newspaper in Pakistan.

(b) *The Nation.* This daily newspaper is published from Lahore by the Nawa-i-Waqat Group of Publications which was established by Hameed Nizami in 1940. Initially, it was published fortnightly as a journal. The English paper *The Nation* was first launched in 1986. This newspaper has been criticized for claiming to be the self-appointed custodian of the ideology of Pakistan. At the same time, it is also considered to be myopic in its approach as it is against liberal forces and progressive trends in national trends. However, it is still one of the most popular newspapers in Pakistan.

(c) *The News International.* This daily newspaper was founded on February 11, 1991. It is published by the Jang group of newspapers which itself was founded in Dehli in 1942 by Mir Khalil-ur-Rehman. *The News* is considered to be the second largest English Newspaper in Pakistan. Until 1950s, this newspaper worked independently, however, later on it succumbed due to the political pressure and temptation from the government. *The News International* claims to be the largest newspaper in Pakistan.

(d) *Daily Times.* This newspaper was founded in April, 2002 and is published from the major cities of Pakistan like Lahore, Islamabad and Karachi. The owner and founder of this paper, late Mr. Salmaan Taseer, was a member of a major political party Pakistan People's Party. Although it is not an old newspaper it has gained popularity in Pakistan and abroad within a short span of time.

(e) *The Express Tribune*. One reason why this newspaper stands out among the contemporary papers is its affiliation with The International New York Times. It is printed in all four major cities of Pakistan, that is, Islamabad, Peshawar, Lahore and Karachi. It is a social, liberal newspaper with its inclination to the left of political opinion. It was launched in 2010 and has become a prestigious newspaper. It is among the most widely read newspapers in Pakistan.

3.4 Methods of Data Collection

The data were collected through documents and records. Twenty five news reports (five from each selected newspaper) spreading over six months that is from March 2013 to August 2013, were selected. The copies were retrieved from the National Library Islamabad. The news reports were selected through non-probability or deliberate sampling technique after reading each one of them thoroughly. All these news reports were the secondary data as they had already been published in books, magazines and newspapers (Kothari, 2004). All the news reports were picked and analyzed carefully.

Fairclough (1995) suggests that time-space parameters are different for different communicative events. Talking about mass communication, he says that time and place of mass communication text is different from time and place of its consumption. He further explains that a news report may take a lot of time before it is printed so when an audience views or hears it, it may take more time than it took at its production (printing) stage. Though widespread use of technology has made it available to larger audiences, production of such texts is often spatially and temporally disjointed (Fairclough, 1995). Hence, temporal and spatial settings can turn a single communicative event in the mass media into a chain of communicative events. Fairclough also says that this chain can be extended to include the source communicative events such as political speeches and interviews. So, time and context of a communicative event are crucial factors as far as consumption of a discourse is concerned. This was the main reason behind selecting the news reports in the backdrop of Elections 2013 as the news reports written in such a context were politically charged and the ideologies projected through them were linguistically noticeable.

This research was delimited to news reports only and this made it possible for the researcher to explore interdiscursivity, that is, how different discourses are

combined in different texts and result in hybrid discourses. The communicative event in this study was the Elections 2013 in Pakistan and the chain of events included the news reports three months before and three months after the elections. Selection of a longitudinal study design provided ample material to the researcher for analyses.

The communicative event and the subsequent chain of events and the concept of intertextuality allowed examine the relation of one text with the other (Linda, 2009). It also assisted in discovering different techniques used by different news reporters for influencing perception of the audiences (or the readers).

The research aimed at discovering the linguistic strategies used by the news report writers for achieving certain objectives which demanded flexibility and open-mindedness on the part of the researcher. The researcher's stance was that the news report writers use subtle linguistic techniques for shaping public opinion which are hardly noticeable. This allows the text producer to enter into the minds of the readers and affect them. An understanding about these techniques could help reveal and analyze them. The first step was to make them noticeable and then categorize them for a systematic study. This realization demanded the researcher to initially be open and avoid any preconceived ideas about category generation. This is why initial coding was open and liable to change. The categorization and category generation processes were done on the basis of repetitiveness of certain linguistic features. Newspapers have a limited space and each news report can occupy the set space only. Hence, if something is repeated in the same news report, it must be done on purpose. Openness on the part of the researcher at the initial stages of data collection allowed her to generate tentative categories which underwent transition as the process continued. After considerable data were gathered, the researcher was able to notice the repetitive ideas and the recurring and emerging patterns. This guided her in categorizing the data. At the later stages of the process when she was clearer about the categories, she became selective and hence, *selective coding* was done (a phrase by Alston & Bowl, 2003).

Note: The actual discourse produced in the speech form was in Urdu and the written discourse analyzed is in English language. The researcher understands that during the translation process a lot happens to the discourse which can be analyzed. However, this study does not deal with the translation aspect as it focuses only on the techniques employed in the journalistic discourse. Similarly, it does not include the

speech form of the political discourse. It only focuses on the written, journalistic discourse.

3.5 Methods of Data Analysis

Kumar (1999) is of the view that if someone claims to undertake a research for finding out answers to some specific questions, then the methods chosen for data analysis should harmonize with the research. At the analyses stage, this point was kept in mind for obtaining the research objectives.

For meeting the moral and ethical criteria, only those news reports were included which had already been made public. No controversial or secret information that demanded permission from the discourse producer was made a part of the research.

Within the broader perspective of critical discourse analysis, the methods selected for analysis were intertextual analysis, linguistic analysis and contextual analysis. The intertextual analyses aimed at finding answers to the first three research questions whereas the linguistic analysis was done to explore answer to the fourth research question. The contextual analysis helped in understanding the role of situation in a particular discourse. So, it was connected with all the four research questions. To make it convenient for the readers, the analyses have been divided into three sections. Hence, the intertextual analysis appears under the broad heading Section A, the linguistic analysis appears under the heading Section B and the contextual analysis appears under the heading Section C. The rationale for choosing these methods was that both of them deal with language use for social change. These methods are discussed below.

3.5.1 Intertextual analysis. One aspect of this study was to explore the presence and functions of intertextuality in news reports. For an in-depth study of the texts under scrutiny, the researcher used three-dimensional model for analyzing intertextuality in news. The three dimensions of intertextual analysis are:

- (a) Discourse representations
- (b) Generic analysis of discourse types
- (c) Configuration of discourses in the text

These three dimensions of intertextual analysis are discussed below.

(a) Discourse representations. The analysis of discourse representation means to discover how speech and writings of others are embedded within a text. Fairclough

(1995) calls it a complex web of voices. This includes voices of others attributed and unattributed. Sometimes embedding is in the form of a direct quote and sometimes it is done indirectly. Changing a quote from direct speech to indirect speech is not so simple especially when done in news reports as the words of another person are not reported exactly the way they were produced. Moreover, the news reporters in the English newspapers also play with the medium of communication as usually the discourse is in Urdu but the news reporters have to convert it into English. The translation process also makes the boundaries blurred and we cannot easily separate the reporter's words from the actual discourse producer's words. As a result, meanings are usually changed. In the process, sometimes previously encountered texts or parts of texts are also incorporated creating something hybrid and new. Fairclough names this process as discourse representation. For exploring the web of voices at work in the data and for separating the news reporter's voice from the actual discourse producer's voice, the researcher read each news report thoroughly. Her focus was to understand the techniques used by the news reporters for manipulating the audiences.

(b) Generic analysis of discourse types. The generic analysis of discourse types refers to application of alternative theories of genre and analysis of narratives in texts. A genre refers to a categorization of a particular type of text in social practice (Baker & Ellege, 2011). It is a way of using language that corresponds to the nature of a social practice (Fairclough, 1995). According to Bakhtin, an intergeneric relationship exists between different types of texts. The researcher has employed Fairclough's views on genres for intertextual analysis. Four alternative theories of genre have been used and they are discussed below.

(i) Schematic View. The schematic view of genre is useful in analyzing the news. Fairclough calls it as activity type. It refers to the generic structure of the news report or article which is typically: *Headline+Lead+Satellite+Wrap-up* (Fairclough, 1995). This schematic view can be understood from the figure below:

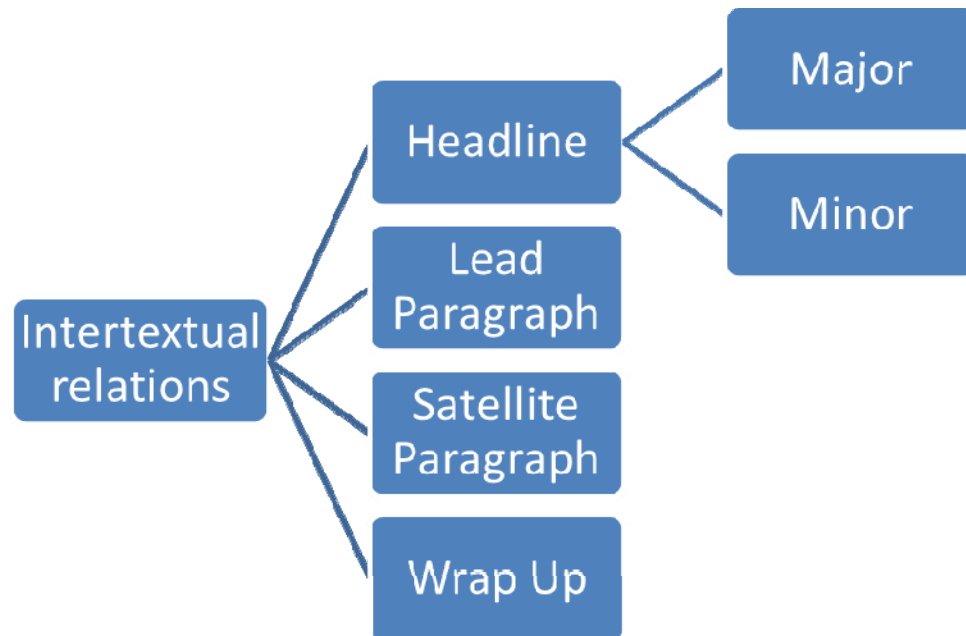


Figure 6: Generic Analysis of Discourse Types: The Schematic View

The typical generic structure of a hard news story or a news report according to Fairclough is as follows:

- Headline (major+minor)
- Lead paragraphs (gist)
- Satellite paragraphs
- Wrap-up paragraph

This order is fixed for a typical news report as asserted by Fairclough and cannot be changed though embedding can take place in paragraphs. These four stages are discussed below.

The main headline is in the form of a direct quotation, however, there are no quotation marks used in it (Fairclough, 1995). This is a common practice by most of the newspapers and most of the time, it is in present tense. A headline can be complex consisting of a major and a minor headline. In this form it is also known as a nucleus. A lead paragraph gives crux of the whole news report and plays a very important role. The actual story is elaborated through satellite paragraphs and the wrap up paragraph concludes the whole news item. Fairclough talks about how the discourse produced in news reports is generally a combination of official and colloquial discourses. This is

because this kind of arrangement is appropriate for routine type of journalistic discourse.

The researcher wanted to explore whether the Pakistani news reporters stick to the above mentioned order and if yes, to what extent. Besides this, another purpose of examining the generic structure of the news reports under study was to find out whether some other strategies were used by the reporters or not. Hence a detailed analysis was required which could reveal certain facts about the Pakistani newspapers.

(ii) *Generic heterogeneity: sequential and embedded.* The second view of genre is sequential and embedded. There are many functions of journalism. Sequential and embedded type of generic heterogeneity performs the social purposes of journalism. According to Fairclough (1995), it essentially has two social functions to perform: one is overt and the other is covert. The dilemma is that these functions are not only complex but also contradictory. Fairclough explains that the production of description can be unbiased and objective but in actuality, it is not so. Same is the case with entertainment stuff as there is always some kind of social control and legitimation. This makes the whole thing complex and the news reporters have to make selections within generic strategies which means that they are not completely free in their expression as they have to follow some set patterns of writing. Secondly, their stories have activity-type structure which varies extensively. Finally, there can be narration and exposition in a story which has to follow yet other complex social constraints. In addition to the aforementioned functions, sequencing and embedding have many purposes to achieve and display themselves in heterogeneous texts which comprise varied parts and each may have contradictory qualities. To observe these complexities in the journalistic discourse and to find answers to the research questions, the researcher performed a detailed intertextual analysis which revealed how the news reporters construct and present the so-called unbiased and objective reports. Generic heterogeneity can be understood through the figure below:

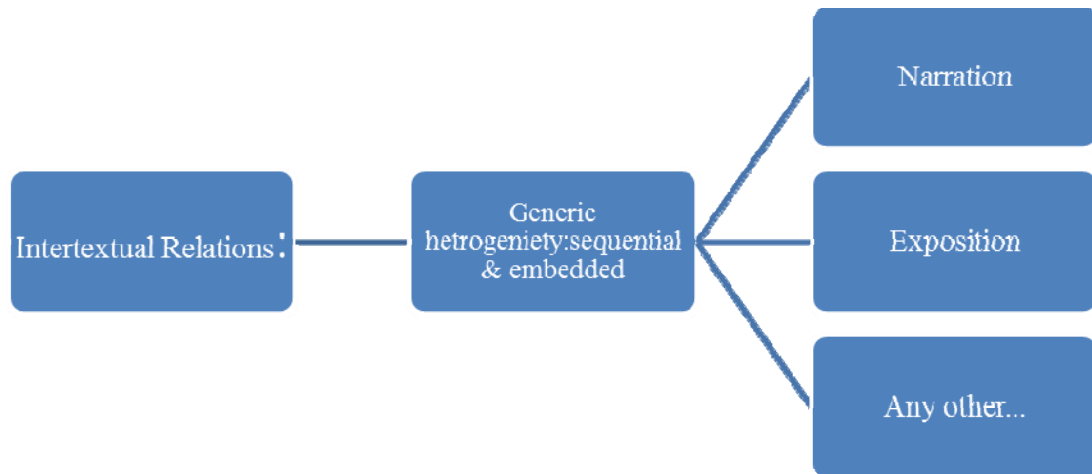


Figure 7: Generic Heterogeneity: Sequential & Embedded

(iii) *Generic heterogeneity: polyphonic.* The third view of generic heterogeneity is polyphonic in nature. According to Fairclough, it focuses less on the structure and more on the genre associated styles, modes and voices that are brought into the broader picture. In this type, mixing of the features of different genres takes place, that is, some features of scientific exposition are mixed with the features of everyday conversations and it is quite difficult to segregate and differentiate both from each other. The researcher wanted to explore how generic heterogeneity works in the journalistic discourse and how genre associated styles, modes and voices are brought together for effect. This could be done by using the tenets of polyphonic generic heterogeneity. The polyphonic model of generic heterogeneity appears below:

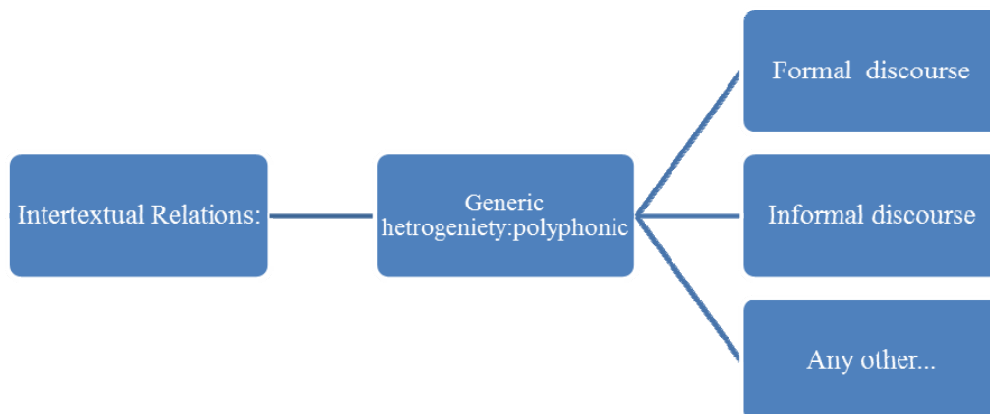


Figure 8: Generic Heterogeneity: Polyphonic

The next thing to consider was the notion of narrative which constitutes a major part of news reports. Journalistic discourse has a great proportion of narratives because journalists have to report whatever happened earlier and they do not just recount events but also interpret and explain those events. For achieving the purpose, they use narration most of the time. While analyzing narrations, one has to consider actual news, chronological order of events and the way a news reporter reported it. All these factors are important and contribute to the overall meaning of the news being reported. Hence the whole process turns into a discursive practice. This involves a complicated process of how a text is produced, interpreted and received (Fairclough, 1995). The repetitive nature of news reports enables it to have an access to the readers' minds. Taken this way, it is possible for the journalistic discourse to create social effects. News reporters generally present a story with multiplicity of purposes. To achieve them, they pay a lot of attention towards its presentation. During the process of discourse construction, they use specific techniques. As news reports are a form of written discourse, hence their techniques are related to how written discourse is planned and constructed. Sometimes, meanings are changed and new meanings are added depending on what happens to the actual discourse. A close study of these techniques can reveal the agenda behind them and also how news reporters manipulate and control verbal discourses through their writing techniques.

(c) Configuration of discourses in the text. Names of the discourse producers were identified along with the domain and perspective of every particular discourse. The researcher used the Marxist ideas on political discourse with an amalgamation of liberal political discourse. The researcher being a regular newspaper reader had noticed that these two types are frequently present in the Pakistani news reports. The ideas of Marxist political discourse and liberal political discourse were applied to the selected Pakistani English news reports and analyzed.

Chilton (2004) discussed the Marxist discourse and liberal political discourses at a macro level and commented that the Marxist political discourse is the one produced by political institutions and is within the Marxist tradition, for instance, the discourse by the capital owning bourgeois is the political discourse with a Marxist perspective because they are the dominant group and their discourse should be analyzed at a macro level as it represents the state institutes and reaches out to a large number of readers. He also points out that the political process typically involves persuasion and bargaining which means that specific language and strategies are used

by the politicians to persuade without the use of force. He says that no political activity takes place without a dominant discourse. Hence, discourse helps to form relations between people and the state. This exhibits the power of discourse. This power is not only owned by politicians but also shared by the news reporters who report the verbal discourse of politicians in written form. The Marxist stand on power is that power displays itself in the dominant discourse and so it gets manifested in politicians' verbal discourse. This power is shared by the reporters who convert this verbal discourse into a written form.

The liberal political discourse, which is deeply rooted in the theory of liberalism, is based on ideas like free and fair elections, democracy and free exercise of religion. It also encourages free trade, private property and free press. All these ideas are an off-shoot of Locke's theory of liberalism. Locke believed in rule of law. He also commented that rule of law should replace tradition and absolutism. He propagated that rulers should be subjected to the consent of the ruled. Locke advocated that every individual has the fundamental right of life, liberty and property. Since these ideas are repeated in almost every political discourse and have become clichés, the researcher decided to explore how the same, age-old ideas are made attractive by the reporters for grabbing the attention of the readers, what kind of language use makes them fresh every time and what makes them so inspiring that the readers seem to believe in them. This required a thorough analysis of the data. Overall, analyses were performed in three steps:

Step I: The web of voices in the texts were analyzed. This aimed at discovering the feature of polyphony.

Step II: The schematic view and generic heterogeneity in a particular news report were studied.

Step III: At this step, discourses in the texts were analyzed. This helped in identifying different discourses in the selected texts such as the Marxist political and liberal political discourse. Triangulation was achieved by doing three-dimensional analyses, that is, linguistic analysis, intertextual analysis and contextual analysis.

3.5.2 Linguistic analysis. In order to investigate the techniques employed in the texts under scrutiny and for uncovering the processes used for converting the verbal political discourse into a written journalistic discourse, linguistic analyses were done at the lexical, semantic and syntactic levels.

In the linguistic analyses, the features of cohesion and coherence were also studied for understanding how sentences in a particular text were connected and what the overall structure of a particular news report was. This helped in understanding the overall communicative function of the sentences in each news report. Cohesion and coherence help to connect texts. So, if there is intertextuality, the texts within a discourse exhibited interconnectivity. This interconnectivity was studied by exploring cohesion and coherence within the texts.

(a) Cohesion. Cohesion was tested at two levels: at lexical level and at grammatical level. Clause cohesion was studied through the use of certain lexical cohesive devices. These lexical cohesive devices were later used for generating categories. The category generation process was based on the idea of recurrence: The most recurring features of the texts under study were treated as categories.

Talking about the most recurrent lexical items in a text, Leech (1974, 1981) discusses their significance in the process of meaning making. According to him, repetition of similar lexical items adds to the overall effect of a text. Considering the present study, the recurring lexical items help a news reporter to add to the overall effect of a news item. Hence their recurrence is a deliberate phenomenon on the part of a reporter. The recurring lexical items in the news reports under study were used for creating categories afterwards. These categories were: synonymy, repetition, antonymy, metaphors, idioms and collocation.

After analysis at the lexical level, analysis at the morphological level was carried out. This involved analysis of the constituents of the lexical items and was performed in terms of free and bound morphemes. Besides morphological analysis, key words in each news report were also analyzed to get an overall understanding. In the end, five most commonly used lexical items in the news reports were separated and later analyzed.

For analyzing grammatical cohesion, pronouns, auxiliaries, conditionals, adverbials and deixis were studied. If different types of a particular feature were noticed to recur in the data, they were tabulated.

The use of different types of auxiliaries was also studied. The frequency of occurrence of a particular auxiliary could disclose the author's intentions at the time when a particular text was being produced. The researcher focused on the number of times each one of them was used for studying this feature.

News reporters choose words to convey specific meanings to their target audiences and make specific linguistic choices which have implications and certain purposes to achieve. This also includes certain syntactic structures (such as the use of conditionals).

Last but not least, the feature of deixis was studied by considering three types of references in the data namely anaphora, cataphora and homophora. These references provided the researcher with the background knowledge for decoding the context of a particular news report.

Clause cohesion in any text helps to maintain the conversation track of participants from one clause to another and logical cohesion further aids in connecting larger units of meaning in a single text. The categories of most frequently used linking adverbials noticed in the data were the linking adverbials or adverbial phrases. They were picked and tabulated. These linking adverbials were studied in the data for discovering the underlying relationship between different elements of a particular discourse. A particular lexical choice is related to the concepts that are linked and form a semantic field. The reason behind why words with same meaning or different meanings were used repeatedly in the journalistic discourse under study was discovered through analyses.

(b) Coherence. Cohesion and coherence are important and complement each other but sometimes a coherent text might not have coherence in it. Therefore, the texts used in the study were read more than once for better understanding. This helped to comprehend the implicit structures and overall organization of the texts.

The researcher read each news report assiduously in order to highlight the main ideas, key words, important lexical items as well as the semantic features involved in each news report. Unraveling of the deep meaning underlying the apparent surface structure and rhetoric was done by keeping in mind the context of each news. This involved an understanding of the references used. All three types of references, that is anaphoric, cataphoric and homophoric were studied.

Analysis of discourse representation was carried out to find out how news reporters create their discourse by mixing up and embedding discourses and voices of others sometimes explicitly and sometimes implicitly. The analyses enabled the researcher to measure up the extent to which these boundaries were maintained or blurred and for which purpose.

3.5.3 Contextual analysis. The intertextual and linguistic analyses could not be done without knowing the context of each news report under scrutiny. So contextual analysis was also performed by incorporating Halliday's (1989) ideas of *field*, *tenor* and *mode*. 'Field' talks what the discourse is about, what is going on and what the experiential choices are. 'Tenor' tells about the people interacting in a communicative event. It also talks about their roles and interpersonal relationships and 'mode' talks about the channel or mode of communication.

Under the heading 'field', the subject matter of the news reports was analyzed. Similarly, under the heading 'tenor', the roles and status of the authors and news readers were analyzed. It helped in understanding the relations between the discourse producers and the discourse receivers, their status and role in the communicative process and under the heading 'mode', the channel of communication was analyzed. It involved understanding the rhetorical mode used in each news report.

3.6 Theoretical Framework

Critical discourse analysis (CDA) considers language as a form of social practice (Fairclough, 1989 & 1995). It helps discover power relations in a particular society. Buitkienė in one of her articles says that while the linguistic analysis tells about how a particular discourse is created linguistically, the intertextual analysis tells about how different texts in a discourse are interwoven. Keeping this in mind these ideas and for achieving the research objectives, this study employs both, that is, the linguistic as well as the intertextual analyses.

The theory of intertextuality by Norman Fairclough and the Theory of Ideology and Media Discourse by Teun Van Dijk form the principal theoretical framework of this study.

The study starts from Fairclough's ideas that no text exists independently on its own as all texts depend on some source either completely or partially and this phenomenon can be studied through textual analysis. For discovering the explicit other texts in the data, the researcher drew upon his ideas of manifest intertextuality and through clues such as quotation marks, citation and paraphrasing, she studied how these features were manipulated in the Pakistani journalistic discourse under study. She also used Fairclough's idea of constitutive intertextuality for exploring the other texts in the data that were not explicitly visible and hence were more intriguing. In

such a case, the reader is not aware of their presence and they subtly get an access to their thought pattern and start molding and controlling it.

The researcher used Fairclough's idea of discovering the visible and hidden other texts in the selected news reports step-by step. This involved exploring intertextual features in the data at different stages starting from the production stage moving on to the distribution stage and ending in the consumption stage. This helped in understanding how and why the news reporters recreate and transform the previous texts before they are distributed to the readers and ultimately are able to shape and control the mindset of the readers. The researcher analyzed the data at three levels by considering Fairclough's three dimensional framework for critical discourse analysis. These levels are micro, meso and macro.

At the micro level, the researcher focused on the textual and linguistic features of the data whereas at the meso level of analysis, she studied how the established and set practices in the journalistic discourse turn into a discursive practice and become a norm. At the macro level analysis, the intertextual and interdiscursive features in the data were studied.

One more idea explored in this study was how ideology is shaped and formed in a planned way through projection and propagation of the established practices of the dominant, elite class by the news reporters. For understanding this idea, Fairclough's ideas of discursivity in language and ideological power were used.

History discloses how ideology, language/discourse and power are linked together in complicated ways. In understanding the issue of ideology, Van Dijk's theory of ideology guided the researcher.

Van Dijk's theory of ideology revolves around a triangle which includes cognition, society and discourse. It also explains the relationship between the traditional concepts and norms with ideology. Van Dijk also worked on the ideological function of news and talked about ideology as a form of social cognition. He agreed with Fairclough's idea that ideology is formed and shaped by the dominant group in the society and they form, reform or transform it according to their own interests. So, those who have the power to control discourse also have the power to control the ideology formation process.

No text exists in a vacuum and without considering the context, a text cannot be understood in its entirety. For a comprehensive understanding of the data, the

context of each news report was analyzed and appears in Section C of Chapter 4. It was carried out by incorporating Halliday's (1989) ideas of field, tenor and mode.

The concept of 'field' helped to understand what each selected news report was about and what experiential choices were made by the news reporters in a particular context whereas the concept of 'tenor' was used to understand the relationship between the news reporters and the news readers. The concept of 'mode' was used for understanding the textual meanings of the news reports. As the medium of communication or channel of discourse production was written in all the news reports under study, so, the features of written discourse were scrutinized under this idea.

3.7 Rationale behind Data Analysis Methods

The reason for including each research method of analysis is discussed below:

3.7.1 Intertextual analysis. The researcher selected this method because intertextual analysis is the most suitable method for analyzing intertextuality in any text. Fairclough (1992) proposed critical discourse analysis as a method for using language analysis in the study of social change and his method of analysis is grounded in sociological theories by Habermas, Gramsci and Bourdieustu. He explained intertextual analysis to bridge the gap between a text and a discourse practice. Therefore, Fairclough's (1995) three-dimensional model of intertextual analysis has been used in this research. The three aspects of intertextual analysis in this model include:

- analysis of the discourse representations
- generic analysis of discourse types
- analysis /configuration of discourses in texts

This study deals with the journalistic discourse in the Pakistani news reports. In order to achieve the objectives of this research such methods were required which could reveal the purpose underlying the linguistic choices made by the news reporters. The methods employed also helped in exploring intertextuality and interdiscursivity in their written discourse for influencing public.

Fairclough (1995) says that intertextual analysis crucially mediates the connection between language and social context and hence occupies a mediating position between texts and contexts. So, it was made a part of this study.

3.7.2 Linguistic analysis. To address the research questions, linguistic analysis of the written text of the selected news reports was performed.

3.7.3 Contextual analysis. It helped the researcher in understanding the role of context played in achieving the objectives of a particular discourse. As the data comprised news reports in the backdrop of Elections 2013 in Pakistan, the context was generally election campaign and the political mottos offered by different political parties with an aim of attracting and convincing the public to vote for them.

3.8 Chapter Summary

This chapter sketches out the overall research design including the rationale behind the methods and procedure devised for this project. It describes the research problem, the research design, sample, population, etc. followed by a discussion about the methods and tools used for data collection. After that, it explains how the data were collected, processed and analyzed. It also presented the sources and types of information relevant to the research problem.

The next chapter presents the data along with the analyses and interpretation.

CHAPTER 4

DATA PRESENTATION, ANALYSIS & INTERPRETATION

This chapter deals with presentation and analysis of the data. It analyzes intertextuality and polyphony in the Pakistani journalistic discourse. For investigating the presence of other texts or intertextuality in the news reports under study, manifest and constitutive forms of intertextuality were studied and for understanding the presence of other voices or polyphony, generic analysis of discourse types was performed as an understanding of these discursive practices could help uncover them and ultimately knowing why they are applied by news reporters.

Since this study was carried out in the backdrop of Elections 2013 in Pakistan, the news reports under study were replete with political discourse. Therefore, Marxist ideas on political discourse and liberal political discourse were also incorporated in the interpretation and analysis processes. For linguistic analysis, the researcher drew upon Halliday's (1989) ideas on systemic functional linguistics.

Note: Some words and phrases in the data section have been omitted and replaced by ellipses because of the issues of copyright and similarity index. Main headlines are in bold and minor headlines have been italicized for the convenience and clarity of the reader.

The generic analysis of discourse types involved the application of alternative theories of genre and analysis of narratives in texts. Views by different linguists and philosophers were taken into account. After employing them separately, the data were analyzed.

Fairclough's (1995) activity type of generic analysis refers to the generic structure of a news report. In which the headline plays a very important role and is deliberately created in such a way that it immediately gets the attention of the readers. The reporters try hard to make them catchy in order to arouse interest of the readers and sell their story.

The data and their analyses appear below:

Sample I

(Source: The News, April 1, 2013)

Nawaz vows to make 'Asian tiger' dream come true

Says only PML-N has agenda of progress

ISLAMABAD: Pakistan Muslim League Nawaz (PML-N) President...Asian tiger'...after winning the elections... addressing business community...previous government filled their pockets... Pervaiz Musharraf is responsible for electricity problem...premiership was not his destination... rivals are living in fool's paradise... Pakistan needs experienced leadership...PML-N will take the country where it was once...eradicate corruption...after coming into power...soft loans for the youth...PML-N would bring a revolution... road to progress...soft loans will be given as ...future of Pakistan.

Section A

I. Intertextual Analysis

1. Discourse representations. Discourse representations have been studied by identifying the web of voices in this news report. The voices present in the news report under discussion include: the voice of Nawaz Sharif, the leader of Pakistan Muslim League Nawaz group (PML-N). The voices that are identified but not actually speaking include: all members of PML-N, the business community, traders, industrialists, youth and masses whom he is addressing (displayed in data above). Two other voices which are specified include the voices of Pervaiz Musharraf (the ex-Army Chief) and Asif Ali Zardari (the ex-President). In addition to these, Shahbaz Sharif's voice can also be identified whose government is being praised by Nawaz Sharif. Besides all these voices, there is also the reporter who has authored the news report. It can be seen that the reporter's name is not mentioned in the report. So, it remains unknown to the readers. This might have been done deliberately in order to avoid taking any responsibility. Such voices are termed as unattributed by Fairclough (1995). Nawaz Sharif's voice is prominent throughout and is easily recognizable. Fairclough (1995) calls such voices to be attributed. Except him, all the other voices present in this report are unattributed.

By speaking on behalf of the whole party, Nawaz Sharif represents the ideas, attitudes, beliefs, values and hence the overall ideology of his political party. Hence, he is the representative of this ideology (Van Dijk, 1993). The whole complex web of

voices is embedded in Nawaz Sharif's discourse. Throughout the report indirect speech has been used except for one sentence which means the reporter might have added or changed the actual words. This is the point where the discourse can be manipulated. It is a common technique in the journalistic discourse for convincing people (Fairclough, 1996). It is known as constitutive intertextuality.

2. Generic analysis of discourse types. (i) Schematic view. For generic analysis of discourse types, first of all the schematic view or the activity type was studied. It refers to the generic structure of a news report. According to Fairclough (1995), the typical generic structure of a typical news report is generally fixed and mostly does not change including a headline followed by the lead paragraph, satellite paragraphs and wrap-up paragraphs. The analysis of these four stages of any typical news report in the report mentioned above appears below:

The headline is a direct quotation and one phrase Asian tiger is in quotation marks. It is followed by a minor headline which is 'says only PML-N has agenda of progress'. Both the major and the minor headline are quite catchy. The words used in the minor headline are simple, yet effective. There is a lead paragraph which gives the crux of the whole report. It claims to make the country one of the most advanced countries of Asia after winning elections. There are satellite paragraphs each elaborating and adding to the information but there is no wrap-up paragraph and the report ends abruptly. Overall, this news report follows the typical structure of a hard news story to a great extent as suggested by Fairclough (1995). He also said that media serves as an active agent for serving a government and for shaping public opinion. The news reporter here does the same. He propagates PML-N agenda by repeating their point through the major and the minor headlines. And by not having a wrap-up paragraph, the reporter leaves it to the readers to wrap-up the news and conclude for themselves. Maybe, emphasizing the same thing through the major and the minor headlines, he thinks it redundant to discuss in the form a wrap-up paragraph.

(ii) Generic heterogeneity: sequential and embedded. Overtly, the generic heterogeneity in this news report has a social purpose but practically it performs many functions which are discussed below:

Primarily, this news report aims at convincing the readers that PML-N is the only party with the ability to solve their problems and hence they should vote for it.

The discourse, therefore, deals with their daily issues and employs phrases like ‘Asian Tiger’, a metaphor are used to notch up and win the public over.

(iii) *Generic heterogeneity: polyphonic.* It is a mixture of formal and private conversational modulation and language of face-to-face interaction mixed with language of the media. This mixture helps to serve as a connecting bond between the discourse producer and the discourse receiver, especially an informal, conversational tone helps to establish intimacy and a close connection which can be used for sharing ideas and also for influencing and convincing the public.

3. The analysis of discourses in the text. In the news report under discussion, the liberal political discourse is the most noticeable. The discourse producer of the spoken version is Nawaz Sharif who is from the capital-owning bourgeois class. He speaks on behalf of his party, so the discourse of his party is also implicitly present in the report. There are claims about 'dragging the country out of all challenges and crises' and vows 'to overcome problems like load shedding and unemployment especially in Karachi and Baluchistan'. A housing scheme under the name 'Apna Ghar' is also announced for providing shelter to the homeless and development projects in Punjab and soft loans to the youth are also talked about. The speaker's intentions are delivered by the reporter who establishes the speaker's relation with the audiences. In this way, the reporter mediates between the discourse producer and the discourse receiver and the written version of the report is the discourse by the reporter. He reports on topics discussed by Nawaz Sharif. Through his written discourse, he foregrounds the issues that go in Nawaz Sharif's favor (through the major and the minor headlines). Along with Nawaz Sharif, there is also an indirect discourse of his brother Shahbaz Sharif whose 'good governance' in the Punjab province is praised. So, overall, there are at least four types of discourses mixed together: the discourse produced by Nawaz Sharif, the discourse by Shahbaz Sharif, The discourse by all members of PML-N and the reporter's discourse.

Section B

II. Linguistic Analysis

The most prominent feature of the news report is to grab the attention of the readers and to convince them that PML-N is the best political party. The aim is to get their votes in the forthcoming elections. The news reporter grabs the attention of the readers right from the start of the report through the headline and thereby raising their

expectations. The choice of lexical items like democracy, unemployment, load-shedding displays that the news reporter conveys the agenda of PML-N through words which are important for the readers and are closely connected with their lives. In order to see how different ideas in the news report cohere together, cohesion and coherence in the text were studied . The analyses appear below:

(i) Cohesion. Lexical cohesion was determined through the most recurring lexical devices. These devices were identified as synonymy, repetition of words/phrases, antonyms, metaphors/ idioms, adjectives and lexical items /compound words

Note: If a particular feature was not found in a news report, it does not happen to be a part of the analyses process.

The lexical items belonging to the same semantic field were employed. Most of them are about the ideas of progress, business community and development of the country. The frequency with which they were used in the news report exposes the agenda: to repeatedly reach the readers and to emphasize the same point.

Table 1
Key Words & Phrases

PML- N (Pakistan Muslim League- Nawaz)
Challenges
Crisis
Development
Traders
Industrialists
Businessmen
Employment
Progress of the country
Leadership

Most of the lexical items have been used to get public attention and give a rosy picture of the future just to convince people that only PML-N can change their fate if successful in elections. The reporter does this repeatedly by using adjectives and also by using metaphorical expressions. Through the use of adjectives, the reporter personalizes the discourse and the report an individualistic, subjective touch (Foucault, 1984) whereas by using metaphoric expressions, like 'Asian tiger and Live in a fool's paradise' the reporter distances himself from the message and tries to give

the discourse an objective look. So, overall, the reporter tries to create a balanced discourse.

A lot of words used in this report are formed by using '-ment' as suffix which is a bound morpheme (achievement, unemployment, development and precedent) and needs other free morphemes to make sense. Since claims have been made to the lead country towards progress and rescind style of the previous government by adopting austerity measures, these words with apparent positive connotation have been used. The use of compound and complex words on the part of the reporter is on purpose: S/he wants to sensitize the readers about the situation and practically make some efforts. This is symbolically achieved by indulging them to make efforts for understanding the complexities of the discourse/text that s/he has produced.

These grammatical cohesive devices have been studied to find logical coherence in the text: personal pronouns, demonstrative pronouns, auxiliaries, conditionals, Adverbials and deixis/ references (anaphora, cataphora, homophora). The data shows that the most commonly used pronouns are possessive and reflexive pronouns. The use of plural possessive pronouns emphasizes collective ownership whereas the use of plural reflexive pronoun shows that if correct action is not taken (that is vote is not cast for the right candidate), 'we' will be responsible for the outcome. So, overall, the lexical choices indicate that the development of the country and overcoming its problems is a collective responsibility and if this is not realized, 'we' (the readers) will be responsible for the neglect. The most commonly used auxiliary verb is 'would'. It is used for showing uncertainty. In this news report it has been used to emphasize the importance of being clear about decision making as if it is not timely made, the future will be uncertain. It also displays wishful thinking of the author who wants the future happenings according to his/her desires.

The frequent use the adverb of time displays one feature: Time is very important. The reporter mentions it many time and wants the readers to realize that it is very important to take a timely decision as the report is about PML-N's election campaign. So most probably, the idea is to remind the readers to take the right decision about whom to vote for. The data displays that May 11 has been referred to frequently. This has been analyzed as the adverb of time. In Table I the same feature has been considered from a different angle, that is as a homophoric or self-explanatory reference. May 11 is the date of Elections 2013 in Pakistan. The reporter does not explicitly mention the elections. Instead, s/he uses the expression May 11.

This feature has been used because the elections date was a matter of common sense at that time. The frequent mentioning of this feature exhibits that it should be a matter of common sense to realize one's duty and cast the vote for the right party and the right person.

To find link between larger units of meaning into a unified coherent text grammatical and lexical cohesion has been explored. The news report under discussion does not have any grammatical cohesive devices but it has lexical linking. Through this feature, maybe the reporter wants to give it the look of an extempore speech. Though indirect speech has been used, overall the reporter wants to retain objectivity and avoid showing any bias or likeness.

(ii) Coherence. Though the text under consideration does not have much of grammatical cohesion as there are no explicit signals, it presents a unified discourse as a whole because the ideas presented are linked together and give a consistent world picture. As discussed above, the reporter takes certain things as a matter of common sense and assumes that the readers are capable of doing them on their own. One of them is that they can easily connect the sentences together. Hence, the reporter takes it for granted to use such devices and leaves it to the readers to do it on their own. Maybe, he gives them 'freedom' of expression which is symbolic of their freedom of their action (that they can exercise by voting in the elections).

Section C

III. Contextual Analysis

Table 2
Framework

a. Field	A political leader's address to people as a part of his election campaign for the general elections in Pakistan
b. Tenor	A news reporter and the news readers
c. Mode	Written

Table 2 clarifies the context of the news report under discussion. The field of the report or the topic is political as the report is about a political campaign. The actual speech was delivered to a limited number of people but the written version by the news reporter has a much larger scope as the number of people receiving it is unlimited. The tenor of the discourse is one-sided as it is being dominated by the news

reporter. S/he is the sole participant one controlling the discourse production process. The other participants (receivers/readers) are not a part of discourse production. The mode is written and the reporter has many chances of intruding and changing the actual discourse by the speaker.

Sample II

(Source: The News, April 22,2013)

Country to be rid of internal, external forces: Fazal

Says Western powers should respect Pak Constitution

LAHORE: Jamiat Ulema-e-Islam Chief Maulana Fazul Rehman requested Western powers...respect the Constitution...clutches of internal and external powers...unfolded his election manifesto...conspiracies were being hatched...Western conspiracies..military establishment...counter the Western conspiracies... 9/11...Zardari regime...master-slave relationship...agricultural workers ...opposite to Islamic concepts... man and woman as two contenders while Islam made them two wheels...Western values... put ...youth against own elders, he complained.

Section A

I. Intertextual Analysis

1. Discourse representations. The web of voices in the subject report includes Fazlur Rehman the chief of (JUI-F) Jamait Ulema-e-Islam who is addressing a gathering at Lahore. His voices is active along with the reporter Asim Hussain (*shown in data above*). Among voices that are present but not participating in discourse are 'workers of union, tenants from agriculture lands, and a highly charged but disciplined crowd. Fazlur Rehman becomes their spokes person and starts by condemning the previous government and its allies. He is playing religion card by rejecting the concepts which he thinks are opposite to Islamic values. In fact, it is not a new idea and people have always used religion to divide public and also create hatred among them. Hence Fazlur Rehman sets up a contrast between western thought and Islamic values which is a matter of great concern for the general public. This is how ideologies are localized between societal structures and the structures of the minds of social members Van Dijk (2009). In this way he tries to accomplish his political agenda by changing the mind set of people. Another feature of this report is that the boundries between the reporting and reported voices are not maintained

strictly because the reporter has used both direct and indirect narration and it gave him room for some manipulation and manouvering. There is a presence of unspecified 'western powers' as well. It is a common strategy used by politicians to blame others (western powers) for their own wrong doings and hence exonerate themselves (politicians) in front of the general public.

2. Generic analysis of discourse types (i) *Schematic view.* The major and the minor headlines (shown in data above) like in a prototypical news report give the central and relevant information related to the text under discussion. Both are of the same length and provide the summary of the news item which is upholding supremacy of law and Constitution of Pakistan without any foreign influence. The lead paragraph elaborates it and satellite paragraphs add to the information and details needed by the readers. This report also has a wrap-up paragraph that concludes the report (*displayed in data above*). Hence the format proposed by Fairclough has been followed by the news reporer.

(ii) *Generic heterogeneity: sequential and embedded.* All paragraphs either start with the name of the speaker (Maulana Fazlur Rehman) or the pronoun 'he' and the reporter is narrating this report/information like a story. He has used an indirect narration for the most part but it also has a few sentences in direct form. It is clear that the dominating figure in this report is the speaker. The writer has combined 'narration' and 'exposition' to form sequential and embedded form of intertextuality. Apparently this blending is to tell the story or the event by communicating directly to the readers but the actual purpose is to enlighten and instruct the readers about an important decision that they are going to make by casting their vote in the forth coming elections. .

(iii) *Generic heterogeneity: polyphonic.* The style and mode used in exposition shows a blending of formal and informal register used with touches of literary language by using idiomatic phrases like hatch the conspiracy, men and women are the wheels of the same cart, etc. This combination is used in situations that are more relaxed and involve people we know well. Perhaps the newsreporter has done it to rekindles the interest of the readers in political discourse.

3. The analysis of discourses in texts. The most prominent type of discourse in this report is what Althusser (1968) called Ideological State Apparatuses where mass media is used in a subtle way to obtain certain purposes without using any coercive power. Western values have been discredited and there is a lot of back

lashing for unspecified 'internal and external powers as the expressions 'conspiracies are being hatched' and 'internal and external powers are conspiring' and 'clutches of internal and external powers' display in data given above. There are also elements of hate speech as the speaker is using religion to create hatred among people. Causing panic among the people and creating social tensions in this way is also another key used by the speakers to get attention and the same thing is used by the reporters to sell their ideas. This has been done in this news report as well although for the most part the reporter has been trying to guide the readers.

Section B

II. Linguistic Analysis

(i) Cohesion. In order to create cohesion and make the discourse effective the writers use different techniques like lexical linking whereas a rhetorical tool used by politicians is the use of words like 'conspiracies' , 'external and internal forces' which are quite vague and the listeners are intrigued by them. Plenty of these words have been used here. Then the metaphoricity of the text reproduced by the writer creates a great deal of fascination for the readers. Moreover all good qualities are attributed to us and all negative to them as Van Dijk (1998) suggested. This is how the audiences and the readers are persuaded to believe what they hear or read.

Table 3
Key Words & Phrases

Manifesto
western conspiracies
western powers
Islamic values
Military establishment
Country's establishment
Power

This text is replete with the words and phrases leading towards the idea of 'otherness' the concept given by Van Dijk. The most frequently used expression with a negative connotation here in this report is 'hatch conspiracies' and it has been attributed to others. Then there is another expression 'clutches of internal & external

powers' which is used to put blame on others and not taking any responsibilities. Hence this report offers a magnificent display of oratorical fireworks and recipients are persuaded to believe what is presented to them. In this way, news structures are explicitly linked to social practices and ideologies of news making.

The lexical items used in the text like 'master-slave relations would not be acceptable...' and other words related with progress of the country are positive words anybody would like to hear especially general public who have strong affiliation with their party leaders and are blinded folded by their speeches. The producer of this discourse has used words and expressions to give the impression of a credible political leader and the readers have no way of knowing whether they were acutally used by the speaker or the reporter has changed them. Hence it manifests the presence of constitutive intertextuality.

The common pronoun 'he' has been used by the reporter to narrate the contents of the speech using an indirect narration for the most part. The use of auxilary 'would' manifests the wishful thinking by the speaker to implement certain policies when in power and 'should' has been used for certain behavior required to deal with 'western powers'. While reading this news report one can find ambivelant views expressed by the speaker which are to achieve his ulterior motives. After a lot of back lashing Maulana fazlur Rehman who is the speaker here softens and agrees to welcome westerns powers if they worked here positively. By this he means if he is elected by the intereference of external forces then they are justified. The sentence ' If the US and Western powers used their resources and powers positively we would welcome that' has been displayed in an indirect form of narration. At this stage the writer might have intervned and changed the actual words of the speaker. Hence constitutive intertextuality which cannot be easily determined as the boundries are not marked clearly seems to play its role. Apart from afore mentioned devices used by the writer there are references which are obviously used by the speaker and they help the readers to understand the background of the situation.

Table 4
References

References	Anaphora	Homophora
	political slavery which Gen Mushraf had trust ...pursued by	JUI-F constitution of Pakistan

	Zardari regime. Afghan war	Gen Musharaf Zardari regime workers British colonies Punjab's agricultural workers
--	-------------------------------	---

The speaker has used plenty of 'anaphoric' and 'homophoric references'. However, an average reader is aware of homophoric references and does not have much of a difficulty in understanding them. The anaphoric references are not clear to the readers because there is a long history behind them. The writer/speaker has used 'manifest intertextuality' in the form of anaphoric references by using expressions like 'political slavery when Gen Mushraf had trust and Zardari...' and 'Afghan war'. Without their background the readers cannot comprehend this report completely.

The writer/reporter has used a few of conjunctions and produced a cohesive report. This might have been done to reinforce an impression of being a credible reporter. He seems to provide friendly advice to the readers as well by trying to persuade them. Irwin (1990) in 'Aristotle's First Principle' mentions that he (Aristotle) emphasized that there is value in being able to argue and debate different points of view; persuasion need not always amount to manipulation. Keeping that principle in mind it could be inferred that the reporter is trying to guide the readers by using words like 'complained Maulana Fazl-ur-Rehman'. The purpose is to enable the readers to be aware of some hidden agenda followed by the speaker.

(ii) Coherence. There is no brand new idea presented before the audiences/readers the speaker moves from one subject to another but they are connected. Actually they do not deal with the issues of the blue collar workers they are the issues related to governance which is why the speaker is discussing them. As his aim is to remain in power and he is ready to do anything for that. Obviously he does not have any ideological stance so he is willing to compromise. Towards the end there is an element of hate speech when the speaker condemns those liberals who have made 'men and women two contenders' while Islam created them as 'two wheels'. In fact, both of these terms are debatable. This pseudo scholar knows how to sell his narrative and change the mindset of his followers. He has successfully linked the ideas together and so has the producer of this report. Hence, this text makes sense by having the quality of global coherence in it.

Section C

III. Contextual Analysis

Table 5
Framework

a. Field	It is a pre-election speech
b. Tenor	The head of a party is addressing a gathering accusing the policies of the previous government.
c. Mode	Written report of a speech delivered at a gathering.

The head of a party is addressing a gathering and wants them to vote for his party, hence, he is assuring them that only he has the ability to solve the problems of this country. In *Politics*, Aristotle examined human behavior in the context of society and government. Aristotle believed the purpose of government was to make it possible for citizens to achieve virtue and happiness. These universal ideas are presented here and powerful words have been used to persuade readers to believe in whatever is presented before them.

Sample III

(Source: The News, APRIL 12, 2013)

May 11 is the day to change Pakistan's fate: Nawaz

Says youth real force of PML-N; people don't bother ill-minded ads against PML-N

MANDI BAHAUDDIN: Pakistan Muslim League- Nawaz (PML-N) President... May 11 is not the election day only... ' May 11 is the day to change the fate of Pakistan...' the fate of Pakistan...short address to a rally...to steer country out of darkness...end load shedding...PPP was involved in looting and plunder...only PML-N can end problems...youth real asset...soft loans would be given to them...to prevail democracy...strengthen economy...other parties...publishing advertisements...PMN-L would overcome darkness in three years... thousands of jobs would be created...'Other parties are only publishing advertisements...' distribution companies would be privatized for better performance.

Section A

I. Intertextual Analysis

1. Discourse representations. In order to examine discourse representation the following web of voices has been identified in this report. The most prominent

voice is that of the party chairman Nawaz Sharif (displayed in data above) and the other voices include: party workers, a group of youth, the news, and unspecified news reporter and correspondent. The speaker here becomes the spokesperson for the rest of the members. Throughout the report the reporter has used indirect speech except for two sentences as shown in data above. The first one is, 'May 11 is the day to change the fate of Pakistan...' The second one is, 'Other parties are only publishing advertisements...'. These two clearly display the presence of manifest intertextuality in the text. In the beginning it is mentioned that it has been a 'short address' yet a lot of issues have been discussed. By using indirect speech the reporter might have manipulated with the words by changing them. Hence the most common technique of indirect narration used in journalistic discourse has been employed to convince people and change their ideology about different issues.

2. Generic analysis of discourse types (i) Schematic view. This news report has a major headline which says, ' May 11 is the day to change Pakistan's fate: Pakistan'. It is followed by a minor headline, 'Says youth real force of...PMN-L'. These two are quite enticing and grab the interest of the readers (*displayed above in the segment of data*) at the very outset. The lead paragraph elaborates the headline a little bit but the satellite paragraph broaches different issues. There is no wrap up sentence and in this way this report does not strictly adhere to the format of a news report comprising specific stages. The reporter leaves it to the readers' discretion to conclude it themselves.

(ii) Generic heterogeneity: sequential and embedded. There is no social purpose in this discourse and it is to get people to vote for PML-N which claims that it has the ability to change 'Pakistan's fate', hence, there is a covert political agenda in it. Moreover the ideological polarization between ingroups and outgroups as suggested by Van Dijk (1998) becomes a prominent feature of this report. The interlocutor condemns all other parties by highlighting their inability to solve the problems of people. In a typical way he is emphasizing his own good deeds and properties and the bad ones of the outgroups, and mitigating or denying his own bad ones and the good ones of the outgroups.

(iii) Generic heterogeneity: polyphonic. There is a bit of genre mixing here and conversational and formal style are blended. In fact, it is a political discourse with the purpose to attract people and ensure them that the solution to their problems lies in selecting the 'speaker' as their head of state.

To build a sense of familiarity between the speaker and audiences genre mixing has been done.

3. The analysis of discourses in texts. This discourse is an amalgamation of Marxist and Liberal discourse. This can be noticed by decoding several layers of meanings which an average reader cannot do easily. Apparently the issues related to commoners have been addressed. However as Marx pointed out 'the ruling ideas of each age have never been the ideas of its ruling class', and morality, law, religion and other specific ideologies are the products of bourgeois relations of production and ownership, and the interests of the bourgeoisie are hidden behind them. Hence ideological propaganda is used to cover up the interest of the ruling elite, however, the audiences/readers are convinced that their issues have been discussed and would be solved in future.

Section B

II. Linguistic Analysis

(i) Cohesion. This has been achieved by choosing lexicon that create lexical cohesion among clauses. Apart from the words displaying the prevailing problems like load-shedding and unemployment a lot of lexical items promising a better future have been used. Youth have been termed as 'asset' of the country by the speaker who promises to provide 'soft-loans' to them. This is the safest and easiest mode of persuasion to apply what Aristotle called pathos. This common technique is used by the speaker to win over the crowd and then the news reporter uses indirect speech to recount the whole event. Therefore, it is quite possible that the content was altered by changing the narrative and manipulating by using some specific words in the report. 'Paralyzing business' has created problems in the country and 'strengthening economy' by involving the out-of-job persons would be the top priority of the government. Such promises are only to increase the vote-bank and make a positive 'Us' image. The words used have been displayed in the following table.

Table 6
Key Words & Phrases

load-shedding
power production
soft loans
Youth
overcome darkness
looting and plunder
Employment
Progress of the country
Leadership
Ideology

The speaker digresses from the main topic and starts accusing his predecessors. He discusses troubling topics that are very pertinent to his blue-collar voters and accentuates the problems the country is mired in. His tone becomes harsh and the speech turns into a 'hate speech'. Words like load-shedding, overcome darkness and looting and plunder resound and show the situation prevailing in the country. They are used to grab the attention instantly as these are the current issues of the general public.

'Load-shedding, Door-steps, Mini-motorway and Hydro-power' are some of the compound words used. While darkness, privatize and strengthen are formed by adding prefixes or suffixes to form them. Usually compound words are used when the understanding of the words is deeper and they are consolidated to generate new words.

A lot of 'indefinite' pronouns have been used as compared to the other categories of words which indicate that there is a great tendency to generalize things. There is no specific plan or focus but it is all words and no action, same is the case with auxiliaries where tendency to use 'would' is more frequent. This shows uncertainty by the speaker and perhaps the lack of commitment too. The significant thing to observe is the use of 'if clause' which recurs in this news report. ' If PML-N comes in power it will give soft loans..., it will solve problems...' and 'it would change the fate of the country'. A lot of progress in all fields is ensured if PML-N comes in power, however, how it will happen is not mentioned. There is not a single adverb/adverbial phrase used anywhere.

The only reference used here is 'May 11' which has a special importance in the history of Pakistan because these elections are to take place after first government ever that completed its tenure of five years. Hence transition of power from an elected government to the next itself holds a special importance for people of Pakistan who want to use their right to vote for an elect the candidate of their own choice. Cohesion is a useful device though not quite necessary for creating a well written text. In the text under consideration only a few conjunctions have been used. The primary function of this text is to inform and share contents of the speech where only one speaker is expressing his views. For the sake of cohesion in this text the reporter relies more on repetition of lexical items rather than cohesive-ties like conjunctions used to connect words or phrases.

(ii) Coherence. This text might not be well written and cohesive but the ideas expressed make sense to the readers since it deals with the concepts related to commoners. A lot of sweet and sugar-coated words have been used which are quite intriguing and the reader might take them on their literal meanings. They are used to portray a bright future where everybody would live happily ever after when PML-N would come to power.

Section C

III. Contextual Analysis

Table 7
Framework

a. Field	Politics
b. Tenor	A mixture of formal and informal discourse
c. Mode	Written text and a speech

This news report is, in fact, a speech which is part of election campaign to get people to vote for PML- N and the party chairman is addressing a large gathering. This is a usual practice by all parties to ensure their listeners/audieces that they will improve the condition of people. They promise to fight out corruption, solve the problems and show solidarity with them. While there is more to be uncovered that remains hidden from the general public. Marx (1884) stressed that the dominant ideology is the overlying ideology by people in power, and is usually a mindset that is based on money and all they want is power and money. However they use very subtle

ways to instill into the working class their own ideology and try to take advantage of their precarious situation by making false promises. The speaker has applied this idea successfully to change the ideology of the public to turn the situation to his own favor.

Sample IV

(Source: The News, May 20, 2013)

Liberals' should enlist as minorities says Munawar

Lashes out at political rivals, claims only JI can lead country out of trouble

KARACHI: All those claiming to be liberals in a country made for supremacy ...should get themselves registered as minorities...list of minorities... American intervention in the country had lead to anarchy and those siding with the US had no place in this country. If ... happy to call themselves as liberals, they should enter their names in the list of minorities, the JI chief suggested ... an election rally held at Bagh-e-Jinnah near the Quaid's mausoleum. Hasan termed the public meeting held by the name of 'Peaceful Karachi, Prosperous Pakistan' at such a crucial stage before elections 'a victory for the people of Karachi' ...'The citizens of Karachi are now fully alive and they have come out with coffins on their hand to eliminate terrorism and extortion,' he added.... those siding with the US had no place in this country...

he said. 'May 11 will mark the defeat of terrorists.'.. gathering here today, the masses have said ... not accept the strikes and mourning days of Muttahida,' he said. 'The election day would be a mourning day in London and at Nine Zero.'.. questioned the intentions of Muttahida Qaumi Movement for complaining about not being allowed to participate in the elections, saying the party ... governor in the province and had been in power continuously...surprise over the Awami National Party siding ... MQM after terrorist attacks, Hasan claimed the Asfandyar Wali-led party held a huge charge-sheet against the rival party... the deployment of army was essential to ensure fair and free elections, demanding that the chief election commissioner should write a letter to Pakistan Army to make it clear if he did not want to call the army or the army did not want to come on its own during elections.'The JI is the only party which can cleanse Karachi of hooliganism, terrorism and extortion through the power of ballot not bullet,'he claimed country is facing numerous challenges... citizens of this city are

fully alive...women's education in tribal areas...elections were rigged...only JI can lead the country to meet challenges.

Section A

I. Intertextual Analysis

1. Discourse representations. Discourse representation includes the identification of the web of voices in the text/speech. The most active voice in this report is that of Munawar Hasan-Jamaat-i-Islami amir (chief) who lashes out at political rivals. The voices of unspecified political rivals, unidentified Americans and those attending the meeting are also present among the 'web of voices' but they are not directly participating. The speaker adopts a harsh tone when he addresses a gathering or so is reported by the reporter like the words of the minor headline are 'lashes out at political rivals...' (*displayed in data above*). This minor headline is composed by the news reporter and the rest of the report is in the indirect speech. For example, in the sentence 'American intervention in the country had led to anarchy...' it is not clear whether these words were actually spoken or the reporter used them. This indicates the presence of constitutive intertextuality and one cannot separate the actual words from the words used by the reporter whose name has not been mentioned.

2. Generic analysis of discourse types (i) Schematic view. The headline is in the form of a complete sentence (Liberals' should enlist as minorities says Munawar) followed by a minor headline (Lashes out at political rivals, claims only JI can lead country out of trouble) clarifying the subject of the headline. Each satellite paragraph elaborates the subject of the news which is to remind people why this country was made and what is going wrong in the name of 'liberalism'. There is a strong element of hate speech and otherness as liberals have been labelled to have undesired qualities. It has a wrap up paragraph which accuses government of rigging in election, provides a compendium of party position to streamline the campaign, however, an average reader cannot clearly foresee that the party stance can vary depending upon situation and the immediate gains in the fore-run.

(ii) Generic heterogeneity: sequential and embedded. This text has traces of 'narration clauses' mixed with 'exposition clauses' (displayed above) as it proceeds. There is occasional use of direct form of narration too. The readers find a reference to some past event when according to the speaker of this text Americans entered Pakistan and started anarchy. However this seems to be a sweeping statement as there

is no clear reference of Ameracians entering Pakistan or their meddling into the affairs of the state. However it refers to the presence of intertextuality. Then the speaker maintains that 'the citizens of Karachi are now fully alive...' In this way he encourages them to endorse his ideas. However, from indirect narration it is difficult to figure out whether these were his own words or the reporter played with them.

(iii) **Generic heterogeneity: polyphonic.** While the speaker of this discourse is condemning those who have a different point of view by calling them 'liberals' in a derogatory sense, the readers have no difficulty in finding the element of 'otherness' introduced by Van Dijk. This idea refer to the fact that if someone has different views and beliefs, people brand them as 'others' and associate all kinds of negative attributes with them. This idea is quite obvious in this discourse.

3. The analysis of discourses in texts. In this text the readers find 'religious discourse' opposed to 'liberal' discourse, though it does not have religious ideas or sermons in it. The other discourses are marginalized by playing religion card in a subtle way. The approval of a certain religion and rejecting all others with different beliefs and ideologies by claiming them to be in minority shows how the speaker/reporter is trying to control or at least influence public opinion with his hate speech. He is encouraging hatred and intolerance in society and keeping in mind the context of over a decade of terrorism that specifically targeted individuals and groups that form the pillars of state this speech is really a problematic one.

Section B

II. Linguistic Analysis

(i) **Cohesion.** There is no doubt in the minds of the readers that the discourse under discussion is a diatribe against 'liberals' however, it is quite paradoxical when we find words and phrases like 'women's rights' and 'tribal traditions'. The general perception is that religious parties have rather rigid stance about women's right and want to stick to the old traditions by restricting them to stay home and perform household chores. This is a typical stereotypical image of a woman. On the other hand while speaking generally 'women's rights' is taken in a positive sense but in this context it seems to be nothing more than a mere eyewash. The speaker has tried to make social issues of women political issues for his own interest.

Table 8:
Key Words & Phrases

numerous challenges
military operation
Power, terrorism and extortion
women's rights
tribal women
health and education
Religion
Peaceful
Liberals
The Holy Quran

The writer of this report has used rich vocabulary while writing this report. He has made use of some idioms like 'break the silence' and 'made up their minds'. By peaceful Karachi the meaning is to get a city which does not have violence as it used to be a city of lights in the past. The reporter has used a few idioms too which do not pose any problem in understanding the overall meaning. A very important issue at hand is the peaceful environment of Karachi and the speaker has brought it to the forefront to win over the audiences' support.

The above table shows that no compound words have been used in this report and a couple of words with free and bound morphemes have been used. However the report is rich in expression which may be considered its limitation as it is penned down by a reporter. The speaker might not have used exactly these words. The news starts with 'All those claiming to be liberals...should get themselves registered as minorities...!' This clearly shows the authoritative style and lack of tolerance for others. Similarly the most frequently used auxiliary verb 'should' displays the prescriptive element and it is prevalent throughout the text. The speaker sounds like a social reformer while addressing predominantly working -class audiences with great expectations for the future.

The conditional sentence (If they were happy...list of minorities') used here refer to the same fact (discussed above) that there is zero tolerance for others and adverbial phrase that recurs points to the fact that the address was to the people of Karachi, hence, is limited in scope.

The address took place near Quaid's mausoleum and the readers and addresses have no difficulty in understanding what it stands for. The Quaid-e-Azam is undoubtedly the most revered and non-controversial leader for Pakistanis, and his mausoleum hold a special importance. Hence the selection of this venue is not without purpose and as Fairclough (1995) proposes it legitimizes and helps to reproduce relations of domination through a consensus that does not exist and it can be seen as having an ideological function. The news report has hardly used any connecting device, however, due to its arrangement in short paragraphs each dealing with different but overlapping subjects the readers do not have any problem in understanding it. One can understand that perhaps the speech was extempore but the reporter has played his/her role to recount and re-write it to facilitate the readers.

(ii) Coherence. Most of the ideas presented here refer to the notion that Pakistan was made in the name of religion and supremacy of religion in all matters of life is the only solution to all our problems. The readers do not have any difficulty in understanding the myopic view the speaker is presenting by showing a non tolerant attitude towards those who have a different ideology which make it a hate speech. Hence the concept of 'otherness' seems to be prominent and forms the basis of this discourse which is an attempt to inculcate a distorted form of so called 'religious ideology'. This discourse has marginalized the role of minorities and those with a different ideology. The fact is that the talk/event takes place in a multiethnic society of one of the populous maga cities in the world (Karachi) and as Van Dijk (1984) explains such talk is crucial for the informal distribution of beliefs and for the expression and social sharing of beliefs and attitudes about minority groups. However the speaker has flouted all these principles by showing rather disregard for those with a different religion or ideology and manifested snippet of hatred in his speech.

Section C

III. Contextual Analysis

Table 9
Framework

a. Field	The chief of a political party is criticizing government and other groups claiming to be liberals.
b. Tenor	The role of the writer here is to report the event for which the language and tone used is a bit harsh.

c. Mode	The listeners/readers are supposed to be aware of the background of the history of election in Karachi which people think was marred with rigging in the past. This is a report of the speech delivered by a political figure.
---------	--

The background of this talk is important for the readers to understand the news. In fact, the religious parties have never been in power except for a few seats which they manage to get in general elections, hence, they are justifying their defeat by questioning the election process. The reporter has used straight forward but meaningful vocabulary to write this report and as Fairclough (1995) mentions journalists do not only recount events, they also interpret and explain them. Both Firth and Malinowski believed that one could only look at language in relation to the context it occurred in. Hence the context plays an important role in getting the underlying meaning this text is conveying.

Sample V

(Source: The News, June 10, 2013)

Mixed results

A survey conducted by the British Council ..'next generation ...ballot box'...youth population is going to play...pivotal role...in the next election

By: Harris Badar

Pakistan's ...young people prefer dictatorship or Islamic law ...than democracy, is overwhelmingly conservative, highly pessimistic and contemplates democracy as phony... study has found... historic elections are approaching and Pakistan is going to experience its first transition from one democratically elected government to the next, the survey ... British Council revealed some mind boggling... titled "Next generation goes to Ballot Box", of 5,271 young Pakistanis echoes the challenges the country might face because of peculiar demographics and where a colossal number of youth (about 94 per cent) believe that the country ... going ... wrong direction... inflation, unemployment and poverty are the other major factors that have dismayed the youth...report says ... youth of Pakistan favour Army, whilst 74 per cent are inclined towards religious "centres," implying the army and religious centres as two of the most popular institutions in the country and on page 45, nearly towards the end of the report, when young people of Pakistan were asked which "political system"

is best suited for Pakistan, 29 per cent chose democracy, 32 per cent military and 38 per cent Islamic law.

The report somehow indicates that the youth desires military to be in power, plausibly people (and even journalists, for that matter) were baffled ... published in different newspapers that 77 per cent of the youth preferred military over democracy, which is not the case and actually it is the individual popularity of the institution, vis-à-vis other institutions.... those who experienced Ziaul Haq's era have different opinion about martial law...five year's term completion...crippling democracy(one wonders) is better than dictatorship...unemployment and energy crisis...forced people to prefer army over democracy...present youth has a softer side for army.

Section A

I. Intertextual Analysis

1. Discourse representations. The voices here - those speaking or whose speech is represented are: the reporter named 'Harris Badar' who is the narrator as well , the 'young population of people', the next generation and politicians (*as displayed in data above*). The representation of the youth has been displayed through the results of the subject report. In fact, this report is based on a survey conducted by British Council. The questions asked were about the democracy, dictatorship or the implementation of the Islamic law in the country. The results show that 77% of the participants who voiced their opinion favored army to take over but the important thing to note is that they are not favoring army as an institute in general but only one specific person who is the current army chief. At this stage the reporter adds his comments by using his freedom of expression that some people especially youngsters are favoring army and this is because they have not seen the dictatorship of 'Ziaul Haq's era' and hence they prefer 'army over democracy'. In this way he is reminding them the plights of people under the dictatorship in of Gen. Ziaul Haq.

2. Generic analysis of discourse types (i) Schematic view. This news report has a very brief yet comprehensive headline 'Mixed Results' which is followed by a detailed minor headline 'A survey conducted by the British Council...in the next elections' which displays that 'youth are in favor of army' and 'they prefer army over democracy'. The satellite paragraphs elaborate the main information and add to it by giving different reasons why youth have a favorable opinion of army. In fact, people

have different perception regarding different institutes and state organs based upon their own experiences. Bourdieu (1984) is of the view that people see the world differently because they occupy a different space in the world. This ideology seems to work here and is reflected through the results. It is quite obvious that youngsters have different world view based on their own little experience. The report does not have a wrap up paragraph, however, the reporter concludes it by mentioning the fact that youth of this country has a softer corner in their hearts for the army.

(ii) Generic heterogeneity: sequential and embedded. This news report is, in fact, analysis of a survey conducted by 'British Council' and seems to have overt purpose of journalism which is to inform and educate the readers. In this case it is about the main event that is to take place on May 11. This written discourse is a mixture of formal writing and conversational modulation of the genre of media discourse. The writer has given some literary touches to this work and there are traces of sarcasms, for example, 'crippling democracy is better than dictatorship.' Through these expressions his purpose is to favor democracy and let people realize that they should chose their own representatives wisely in the forth coming elections.

(iii) Generic heterogeneity: polyphonic. In this report the writer has a - a mixing of description and modulation of exposition with the language of mass communication. The words that appear seem to be straightforwardly descriptive exposition as Fairclough (1995) observed, hence it is a mixed genre text. The findings of the survey are likely to shake the political parties unequivocally. Pakistan's burgeoning youth population is going to play a pivotal role in the upcoming elections. Although, the report has revealed some dubious facts, the truth is that the youth has woken up to the need to exercise their right to vote and play their part in building a greater Pakistan.

3. The analysis of discourses in text. Discourses are constructions or significations of some domain of social practice from a particular perspective Fairclough (1995). He further talks about metaphorical applications of discourses that are socially motivated and may correspond to different interests and persepctives, and may have different ideooogical loadings. The writer in the subject report has composed this report to signify those sort of experiences which Fairclough (1995) called extension of a discourse.

Section B

II. Linguistic Analysis

(i) **Cohesion.** The element of cohesion has been achieved by using certain lexical items repeatedly. The most frequently recurring lexical items include the words like 'youth', 'unemployment' and 'religious centers'. These words refer to the most important issues prevailing in the society. They are directly linked to the youth of the country who would determine the future of this country through polls. The writer is in favor of democracy and wants to educate the readers. One rather shocking fact of this report is that youth prefer to go to religious centers and want military to be in power. Unfortunately, most of the religious centers of the country do not have a favourable image and have become a hub of some notorious activities. This is why the writer is apprehensive and wants youngsters to realize the importance of a democratic government. Finally, it is clear that the writer has used repetition of words and phrases as tools for creating cohesion in his write-up.

Table 10

Key Words & Phrases

young Pakistanis
Democracy
Dictatorship
religious centers
rhetoric's of mainstream media
Challenges
Poverty
unemployment

The writer has used high-sounding words and lots of adjectives along with an idiomatic expression. These lexical items present an amiable picture of the situation. However, most of them are quickly erased from the tablet of memory and become cliché after some time if they are used frequently by different politicians. The expression like 'highly pessimistic' refers to the state of affairs in the country and obviously has a negative connotation. It has been used more than once. While going through this report, one can realize that the reporter is not so pleased with the results and cannot hide his subjectivity as shown by his comments. However, this subjectivity is not without a purpose which is to instruct youth and educate them not to make any wrong decision as they are frustrated and trying to find refuge in

religious schools. Extremist violence has been carried out in the name of religion and there could scarcely be a greater blasphemy than this. Most of these acts have been perpetrated by a miniscule minority that professes Islam but they know nothing about its true spirit. Unfortunately these acts of violence have tarnished the image of religious centers. That is why, the writer wants to show this side to the readers and wants them to make rational decision.

The references used refer to Gen. Zia-ul Haq' era which is considered to be the time when martial law was imposed and people could not express their views openly. This holds a special importance in the history and is considered a turning point in the sense that it created frustration among people who could not voice their opinion in any matter. That is the reason why the reporter has used the expression of 'crippling democracy is better...' This reference also displays the presence of 'manifest intertextuality in the text'. Hence the writer of this report has successfully made the text 'logically coherent'. It is, no doubt, rich in expression and is a well written report.

(ii) Coherence. The ideas presented in this report and the lexical choices made seem to be appropriate to enable the reader to understand what their nexus is. The ideas seem to make sense why youth is frustrated and prefer 'Islamic ideology/schools' run under army to democracy as they have seen unemployment and poverty as a result of the policies by the previous governments. All the sentences are linked together and so are the ideas. Therefore one finds local as well as global coherence in it.

Section C

III. Contextual Analysis

Table 11
Framework

a. Field	The report analyzes the response and reaction of people from different ages and backgrounds to forthcoming general elections in Pakistan.
b. Tenor	The reporter has analyzed the reaction by people and used his own subjectivity to interpret it. However he has adopted a serious tone and maintained a level of formality.
c. Mode	Written discourse in the form of a report.

This report has been written in response to a survey conducted prior to the holding of general election in the country. The basic issues discussed in this report are that a staggering number of youth is frustrated and has inclinations towards Chief-of-the-Army working as the Head of state. Moreover they want to join religious schools which is due to the limited choices they have. Intertextuality refers to the interconnectedness of cultural/religious narratives, such that current texts refer always backward to structures and ideas contained in earlier texts; each generation's patterns of discourse are built upon those of preceding generations (Allen, 2000). In the present report these ideas seem to work and hence refer the functions of intertextuality.

Sample VI

(Source: Dawn, March 3, 2013)

PM not Mughal Prince to do things at will: CJ

SC halts uplift funds doled out to MPs, notables

By: Sohail Khan

ISLAMABAD: Chief Justice Iftikhar Muhammad Chaudhry observed on Friday that PM... Mughal Prince to do things at will...billions of development funds doled out to parliamentarians...the Supreme Court ordered halting...payment in respect of all scheme funded by PM Secretariat...stopped immediately ...the apex court...Raja Pervaiz Ashraf doled out billions of rupees...the CJ observed...PM Raja...distributed various mounts on Friday....PSDP that was meant for Bhasha Dam, HEC and National Saving Schemes..., People's Work Programs no preliminary formalities were carried out...

Section A

I. Intertextual Analysis

1. Discourse representations. This newspaper report by Sohail Khan has a multitude of voices including: Chief Justice Iftikhar Muhammad Chaudhry who is very vocal among others not directly participating, bench of Apex Court comprising three judges who have been specified by names, former PM Raja Pervaiz Ashraf, Accountant General of Pakistan SC Registrar, Cabinet Division Secretary Nirgis Sethi, Finance Secretary, unspecified notables and the reporter himself. For the most part indirect speech has been maintained and the tone used is quite sarcastic. This indirect form implies that actual words used might have been different and perhaps

even softer. The reporter who is the producer of this report has the most prominent voice that becomes the representative for the rest of them.

2. Generic analysis of discourse types (i) Schematic view. This news report has a major headline 'PM not Mughal Prince to do things at will: CJ' and minor headline 'SC halts uplift funds doled out to MPs, notables' (*as shown in data above*). The satellite paragraphs elaborate the subject matter giving more details as the report unfolds. The readers are informed that CJ took a serious notice of money doled out by PM in the first week of his taking office to his alleged cronies in the name of development funds. This report has a wrap up paragraph which concludes by mentioning other notables including some parliamentarians who had received development funds. Hence the reporter has followed the format suggested by Fairclough (1995).

(ii) Generic heterogeneity: sequential and embedded. Generic heterogeneity in this report has been analysed by identifying the purpose for which it is written. Journalese has to deal with a complex process of embodying social purpose which is covert as well as overt as Fairclough (1995) mentioned. Further more Journalism has a complex and contradictory function to perform. Hence, the reporter informs the readers about the misuse of power and money by PM and disapproves this act. Obviously it has been written with a view to perform a social function, i.e., to inform and educate his readers.

(iii) Generic heterogeneity: polyphonic. A mixing of language of private-domain relationship with face-to-face interactive language and a bit of a casual style has been used by the news reporter. He comments by saying that a lady named Nirgis Sathi (from Finance Department) admits in quite a casual style that no standard procedure exists to be followed while distributing funds, and there is no way of knowing where it is spent. In her behavior certain insouciance manifests itself which shocks the readers. However the attitude of CJ towards them shows that he does not approve their behavior which gives some relief to the readers. Through the use of occasional direct speech the writer has displayed that CJ's language is a bit sarcastic and he lashes out at parliamentarians and notables who think they are above law.

3. The analysis of discourses in the text. The prominent discourse in this report has what Halliday (1985) called metaphorical applications. These are socially motivated; different metaphors may correspond to different interests and perspectives. The headline says 'PM not Mughal Prince to do things at will' has a metaphorical

application. It means that PM should not think himself to be like a Mughal Prince who is free to do anything he desires to do. The reference towards any 'Mughal Prince' is, in fact, the presence of what Fairclough (1995) calls manifest intertextuality.

Section B

II. Linguistic Analysis

(i) **Cohesion.** In order to create a sense of cohesion in the report under discussion the writer has used grammatical linking by using pronouns to refer to the most frequently mentioned persons in the whole activity or discourse. They are the Chief Justice along with the former PM. The whole issue revolves around money matters, therefore, appropriate vocabulary is used to create lexical linking. For example, 'development funds, former PM dole out billions of rupees' are the expressions revolving around a big scam where government officials have been found involved.

Table 12
Key Words & Phrases

Apex court
Development funds
PM secretariat
Apex court
Dole out
Parliamentarians
Prime Minister

From the key words it is clear that the activity and the whole discourse is taking place at the apex court. However, it is one way monologue and the speaker here is CJ who is blaming PM and other parliamentarians for doling out money. CJ is expected to follow certain linguistic conventions while speaking and addressing at supreme court but he uses the phrase 'Mughal prince' which is perhaps not an appropriate expression. However the whole matter revolves around a big scam, therefore, these kind of expressions have been used as mentioned earlier it has a metaphorical application. In this report it is a very prominent feature. There is a tendency to use words with inflections to show but they do not have any significant role to play.

Table 13
References

References	Anaphora	Homophora
	Former PM Raja Pervaiz Ashraf doled out funds	The court CJ the apex court

The news reporter has not used many of adverbials, however, he has used a few references which are anaphoric (referring to former PM who doled out money) and homophoric reference pointing towards CJ and then the apex court. The sentences are linked to create lexical linking by using words and phrases 'the apex court noticed, the CJ observed that billion of rupees was doled out, the Supreme Court noticed' etc, display the use of synonyms. Hence the writer has used lots of synonyms in this report that clearly creates the cohesion in the written form.

(ii) Coherence. The presence of cohesion in this report leads to the broader concept of coherence. The ideas presented are connected and the reader does not have any difficulty in understanding them. Basically this report describes the case of illegal use of development funds by former prime minister Raja Pervez Ashraf. It is obvious that no money is available for generation of power. People are even dying due to load shedding when the light goes out in the hospitals especially during the process of operation in some cases. On the other hand, the erstwhile government withdrew development funds of trillion of rupees and spent it on irrelevant people and schemes. Hence irregularities in terms of monetary dealing have been discussed which is why the CJ has called PM a 'Mughal Prince'. This seems to be an appropriate title and helps to create global coherence.

Section C

III. Contextual Analysis

Table 14
Framework

a. Field	It deals with the problem of 'distribution of funds' without following any standard procedure.
b. Tenor	Although the topic discussed is quite serious, a sarcastic tone has been adopted and it is not clear whether CJ actually used words like 'Mughal

	prince' or it is the reporter using them and making
c. Mode	The discourse is a mixture of spoken and written language since the reporter has reported what happened in the court.

This report is about a mega scam in which high officials are allegedly involved. It is useful for the readers to know its context which plays an important part in conveying complete meaning. The readers are informed that after assuming office of the PM Raja Pervaiz Ashraf has lavishly distributed funds among his friends and cronies without following any standard procedure, CJ has taken a suo motu action and asked for explanation.

Sample VII

(Source: Dawn, March 8, 2013)

Former coalition partners try to hide under umbrella of 'liberals'

By: *Ahmad Hassan*

ISLAMABAD: The Former coalition partners in PPP led government are now trying... 'liberals'... after failing to achieve anything... war on terrorism... parliamentary resolutions... MQM chief Altaf Hussain called President Asif Zaradi... outgoing PPP government... political martyrs... serious effort was given a cold shoulder... JUI-F Tailbans hitting only liberal parties to let them gain voters sympathy... Tailban's say that they are not concerned who wins or loses... 'we consider that the whole process is undemocratic and we opposed it.'

Section A

I. Intertextual Analysis

1. Discourse representations. This report deals with some sensitive issues of national and international interest. The host of voices what Fairclough terms as 'web of voices' could be found in this report. The active ones are the voices of the scribe of this report and TTP leader who have had a telephonic conversation. The telephone call to the news reporter was made from an unspecified place. It seems that this talk between them sparked some sympathy in the reporter's heart who has shown some soft corner for the TTP leader in this write-up. Since the last sentence is in direct form it gives some idea about what their (Talibans') concerns are, for example, he says, 'We are not concerned who is to win... in our view... process is un-Islamic and we are opposed to it' (*shown above*). The passive voices includes those who have been

presented here though their views not expressed directly and they are: MQM chief Altaf Hussain, President Asif Ali Zardari, ANP leader, JUI-F leader and PMN-L leader.

2. Generic analysis of discourse types. (i) Schematic view. The major headline is very catchy and it grabs the readers' attention instantly. It is doing its job of 'selling' the story quite effectively. It says 'Former coalition partners ...under umbrella of 'liberals' (*shown in data above*). The researcher has not quoted the complete line and deliberately used ellipses to avoid copyright issues. There is no minor headline, however, the readers get involved into the report after reading the major headline that gives the crux of the news presented. 'To hide under umbrella of liberal' seems fascinating and the reader cannot help but read it to the end. There is a well written 'lead paragraph' followed by 'satellite paragraphs' adding details to the information shared, however, there is no 'wrap up' paragraph. Hence the reporter has left it to the audiences to conclude it themselves.

(ii) Generic heterogeneity: sequential and embedded. The purpose of this news report is to bring to the forefront some of the reasons why government and other parties are not serious in dealing with perhaps the most difficult issue the country is facing in the form of 'Talibans' and the terrorist activities that they carry out in the region. In this way it has a social as well as political purpose to serve. For the most part indirect narration has been used which also makes it very difficult to separate genres mixed together. The presence of intertextuality could be felt when the writer mentions 'Talibans' and their 'terrorist activities'. It is clearly mentioned so it refers to what Fairclough (1995) called 'manifest intertextuality'.

(iii) Generic heterogeneity: polyphonic. The writer/reporter has used formal language and selected vocabulary pertinent to the subject presented in this report. The expression 'trying to become political martyrs' is used in the text which displays rather wretched condition and state of affairs where politicians try to cash in on their political workers or anybody else who gets killed by some unknown assassins for reasons unknown. They issue statements of condolence and condemnation and the matter is hushed up after some time but in this way they gain sympathies of the voters.

3. The analysis of discourses in the text. Though the reporter seems to have a soft corner for Talibans as the report suggests towards the end he adopts a more objective way by reporting his telephonic conversation with TTP leader in a direct

speech and tries to acquit himself of being biased. The last powerful sentence used by TTP leader clearly displays power in discourse displaying his mindset and attitude. The expression 'trying to become political martyrs' is, in fact, a metaphorical application as suggested by Fairclough (1995).

Section B

II. Linguistic Analysis

(i) Cohesion. The words and expressions repeatedly used in this report have a special purpose and significance and the reporter has used them on purpose. Like the idea of otherness by Van Dijk (2003) seems to work here as 'liberals' have been compared with 'conservatives' and 'rightists' with 'leftists'. The writers has used the expression 'forging unity' which refers to the fact that the leaders of different parties pretend to be on the same page on issues like 'terrorism' and 'democracy' but the fact is that they are not serious enough to take a stance and stick to that. However the afore mentioned words have created lexical linking in the text.

Table 15
Key Words & Phrases

liberal forces
forging unity
conservatives/rightist
Resolutions
Ceasefire
Terrorism
Progress of the country
Leadership
Ideology
Peace & harmony

The producer of the report has used the keywords that are frequently used in any political discourse and have become almost 'cliché'. These are: terrorism, leadership, peace and harmony, etc. Some idioms and metaphors have been used too like 'hue and cry, give cold shoulders and umbrella of liberals'. Hence the reporter has used rich expressions to pen this report. Another way to connect the ideas is the use of references. The homophoric references refer to the mainstream political parties of the country that seem to be active on the forefront of political arena and they are : PPP,

MQM, ANP, PTI and JUI-F. The participants from these parties are involved in attending meetings but they have not taken any serious steps to solve the problems. However some readers might not be aware of the historical background and political agenda by these parties so some other sources need to be consulted which manifests the presence of intertextuality.

(ii) Coherence. This text has the element of coherence but perhaps an average reader might not easily link the ideas together if he is not aware of the background and political agenda by these parties. Apparently it seems that different parties are on the same page and pursuing the same agenda which they claim is their joint effort against 'war on terrorism'. However they have not achieved anything tangible yet. The expression 'war on terrorism' manifests the presence of intertextuality in the text. In order to link all the ideas presented in this report the readers need to know the background of this term. Though this term is not new to the readers, they must know when it started. The War on Terror, also known as the Global War on Terrorism, is an international military campaign launched by the US after the September 11 attacks. There were a series of four coordinated terrorist attacks allegedly by the Islamic terrorist group Al-Qaeda. It changed the whole narrative of terrorism to link it to Al-Qaeda and had aftermath which had a devastating effects upon so many countries in the form of sanctions on them. Many Muslim countries including Pakistan had to suffer because of this. Hence the politicians had a great responsibility to do something in this regard but unfortunately they were not serious enough to understand its importance and serious implications. Since politicians influence the minds of their followers their words and actions should be very carefully selected.

Section C

III. Contextual Analysis

Table 16
Framework

a. Field	This is a political discourse which deals with the most serious issue of terrorism and how different parties have mishandled this issue.
b. Tenor	The reporter seems to have rather a soft corner for TTP (Tehrak-e-Tliban Pakistan) as he keeps on blaming so called leaders who turned down their suggestions in the past.

c. Mode	The reporter has talked about the situation prevalent in Pakistan where some party members/leaders have certain views and have created polarization among people/leaders since they have different ideas.
---------	---

To understand the news report one has to have the idea of its background. The scribe is blaming those who have formed a coalition to deal with TTP but actually did nothing practically. In fact, none of them were sincere in their efforts in starting dialogues with TTP leaders who are not considered trust worthy for many reasons. The readers can understand that the reporter has some positive views about TTP and he is blaming the politicians who did not do anything seriously to deal with some of the important issues of the country.

Sample VIII

(Source: Dawn, April 10, 2013)

ANP manifesto 'peaceful Pakistan'

ISLAMABAD: ANP Senior Vice President Senator Haji Muhammad Adeel presented... The Awami National Party's (ANP) election manifesto promises a peaceful and prosperous Pakistan, ANP Senior Vice President Haji Muhammad Adeel said... Presenting the party's manifesto at a policy seminar, Adeel said, 'Progress is only possible in a peaceful and stable environment, that's why 'Pur-AmnPakistan' is the ANP's slogan for 2013 elections.' Adeel said the ANP was committed to evolving a national consensus on extremism with peace as guiding principles. 'The ANP ... dialogue with militants who recognise constitution and the writ of state and renounce violence,... social and economic rights for all federating units of Pakistan as equal partners in the federation... status of FATA,...annexation of FATA with Khyber Pakhtunkhwa was possible but only in accordance with the wishes and expectations of people living in the Tribal Areas... ANP's commitment to education, Adeel said the party would increase education budget to six percent of the GDP if came into power. 'In the last five years of the ANP government, nine new universities were established along with campuses in every district of the province.'

ANP is committed to evolving a national consensus...manifesto secures social and economic rights...free education to all public schools and free uniforms...will increase tax ratio... would cater energy needs of province in years to come.'... other measures such as free education to all ... schools and free uniform, textbooks and

stipend of Rs 200 for each girl were some of the milestones of ANP's resolve for promoting education in the province,' he added.

Section A

I. Intertextual Analysis

1. Discourse representations. The web of voices here comprises the voice of the Senior Vice President Senator Haji Muhammad Adeel of ANP (Awami National Party) and an unspecified reporter who is covering the event (*as above data reveals*). These two are among the active voices whereas the listeners present at the occasion and also militants who have been represented here by their ideology are among the passive voices. The presence of intertextuality could be sensed here as it is not clear who is saying what? Most of the report is in indirect form of narration which makes it very complicated and the voice of the speaker cannot be easily separated from that of the news reporter.

2. Generic analysis of discourse types (i) Schematic view. The headline of the news which is a short summary appears above the news report under discussion (refer to data above). It gives the slogan of ANP which is 'peaceful Pakistan' and this short major headline 'ANP manifesto 'peaceful Pakistan' does not have any minor headline. It catches the attention of the readers and is good enough to sell the story. The lead paragraph gives the important information that the Senior Vice President Senator Haji Muhammad Adeel of ANP has given the party slogan which has been described above. The satellite paragraphs give the details of the party manifesto and the report abruptly ends with the claim that the party has initiated some power projects to be completed in years to come. It is a very vague statement and is one of the techniques used by politicians to affect voters' preference by trusting their words. It is clear that the reporter did not follow the typical format by giving wrap up paragraph while writing this report and left it for the readers to conclude the news for themselves.

(ii) Generic heterogeneity: sequential and embedded. The generic heterogeneity in this report has been analyzed by determining its purpose. This is a speech made at a policy seminar to lay down ANP's political manifesto which discloses the party slogan 'Pur-Aman Pakistan'. However the producer of this news report is the reporter who shared the whole proceedings of the events with the readers. It is not difficult to figure out that the text has a purpose which is to inform and hence

it performs one of the most important function of journalism as pointed by Cook (1999).

(iii) Generic heterogeneity: polyphonic. This news report has formal language suitable to be used at some political forum as Dijk (1988) suggested to discuss the party's political agenda. For example, data ('The ANP believes in dialogues with militants...', 'annexation of FATA with KPK is possible...people living in tribal areas') reflects the type of language used by the reporter. It shows that the content of the speech is related to their age old problems which people want to be solved. Those problems are highlighted so that the audiences are convinced to vote for this party.

3. The analysis of discourses in the text. A conversational or 'lifeworld' version of an authority-based discourse of discipline as noted by Fairclough (1995) has been evoked by using expressions like 'dialogues with militants' and 'evolving a national consensus'. He names such formations as disciplinary discourses. Then there are instances of 'Marxist Political Discourse' especially towards the end of the report. Hence this report comprises a number of different discourses.

Section B

II. Linguistic Analysis

(i) Cohesion. The lexical items used in the subject report show the element of logical cohesion in the news report. This helps the readers to understand all the ideas presented in this report.

Table 17

Key Words & Phrases

ANP
tribal areas
free education
power projects
economic reforms
Pur-Aman Pakistan
Power
Manifesto
Progress

The element of cohesion in this report has been achieved by using such words and phrases that have created lexical linking in the text. Stable environment, new university and free education are the words that represent the wishes of every citizen and have been used successfully to engage the audiences. Most of the words used in this report/speech have a positive connotation 'peaceful, non-violent, progress, etc. are the words that every Pakistani wants to hear, though in present scenario such things are not likely to materialize, these words have a positive effect and the skillful politicians know how to use them. Cook (1990) noticed that introduction of the topics of private life tends to go along with the simulation of communicative styles of private life in public domain by the politicians. This is how they play with the words and the audiences believe them by taking their words at their face value.

The frequently occurring pronoun 'he' refers back to the speaker who is addressing the audiences. The reporter who is reporting and narrating the event is referring back to him because he is the prominent voice here. This is exactly what Williams (1975) indicated that in media discourse such organizations /discourses are structured that ensure the dominance of voices of political and social establishment. Hence such discourses enjoy complete backing of the news reporters as well and this is evident in the current news report. The most important message here is related to the most neglected people belonging to tribal areas of FATA and KPK who have not been given fair share of their rights in the past and hold resentment for almost every government. The purpose of using the above message is to emphasize the need to vote for ANP if people want their problems to be solved.

Table 18
References

References	Anaphora	Homophora
	In last five years of ANP's government...	APN FATA Khyber Pakhtunkhwa

The references used are self-explanatory and do not pose much of a problem to the readers especially belonging to KPK. However, the readers from other areas might not understand them fully without having some background of ANP. It was the largest Pashtun nationalist party in Pakistan between 2008–2013 with influence lying in the Pashtun dominated areas in and around KPK. They governed the province from

2008-2013 and their position is considered left wing. In the pre-election speech the speaker is highlighting their issue like FATA and KPK merger, etc., which was not brought to the forefront before this point in time he claims.

(ii) Coherence. The underlying ideas in this news report are not very difficult to decode and a regular reader does not have much difficulty in understanding the crux of the report which starts with an idea of a 'peaceful Pakistan'. Closing eyes to maltreatment being meted out to people belonging to tribal areas of FATA and KPK has only created hostilities between them and the government. This is why anti-government narrative is built to attract people and ask them to vote for this party. The writer has successfully created global coherence in this report by linking all ideas to the title.

Section C

III. Contextual Analysis

Table 19
Framework

a. Field	It concerns the party policies regarding dealing with terrorism, free education, economic reforms and power projects.
b. Tenor	The Senior Vice President of ANP is presenting party manifesto. The main idea is to make the country a peaceful place.
c. Mode	Spoken discourse in the form of party manifesto

APN is a secular and leftiest Pushtun Nationalist political party in Pakistan. The party was founded by Abdul Wali Khan in 1986. It is true that in the last decade, hundreds of members of the ANP have been assassinated or became victims of target killings. In the backdrop of religious extremism coupled with lawlessness, crime, unemployment, etc., the idea of 'peaceful Pakistan' sounds great and immediately grabs the attention of the readers. Hence the pervasive ethos is manifest in the political manifesto of the party.

Sample IX

(Source: Dawn, April 15, 2013)

Zardari urges tribal people to actively take part in polls

ISLAMABAD: Addressing a grand jirga ...Administered Tribal Areas (Fata) at the President House..he said the country...undergoing a democratic transition for the first

time in its history...security concerns and the fragile law and order situation should not obstruct the electoral process...himself had suffered and rendered sacrifices in the war against militancy and mentioned the assassination of Benazir Bhutto. President Zardari ... nation itself should change ... not expect anyone else to do it for them "You have skilled manpower, highly qualified engineers, doctors and other professionals ... play an active role in bringing about a socio-economic change in their respective areas."...after an initial resistance in some parts of Fata, the Benazir Income Support Programme had now started receiving attention... programme which could cater to health, education and stipends for tribal people through its social safety net...appointment of the KP governor from Fata was a step in the right direction and it would go a long way in bringing the area to the national mainstream and acknowledge it as an important part of the country and to recognise sacrifices of its people...a nation itself should change its circumstances...started Benazir Income Support Programme...PPP government is doing a lot ...development of the country...reforms and democracy...new judicial system is 'a leap forward' in FATA...those who consider reforms too little to late...should realize window of opportunity... FATA Information Technology University ...FATA secretariat attended the jirga.

Section A

I. Intertextual Analysis

1. Discourse representations. This report is a monologue where the only active voice is that of (ex) President Asif Ali Zardari who is addressing a jirga (group of people). Apart from this there is the unspecified reporter of this news story whose voice is hard to separate from the voice of the speaker. This is because the report has been reproduced in an indirect narration. At this stage intertextuality seems to work because the news reporter has reproduced it in indirect narration for the most part. He might have exaggerated the claims made by the speaker that he has given lots of sacrifices for the country and also the fact that the country is 'undergoing democratic transition' and that is because of the efforts of (ex) President Asif Ali Zardari.

The second constituent of 'web of voices' includes the audiences comprises a jirga (group of people) listening to the speech. They are the passive listeners who do not have the opportunity to express their views. This also refers to Fairclough (1989) who observed how power and ideology are reproduced through language. The speaker

is using his language to convince people that government is doing a lot to help them. He is giving the reference of ' Benazir Income Support Programme' which was initiated to help the poor. Moreover he also talks about the 'reforms and democracy' and ' new judicial system' which are hard core issues of the people living in the outskirts of the city. In this way the speaker is using his power in discourse to change their ideology about the current government by making them realize that the government is aware of their issues and they would be solved if people vote for them. The mere presence of jirga also makes the whole event important enough though they do not participate in the conversation.

2. Generic Analysis of Discourse Types (i) Schematic view. The major headline appears above the news report and does not have any minor headline. This gives the whole purpose of the speech and is sufficient to orient the readers towards what they will find in the rest of the news report, hence, the reporter did not find it necessary to give a minor headline. The rest of the report comprises a lead paragraph which is used to elaborate the information and a few satellite paragraphs. Satellite paragraphs are about 'Benar Income Support program' and self proclaimed sacrifices given by Asif Ali Zardari which attract the readers. Apart from this potential projects in FATA have also been mentioned. The wrap up paragraph mentions a few names of the jirga who attended the meeting. The projects announced by the speaker at this stage are only to get their votes. However a lot of people do not understand the ulterior motive of the politician who is not giving any specific road map as to how these projects will material but only mentioning them to increase his own vote bank.

(ii) Generic heterogeneity: sequential and embedded. This political discourse clearly has a 'political agenda' which could be observed by the projects announced to ward off political crisis just before the end of the term of five years. The readers do not understand that purpose of this address is covert although the speaker is clearly stating the plans and new projects for future. No such projects were started when the government had ample time to start and complete them and now all of a sudden they have been announced. They are useless and not likely to materialize. The attitude of the speaker shows that he lacks the will to follow the projects which could have been started when he was in power that shows his insincerity.

(iii) Generic heterogeneity: polyphonic. The language used in the subject report displays what Fairclough (1995) suggested to be an instance of conversationalization of public discourse. It is mixed with political discourse by the

voice which speaks them as the expressions, development of the country, reforms and democracy, new judicial system, etc. display. The voice of the news reporter and then the voice of the speaker cannot be easily separated which refers to the presence of what Fairclough (1995) terms as constitutive intertextuality.

3. The analysis of discourses in the text. This discourse is a blend of 'Marxist political discourse' and 'liberal political discourse'. The speaker is using rhetorical device of logos by explaining the reason why the projects announced by him are useful for the audiences. He also makes use of pathos when he says 'I have rendered sacrifices myself' as data above displays. These are used as 'agenda of rhetoric' according to Aristotle (Stanford Encyclopedia). In this way he tries to gain their sympathies. In fact, the speaker is aware of the problems of the audiences so by applying the technique of ethos he is accentuating them and then mentioning his own sacrifices to win them over.

Secondly, he is aware of the fact that he does not have much of credibility because he has not done anything good for the public so far. Therefore he talks about the sacrifices (the assassination of his wife Benazir, her father's execution and the murder of her brother) to gain public sympathy. In fact, he has been termed as Mr 10 % due to the kickbacks he used to receive in the past. Hence he relays upon the references of his in-laws. Using old references and recycling them in new setting refer to the presence of intertextuality. The speaker is using these reference because his late wife and her father were very popular leaders and a lot of people voted for PPP because of them and not because of Asif Ali Zardare. Lastly, he wants to engage their emotions by emphasizing the fact that they have been neglected in the past and he himself would take good care of them if elected again. Here the question arises that why he did not do anything when he was enjoying the power of being the President. He could have brought about the reforms earlier if he was really interested in the betterment of the country men. It is now too little too late. Hence in this news reports intertextuality seems to work at its best and the speaker is applying it cleverly to influence the public opinion and turn the situation in his own favor.

Section B

II. Linguistic Analysis

Table 20
Key Words & Phrases

election process
Democracy
Manpower
sacrifices of the people
Freedom
Reforms
academic institutions
positive (change)
senior officials
Peace

(i) **Cohesion.** Lexical linking has been achieved by using the words like 'freedom', 'reforms' and 'democracy' while talking about key issues. In fact, these are not the key issues of the public these are the issues of the politicians. The general public is interested in getting their own basic issues resolved which are health, jobs and education but these two have been merged and mixed up to change the mind set of listeners/ readers. The reporter as well as the speaker has presented them in a way which makes them sound like issues of the public. Most of the people do not even know the meanings of democracy but the speaker/writer has used it in a way that it seems to be a major issue of the general public. This speech has a lot of idioms/idiomatic phrases too which are: a leaf forward, window of opportunity, too little too late. Since this was delivered in Urdu language the reporter might have used these idioms while translating it and reproducing it in written form.

Table 21
References/Deixis

References/	Anaphora	Homophora
<i>Deixis</i>	Assassination of Benazir Bhotto	President Asif Ali Zardari

	Benazir Income Support Program Valiant people of FATA	President house FATA
--	--	-------------------------

Assassination of Benazir Bhotto who happens to be President Zardari's wife has been referred to in this speech. The speaker is referring to her because he himself did not do anything for the party he has become 'Head' accidentally after Benazir's death. It is just to cash in on her death because she was a popular leader. He is aware of the public sentiment so referring to her is to pacify the public. Paradoxically he did nothing to help the committee that was formed to probe into the cause her death. However, he started Benazir Income Support Program to help the poor especially followers of Benazir. The title of this program is also important and the speaker knows how to use his wife's name to attract the public even when it is not a private program run by his party. Homophoric references used in this report are self-explanatory so the readers do not have any problem in understanding them. There are no clear indicators used to display logical cohesion as the speaker/writer moves from one subject to another. However, the readers do not have much of a problem in understanding the relations among lexical items used.

(ii) Coherence. The underlying meanings of the ideas presented in this report need a careful reading to find the link and get to the bottom of it. Apparently a lot of promises have been made without giving any proper roadmap. After having rendered colossal sacrifices and resources the speaker falsely boasts of playing a key role in the unprecedented uplifting of tribal people and opening for the first time an opportunity for reforms in Fata which had been denied for over a century. The hypocrisy and policy of promoting his own personal interests at all costs is the purpose of this speech but apparently the speaker shows his concern for the people of tribal areas and urges them to vote.

Section C

III. Contextual Analysis

Table 22
Framework

a. Field	The political discourse is related to the problems faced by tribal people.
b. Tenor	This report appeared in 2013 prior to election and the then President Asif Ali Zardari is addressing people.
c. Mode	The address is in the form of speech which has been reported by the newsman.

The report under discussion is, in fact, part of pre-election campaign where then President Asif Ali Zardari is addressing people and trying to ensure that if he is given another chance his government would work on development of tribal areas. He brags of his sacrifices by which he means the assassination of his wife Benazir and her father's execution. But these words cannot be taken at their face value and the ideas of his sacrifices are hugely contested. Barthes (1967) presented the idea of plurality of meanings which led to Kristeva's coinage of the term intertextuality and it is present in this report. Apparently this speech seems to be a mixture of pragmatism and practicality but a careful reading reveals that this is not the case. The speaker seems inclined to resort to falsehood and braggadocio instead of focusing on substantive issues of terrorism, foreign policy, national security, healthcare, economy and employment.

Sample X

(Source: Dawn, April 30, 2013)

'we must not harbor any doubts'

It is Pakistan's war, says Kayani

By: Kalbe Ali

ISLAMABAD: April 30, Army Chief Ashaq Parvez Kayani used the occasion of 'Youm-i-Shuhada'...one message to more than one audience...May 11 would be election day...Pakistan is in war ...anti-democratic forces would never be acceptable...free, fair and peaceful elections... 'a golden opportunity ' for the people... the dream of founding fathers ...Quaid-e-Azam and Allama Iqbal...yet to be realized... “external enemies” for the menace of terrorism and extremism that had claimed thousands of lives... enforce its distorted ideology over the entire nation

...'nefarious designs' of our enemy,...will never succeed...paid tribute to 140 soldiers who lost their lives...in Gayari sector"... the children of slain journalist Nasrullah Khan Afridi also spoke.

Section A

I. Intertextual Analysis

1. Discourse representations. The web of voices in this report includes: the active voice of 'Gen Kayani' who has sent message to the audiences 'Allah willing, general elections will be held in the country on May,11'. This is a strong message coming from a man in power as Williams (1975) noticed that media discourses are structured to ensure that the dominant voices are those of men in power. Other voices include passive participants like 'militants', and 'Gen Pervaiz Musharraf'. Last but not least the active voice of the news reporter who describes fateful and fatal effects of war on terror for the Pakistanis and the children of the slain journalist Nasrullah Khan Afridi. But what they said has not been mentioned in the report.

Afridi, a reporter for Pakistan Television and the local Mashriq newspaper, was killed when his car blew up in the city of Peshawar, according to local and international news reports. Afridi was a popular, senior figure in the tightly knit journalist community in the dangerous areas along the Afghan border. A lot of readers do not know that he had been also attacked earlier on but managed to survive and the reason for targeting him was that he was working on a project in which some government officials as well as famous politicians were allegedly involved. He was also reporting on terrorist organisations that became the main cause of the death threats and consequently resulted in his death. This information is missing from the report so the readers have to go to some other sources/texts to get this information. Bakhtin (1981) used the term dialogism for the such situation. He emphasized the dialogic qualities of texts which, to him, meant the presence of multiple voices in a single text which are transformed and re-used every time a new text is produced. This link with the other texts is also termed as intertextuality which is Kristeva's term for dialogism. Finally the presence of his children at the occasion of 'Youm-i-Shuhada' is sending a strong message that Pakistanis are not afraid of the terrorists' attacks as the major and minor headlines specify.

2. Generic analysis of discourse types (i) Schematic view. The main headline in the news under discussion says, 'It is Pakistan's War, says Kayani' and the minor headline which appears above it goes like this 'we must not...May 11 elections' so

they do not seem to complement each other. The main headline grabs the attention of the readers because it is brief and the lexical items used are related to the current situation in our own country and unfortunately words like 'war' and 'terrorism' buzz around quite frequently. However these two headlines have a connection that war will not cause any delay in the holding of elections. There are lead paragraphs that add to the information but there is no wrap up paragraph and the reporter ends the report abruptly leaving it to the audiences to conclude it for themselves. The major headline is quite significant because it is coming from a man who is the Chief of army staff and he is admitting that it is Pakistan's war. The previous narrative had been about the proxy war but here the most powerful man is openly and boldly admitting that it is our own war and we are ready to face it. This is quite significant for the readers because Pakistan, had to pay dearly for the war and lost many precious lives. It is the moral duty of people and military as well as civil leadership to extend all possible help to the hapless Muslims to equip them against terrorists present in the region.

(ii) Generic heterogeneity: sequential and embedded. In the above report genres of description and narration of the past incident are blended to create journalistic discourse and are not easily separable. For example, the expression calling election 'golden day when the fate of the nation would be changed' appears in an indirect speech; it does not specify who said it and if the same words were actually used by the speaker or the reporter changed and reproduced them. Then the line 'anti-democratic forces would never be acceptable...watching all those...' convey a very strong message. This is what Fairclough (1989) called power in discourse which paves the way for manipulation and concentration of views. The ideas of the ruling class become ruling ideas in society, because of this the mass media are controlled by the dominant class in society which uses it as a vehicle for exerting control over the rest of society. Hence they change the mindset of the general public.

(iii) Generic heterogeneity: polyphonic. The style, mode and voices brought in at this stage and the linguistic features used involve the language used in public sphere. It also has the words and phrases typically used by the politicians like 'anti-democratic forces would never be acceptable', 'election is a golden opportunity' and 'democratic values in the country'. In the words of Fisk (2005) power and the media is about words - and the use of words'. The readers find this power in the words chosen by the news reporter to pen down the subject report and hence referring to constitutive intertextuality. But the fact is that all of these ideas have nothing to do with the

common people. They are not concerned who rules the country. Likewise the ideas 'anti-democratic forces would never be acceptable' and 'election is a golden opportunity' have been expressed in a way that people are intrigued by them without even knowing what they mean. The speakers/politicians use them just to emotionally blackmail the naïve voters.

3. The analysis of discourses in the text. The text under discussion is full with different ideological loadings as the army chief is addressing a gathering to acknowledge the sacrifices of those who gave their lives in saving the nation. More importantly he is talking about 'distorted religious ideology' and its repercussions. Religious discourse, as Bahnsen (1993) claims, involves talk about God, immortality, miracles, salvation, prayer, values, ethics. In recent years the flow of religious discourse has spilled into the public arena with increasing intensity. They harbor predispositions, orientations, and commitments and in some cases these lead to extremism and lack of tolerance towards those with different religious beliefs. Apart from this the readers find traces of political discourse when the speaker reiterates that the date of election is fixed and will not change.

Section B

II. Linguistic Analysis

Table 23

Key Words & Phrases

elections on 11th May
a golden opportunity
democratic values
no fear of dictatorship
war on terror
distorted ideology
Progress of the country
Leadership
Ideology
Democracy

(i) Cohesion. The first word that grabs the readers' attention is 'war' and the rest of the phrases like 'a golden opportunity' and 'democratic values' refer to the

historical event that is going to take place on May 11 (data given above and the tables display it). Lexical items like 'nefarious design' distorted ideology' and 'to exploit religion' refer to fateful and fatal effects for the Pakistanis as a result of war. The reporter has used these expressions because he wants to educate the readers about the after effects of war. The reference is towards the wars that Pakistan had to face after independence in 1947. These are the wars in 1965, 1971 and 1991 which have resulted in traumatic experiences by the people. The war in 1971 resulted in losing East Pakistan and then in 1999 'Kargil War' resulted in getting many troops killed on both sides. Then Afghan war and war on terror are the words which have negative emotions attached to them. The young readers who were born after 1971 or 1991 do not have any ideas about them and are unable to understand the repercussions of war. On the other hand many of them are aware of the effects of terrorism. Likewise the phrase 'war on terror' has become the catch phrase for Pakistanis and most of the readers are familiar with this. Hence the above discussion reveals that a text depends upon other texts for its meaning which is the idea of intertextuality by (Allen, 2000). The writer has presented them by choosing appropriate lexical items that has created lexical cohesion in the text.

Using adverb of May 11 make the whole speech more political than merely acknowledging the sacrifices made by the martyrs as the occasion was to honor them. Hence army chief sounds more like a politician by emphasizing the importance of election day and holding it on time. He wants to get the credit of holding elections on time. But the fact is that people do not like any intervention of the army and take it negatively. This is why he has to explain the role of army in conducting the peaceful elections and nothing else.

Table 24
References

References	Cataphora	Homophora
	Quaid-e-Azam Allama Iqbal	Army Chief Gen.Ashfaq Parvez Kayani

Cataphoric references are about the most revered leaders (as data above displays) known to every Pakistani and do not pose any problems for the readers to understand them. They also understand why they have been mentioned. It is to honor them and acknowledge their contributions. These references refer to the presence of

manifest intertextuality in the text. Homophoric reference is toward the current army chief who is also the speaker in this case. All of these references have contributed towards creating cohesion in the text. However there are almost no obvious signals to display the connection between smaller units like words, phrases and sentences.

(ii) **Coherence.** Despite the fact that the report under discussion lacks the obvious indicators showing logical cohesion, it poses no problems for the average reader to get to the bottom as the news reporter moves from one subject to another. The ideas presented are linked together and create global coherence in the text.

Section C

III. Contextual Analysis

Table 25
Framework

a. Field	This text is about 'Youm-i-Shudada' (martyrs' day) and the Army Chief of is addressing people attending the ceremony.
b. Tenor	The language and tone used is not so serious and formal. (for example, hide and seek between democracy and dictatorship)
c. Mode	Written discourse

The Army Chief is addressing the audience and his focus is on two things. Firstly, he appreciates the sacrifices made by the martyrs and secondly he emphasizes that the elections will take place on the date fixed earlier without any delay. Emphasis is on the usefulness of electoral process and democracy like 'people can usher into an era of true democratic values...' The speech by the Chief of Army staff is quite significant because due to the uncertain situation of the country a lot of skeptics and critics think that the holding of impending elections may be delayed. But this speech has ended all those rumors.

Sample XI

(Source: The Nation, May 6, 2013)

Imran Khan pledges to make Pakistan Islamic welfare state

Says Nawaz can't lead...to establish prosperous Pakistan

MIANWALI: PTI Chairman Imran Khan pledged to...Islamic welfare state...the political parties did not do anything...how would we be able to turn fate...while addressing an election campaign...introduce a system of justice...caste and creed and free...clutches of US...slogan 'Pakistan ka Matlab kia'...criticizing the past

government...change in the system would be brought...PTI would sweep... education, health, police, revenue and other sectors.

you can't lead ...hide behind bullet-proof glass...revolution taking place... Live debate with Nawaz Sharif although Khan believes to win...critics think he can secure only 10-13 seats...make him kingmaker ...coalition.

Section A

I. Intertextual Analysis

1. Discourse representations. The first aspect of 'intertextual analysis' includes 'the analysis of discourse representations'. It was performed by identifying the voices that this news report includes. The first one is the voice of the party chairman who is addressing a large election campaign gathering. He is actually speaking while others that are included but not directly speaking are: 70 thousand people who have been abducted in the past, all members of PTI and the audiences. It starts with the idea of making Pakistan an 'Islamic Welfare State'. Previous government has been criticized and people who were abducted and never heard of are also mentioned here. When the speaker (Khan) directly addresses and raises the slogan 'Pakistan ka matlab Kia', people reply, 'Laa ilaa ha il-lallah.' This the instance where they actively participate. Apart from this we have unspecified news reporter and a person whose questioned are answered by Khan but neither that man nor his questions are specified. Most of the report is in indirect speech, however, direct speech has been used a few times. While most of the content of the speech deals with wide range of issues what seizes the attention is the sense of ownership by the speaker. He focuses more on ambitious agenda of turning the country into a 'welfare state'. Intertextuality could be seen to work when the speaker says 'Pakistan ka matlab Kia', people reply, 'Laa ilaa ha il-lallah.' It refers to the creation of the country which was created in the name of the religion in 1947. It was the most important and historic moment for the people of this country. Most of the people are aware of it so they actively participate and also chant 'Laa ilaa ha il-lallah.' Secondly the idea of 'Islamic welfare state' refers to the 'State of Madina'. After the advent of Islam in Saudi Arabia, the Holy Prophet (peace be upon him) dedicated himself to the integration of the newly established state in its different aspects in the light of the message of Islam. It is a fact that like most of the world's religious traditions, Islam has stressed that benevolent welfare should be provided by the rulers to their subjects. Here, there is no

distinction between the Muslims and non-Muslims. Therefore, this idea is quite fascinating to the audiences and the fact is that this is not a brand new idea as discussed above. Texts do not appear in isolation, but in relation to other texts and are written in response to prior writings (Bazerman, 2004). Almost all words that we use have been heard before because we have to draw upon the common source of language that we share within a speech community. He further writes intertextuality provides crucial grounds for all types of written/verbal discourses. Hence we see that the same old idea has been presented by the speaker to divert the attention of the audiences toward his own party by giving them a different narrative.

2. Generic analysis of discourse types. (i) Schematic View. Like most of news reports the *headline* here is in the present tense which is 'Imran Khan pledges to make Pakistan Islamic Welfare State'. It is followed by a minor headline that says ' Nawaz can't lead a revolution while hiding behind bullet-proof glass; states corruption major hurdle to establish prosperous Pakistan'. These headlines (major & minor) are quite catchy and immediately grab the attention of the readers. However they deal with different subjects. The lead paragraph provides the idea of a 'welfare state' whereas the rest of the paragraphs discuss how the PTI would work for a unified cause. Numerous high profile defections have also been discussed which hampered the progress in the past. There is no wrap up paragraph, however, some comments by unspecified analysts have been given. According to those there are slim chances that Imran Khan would be the next Prime Minister of Pakistan. The news reporter mentions that some critics believe that he would win only a few seats and might be the 'kingmaker of an incoming coalition' (*as above data displays*). The comments are important because they give a narrative to the people that the new party is not likely to win and change the status quo. Therefore, most of the voters will remain attached to their old parties. In this way this text displays that how the mindset of the voters could be affected by changing the narrative. Here it has been done by the reporter by making a catchy headline and by arranging it in a way that make it important to the readers. Likewise the speaker is using the same old ideas (a basic tenet of intertextuality) in the new setting with some hidden agenda.

(ii) Generic heterogeneity: sequential and embedded. The purpose of this political discourse is to give awareness to the public that apparently the purpose of PTI is to turn Pakistan into an Islamic Welfare State. However this may be only to attract the frustrated and disillusioned voters sick and tired by the same old faces who

have not been successful in delivering. This new narrative gives them the hope for a change which everyone wants to see. At the same time the reporter says that the chances for PTI to win the elections are quite slim. Here the readers find contradiction which is mind boggling for the voters.

(iii) **Generic Heterogeneity: polyphonic.** This is a political discourse but it has formal as well as informal language which the speaker uses as he is overwhelmed by the idea of bringing change in Pakistan by changing the system of governance and bringing reforms in the country. The audiences do not know the real motives behind these claims. The news reporter also gives a different perspective by mentioning that 'some critics think he can secure only 10-13 seats...make him kingmaker ...coalition ' which also shows the power of media discourse. He detaches himself by putting the onus on the critics who think the PTI cannot get majority of seats in the national assembly. This is called intertextuality and Bakhtin had used the term dialogism for the same idea. He emphasized the dialogic qualities of texts which, to him, meant the presence of multiple voices in a single text which are transformed and re-used every time a new text is produced. Here voices of the critics have been referred to but this is done by the reporter. The purpose has been already discussed in the previous section.

3. The analysis of discourses in the text. The discourse reflects the presence of 'Marxist and liberal discourse' as the proposed idea of a welfare state and a merit based system and some other revolutionary changes show. It has traces of religious discourses too. The variety of discourses in the text makes it multifaceted which is to attract and engage more people and convince them to vote for the change. However a closer look at the report reveals the reporter has ambivalent views about the party that claims to bring about this change. He himself is not sure that the party would be able to win the elections and hence change the status quo.

Section B

II. Linguistic Analysis

Table 26
Key Words & Phrases

Prosperous Pakistan
Islamic welfare state
System of justice

Humanity
Lead a revolution
States' corruption
Live debate with Nawaz Sharif
Clutches of US

(i) Cohesion. The news reporter has successfully achieved lexical linking in this text. Most of the lexical items used here have a positive connotation, for example, 'Prosperous Pakistan, Islamic welfare state, System of justice, Humanity'. These are the issues of the interest of every Pakistani citizen. Although the idea of 'Islamic Welfare State' might not appeal to some so called liberals, the politician wants to ensure the public that he means to bring about a revolution by overhauling the whole system of governance. These kind of ideas have been presented because no other politician has ever talked about turning Pakistan into an 'Islamic Welfare State' and the reason may be to appease the religious groups in the country and increase the vote bank.

This report shows a tendency to use more compound words, e.g., kingmaker, breakthrough and homeland. However the most significant word used here is 'breakthrough' and it has been used cleverly to make the audiences/readers realize that it is essential to vote for the change if they want success in any particular sphere of life. Most of the words used here have been selected by the person who penned down this report since the original speech is in Urdu.

A lot of conditional sentences have been used here and they refer to the desire by the speaker to ensure the people that PTI is ready to take action if they vote for it. The speaker goes on to say that they have even made the list of people who need to be punished. 'My party has prepared a list of 50 big fish who will face accountability if people vote us to power', 'Mr. Khan criticized Mr. Malik...that if the PPP leader had ...both were in power., Imran Khan said if voted to power...his party would hold...' are the conditional sentences .Obviously these things attract people because they wants the results. The reporter has used direct speech to reproduce the words used by the speakers. All the reference used here points to the forthcoming elections on May 11, 2013 which holds a special importance in the history of Pakistan as it would mark the transition of power from the first ever previous government which completed its

term of five year to a new one. This refers to the fact, that previous governments were dissolved either by the presidents or the army took over and imposed martial law. Typically, the imposition of martial law accompanies curfews, application of military justice and the like which are not approved by the general public. More importantly people lose their prerogative to freedom of expression. This is the worst case scenario which is every citizen's nightmare and they have experienced it in the past which is why these elections are important.

(ii) Coherence. The speaker seems to be overwhelmed and offers to have a live debate with Nawaz Sharif. This is an open challenge which show his confidence and enthusiasm as he thinks he can outwit Nawaz Sharif in any debate. Nevertheless this is not a brand new idea and it reminds the readers of United States presidential debates (hence the presence of intertextuality in found here). These debates are held when the candidates are nominated by the main parties. It is customary for the main candidate to engage in a debate in the election cycle. (Bazerman, 2004) noticed that texts/discourses do not appear in isolation, but in relation to other texts and are written in response to prior writings and same is the case with spoken discourses. It follows that old ideas are recycled and used in new setting which could be noticed in the above text and this has been termed as intertextuality. The linguistic studies during 20th century display the idea that when people speak or write they use indiscriminate sources to get the words and phrases for expressing their ideas.

The speaker makes a pledge to be free of the hegemonic influence of the US and make decisions ourselves which would need a new kind of politics. The idiomatic expressions are significant because politicians have been accused of taking dictations from the US in the past and were not free of their influence in decision making. The speaker is ensuring the public that there would be no influence and the country/government would be free in decision making. He is aware of the public sentiment about US so changing the narrative is to change their mindset and effect their decision while casting votes. These ideas have been presented in the written form in a way that has helped to create global coherence.

Section C

III. Contextual Analysis

Table 27
Framework

a. Field	Speech by politician and party Chairman Imran Khan
b. Tenor	The Chairman of PTI is addressing an election campaign gathering .The speaker adopts an appropriate tone and also displays a level of formality that suits the occasion
c. Mode	It is a spoken discourse in the form of a speech while addressing an election campaign gathering but, in fact, the speaker is addressing all Pakistanis actually

It is a speech by the politician and party Chairman Imran Khan. He is addressing a gathering prior to election in 2013. The whole speech is a political discourse and the speaker is criticizing the previous government for its ill governess and practice of cronyism. He also proposes a clearer prospective political solution to the problems in the form of handing power to his own party which he claims to be corruption free.

Sample XII

(Source: The Nation, June 2, 2013)

Party in disarray: 'PML-N deals big blow...in Baluchistan' By Abdul Manan

In one fell swoop, the Pakistan Peoples Party (PPP) found itself virtually eliminated from Balochistan.

Twenty-two senior- and mid-level PPP leaders... jumped ship ...to join the opposition ...(PML-N). Lashkari Raisani, brother of disgraced ... chief minister Nawab Aslam Raisani ...the face of the PPP in the province... the PPP is left with two senior leaders: the party's provincial president Sadiq Umrani and general secretary Ayatullah Khan Durrani.

Raisani's conditions

Though Raisani refused to disclose his conditions, sources said the PML-N has agreed to give ...hand to award party tickets ...parliamentary elections... also been empowered to negotiate with disgruntled Baloch leaders and insurgents on behalf of the PML-N.

Nawaz laments 'Hazara genocide'

Welcoming Raisani into the PML-N ...Nawaz ... his party's position on the unabated targeted ... in Quetta and Karachi... at the PPP-led central government for its failure to stem the tide of sectarian violence in the country. From Khyber to Karachi, he said, Shia community members ... killed... rulers are busy looting... nation's money... Nawaz...Supreme Court ... ordered the dismantling of militant wings ... all political parties – but no one bothered ... court ruling. ... promised a terrorism-free Pakistan, if his party was voted to power.

Section A

I. Intertextual Analysis

1. Discourse representations. The web of voices in the report under discussion is quite complex and involves a number of people belonging to the upper crust. The most active voices in this news report that resound throughout is the voice of former provincial chief Nawbzada Lashkari Raisani who has switched party and joined newly elected government of PPP and the voice of Nawaz Shraif. The other twenty-two senior- and mid-level PPP leaders who followed his foot step are also present and perhaps share the same views. Last but not least the active voice of the newsman describing the situation in an indirect form for the most part. The voices of Nawbzada Lashkari Raisani and Nawaz Shraif could be clearly heard because they are very powerful and quite influential. The reporter has given them special importance by presenting them under two different heading which are : **Raisani's conditions** and **Nawaz laments 'Hazara genocide**. They become the mouthpieces of the rest of the persons. These two headings have what is called intertextuality because the readers cannot understand them until some more information is obtained from some other sources. Hence the web comprises voices that are very active and representing others which could not be directly heard. The term '**Hazara genocide**' refers to number of

victims and without consulting other sources the readers cannot understand it. Hazara community has been targeted many times in the past so Nawaz Sharif's words that he lamented their targeting are, in fact, not effective. Because after every attack the politicians use such words and practically do nothing. The reference of this genocide refers to the presence of intertextuality.

2. Generic analysis of discourse types. (i) Schematic view. This news report has a major headline which gives the crux of the news. It is clear that 'big blow' refers to the shocking information that a large group of important PPP leaders have been shifted to PML-N. The next minor headline reiterates what has been revealed in the headline that practically PPP has been eliminated in Balochistan. Later on the readers come to know that leaders of PPP switched the party since they were not satisfied with their previous party. The rest of paragraphs give some details of the major issues as it happens in most of the news reports. It ends with the conclusion that PML-N should be voted if terrorism-free Pakistan is needed.

(ii) Generic heterogeneity: sequential and embedded. Generic heterogeneity in this report has been analysed by identifying the purpose for which it is written. Journalese has to deal with a complex process of embodying social purpose which is covert as well as overt as Fairclough (1995) mentioned. Further more Journalism has a complex and contradictory function to perform. The purpose of this report is to inform how party leaders have changed allegiances to join hands with the current rulers. Hence it performs a covert function of journalism.

(iii) Generic heterogeneity: polyphonic. The language used is a mixture of formal and casual, moreover, some idioms have also been used. This mixture helps serve as a connecting bond between the discourse producer and the discourse receiver, especially an informal, conversational tone helps to establish intimacy and a close connection which can be used for sharing ideas and also for influencing and convincing the public. The reporter has also used euphemism while describing the situation for the 'disgraced Baloch politicians' whose relatives have some ties with banned organizations in Pakistan. The reference of banned organizations also shows presence of intertextuality in the text.

3. The analysis of discourses in texts. This is a political and journalistic discourse where the reporter is using words with shades of different meanings ,e.g., 'the face of PPP' and 'big blow' have as a metaphorical application which is a very prominent feature of this report. Such formations evoke a conversational or 'lifeworld'

version of authority-based discourse as described by Fairclough (1995). The line 'Party in disarray: 'PML-N deals big blow to PPP in Baluchistan' apparently echo official sources whereas the rest of the report has what Bruck (1989) termed as discourse of the state leaders. The second type is the dominant discourse in the subject report.

Section B

II. Linguistic Analysis

Table 28

Key Words & Phrases

Key Words & Phrases
big blow
sectarian killings
jump ship
uncertainty and despair
switching political parties
Pre-conditions
up-coming elections

(i) Cohesion. The above table display lexical choices made by the reporter and also the speaker in this case. They have created lexical linking in the subject report. Most of the words are formal and typically used by politicians. Basically this news is about the politicians who have been quite active members of PPP government and now left it, hence, the vocabulary has words and phrases like ' Pre-conditions' and ' Terms and conditions' resound throughout the report. Similarly 'jump ship', 'uncertainty and despair' and 'sectarian killings' are words and phrases with negative connotation. Switching parties is not considered to be a positive gesture and questions the loyalty of the politicians that when their own party is in trouble they just abandoned it and changed their party.

The news reporter has used words formed by attaching free and bound morphemes resulting in multisyllabic words and phrases such as parliamentary, nationalist, negotiations with nationalist parties, parliamentary elections. These are oftenly used systematic patterns and tendencies in political discourse

Table 29: References

References	Anaphora	Homophora
	Hazara genocide	Benazir's ideals PML-N Provincial Chief

The homophoric references refer to the late Prime Minister Benazir who was assassinated when she got back after exile. She wanted to have democracy in the country and run the democratic system which apparently refer to her ideals. The other reference is towards provincial chief minister Shahbaz Sharif who is known for his good governance which, in fact, just to hoodwink the simple citizens who are intrigued by his words. For many readers it would be necessary to know what actually Benazir's ideals were and for that they need some information about her that is missing here. That link with the other text(s) refers to the intertextual relations among them. The achievements by PML-N Provincial Chief are also not mentioned and leave the readers to go to some other texts and thereby indicate the presence of intertextuality.

(ii) Coherence. To understand this news report one should consider the socio-political background of the province of Balochistan which is a troubled area and has been deprived from its rights, hence, the politicians are not satisfied and there is a trust deficit among the politicians which is displayed in their shifting parties though this is not very unusual among politicians. The information which is needed to understand the overall situation of the province of Balochistan again takes us back to the presence of intertextuality. It helps the readers to connect different ideas and understand the crux of the matter. Hence this report has local coherence as the ideas are linked together. However it does not have much of global coherence in it.

Section C

III. Contextual Analysis

Table 30
Framework

a. Field	The news report under discussion deals with some politicians who have switched parties.
b. Tenor	The language used is formal and typical used in political discourse with traces of some lexical items showing vindictive attitude of party leaders.

c. Mode	It is a written report of a brief press conference, hence, it has been narrated the way news stories are narrated without following any chronological order.
---------	--

Switching parties is a common trend in Pakistani politics and some politician of PPP have swapped their party with the ruling party PML-N after it came into power by winning the controversial election of 1990. It seems that the politicians who have shifted their party have done it because of their personal issues and some kind of resentment with the members of previous party. The reporter has mentioned that swapping the party is not without conditions though they have not been disclosed. However it has been mentioned that Raisani had some issues with the distribution of tickets which itself explains that he wanted to given tickets to the persons of his choice and perhaps not on the basis of merit. This indicates that transparency and merit cannot be expected in this system which is corrupted to the core where cronyism is rampant everywhere.

Sample XIII

(Source: The Nation, July 4, 2013)

Corruption allegations

Ministry brushes aside reference against AGP

Finance ministry's response would determine ...formal proceedings...be initiated against auditor general

By: Shahbaz Rana

The finance ministry has brushed aside a reference filed against the Auditor General of Pakistan

... reference, forwarded by the Human Rights Cell of the Supreme Court, sought a response against Auditor General of Pakistan...Akhtar Buland Rana's alleged involvement in corruption. Filed by Sardar Abdul Azeem Shakir in the Supreme Judicial Council (SJC) and the Human Rights Cell, charges to those that former minister of state for information Syed Sumsam Bukhari had levelled against the AGP...the Human Rights Cell, which works under Chief Justice Iftikhar Muhammad Chaudhry's supervision, sought a response ... from the finance ministry against the reference, on which the ministry is yet to comment...the finance secretary's office was delaying a response due to unknown reasons. When contacted, the finance ministry did not comment on the issue. The ministry's response would

determine whether formal proceedings ought to be initiated in the SJC against Rana or ...reference will be returned.. Constitutionally, only the SJC can remove the auditor general. The council is headed by the chief justice along with two senior-most judges of the apex court and two Chief Justices of the provincial high courts. In September 2012, the complainant, Azeem Shakir, pleaded that the post of the AGP is of critical importance as it protects the public interest and safeguards public money. However, he alleged in the reference that 'the AGP is performing his duties in a manner that does not deem him worthy of holding the prestigious office.'

Section A

I. Intertextual Analysis

1. Discourse representations. The web of voices in this news report includes not only the individuals taking part in discourse but groups whose presence is mentioned but they are not directly speaking. It includes the Human Rights Cell of the Supreme Court, Chief Justice Iftikhar Muhammad Chaudhry, two judges who are not specified by their names and former minister of state for information Syed Sumsam Bukhari. All of them are high-profile figures and the subject discussed in this report is also high-profile. It deals with Auditor General of Pakistan Akhtar Buland Rana's corruption who evaded paying taxes. But a lot of information is missing from the report that he had ill-gotten wealth and stockpiled a personal fortune. The readers can infer that there were the cases against him but they do not know the details and why the cases against him filed by Human Right's Cell of the Supreme Court and former minister of state for information Syed Sumsam Bukhari were dismissed by the Chief Justice. The voice of Auditor General of Pakistan Akhtar is missing but his presence refers to the strong position he is enjoying in this rotten to the core system. There he overshadows even Chief Justice Iftikhar Muhammad Chaudhry who seems helpless to do anything against him and perhaps had to revoke the punishment he was supposed to give him.

The reader find a similarity between this case and that of another notorious person named Al Capone. 'Capitalism is the legitimate racket of the ruling class,' said the man (Al Capone) who believed that money made by the ruling class through illegal means was just fine. It was their birth right. After all, the ruling classes were above the law, said Al Capone, one of the most infamous American gangsters, the don

of the Chicago mafia, in the 1930s, during the Prohibition era. During which there was a nationwide ban on the production, importation, transportation, and sale of alcoholic beverages from 1920 to 1933. Besides these the voice of the reporter is present throughout the report. They are all intertwined into an intertextual relation and are difficult to separate. Here the news reporter has not criticized the court's decision directly but in a subtle way he has just mentioned that AGP is of critical importance, apex court and two Chief justices worthy of holding the prestigious office are to safeguard public money. What he means is that it is their duty to safeguard public money but here it seems that they are doing quite the reverse.

2. Generic analysis of discourse types. (i) Schematic view. This news report has a major headline (Ministry brushes aside reference against AGP) in the present form which gives the gist of the information shared and is followed by a minor headline. It adds some more relevant information to it. However, on top of the major headline there is a brief title saying 'Corruption allegations'. This implies that there are allegations and they make the subject of this report but later on the readers come to know that they were dismissed. The title and the major headline means that the allegations are brushed aside. However the minor headline tells that the ministry of finance has to decide what to do with the charges. This is strange because the case is in the Supreme Court but it is the Ministry that holds the power to decide what to do with the case. The lead paragraph reiterates the information given in the major headline. Then the satellite paragraphs narrate some more details and the wrap up paragraph ends the news abruptly by commenting on the inefficiency of the alleged AGP. The readers cannot understand this report unless they go to some other sources to find the missing information about the main accused. This refers to the presence of intertextuality that almost every text has links with the other texts and in order to understand the meaning those texts need to be consulted. Buland Akhtar Rana was the newly appointed AGP, as of August 2011 under the orders of the President Asif Ali Zardari. He was a dual national and had strong ties with then Prime Minister Yousaf Raza Gilani as well. That is why all the allegations against him were brushed aside and even the Chief Justice could not do anything against him. But this information is needed in order to understand why despite corruption charges AGP was acquitted and how come the ministry brushed aside the allegations against him.

(ii) *Generic Heterogeneity: sequential and embedded.* The purpose of this news report is to share information and also highlight the corruption rampant in government offices where the officials defy court orders and do not take any action against the corrupt mafia. The minor headline says that the 'The finance ministry has brushed aside...reference against AGP...forwarded by Human Rights'. This line is important and it orients the readers towards the news which discloses the fact that the corrupt mafia in the country is all powerful and above law.

(iii) *Generic heterogeneity: polyphonic.* This is a formal discourse and the language used throughout the report is also formal. The reporter has tried to distant himself from commenting on the situation for the most part. However the last sentence is quite important which speaks about the duties of the high profile judges and AGP. The purpose is to refer to the fact that it is their duty to safeguard the public money whereas unfortunately all they are doing is quite the reverse or perhaps it is the system which has made them toothless and they are helpless against the strong bureaucracy.

3. The analysis of discourses in the text. It is a journalistic discourse that represents the discourse of others. When building his/her discourse, the journalist has to decide whether to reveal or hide his/her sources and, if s/he goes to reveal them, how to turn the discourse produced by his/her sources in the discourse represented. Van Dijk (2008) observed that in the journalistic field, is especially relevant the study of how journalists compose their discourse from the discourses of their sources, taking decisions concerning how and why show or hide them. Much more than mere stylistic choices, this decision sheds light on the work of the journalist, that, consciously or not, writes his/her text under the impact or under the constraints of different (and divergent) economic, ethical, professional and social implications. Following the same tradition the writer of this report has used the words and expressions that are quite appropriate to suit the content of the report.

Section B

II. Linguistic Analysis

Table 31

Key Words & Phrases

Reference against AGP
Finance ministry
Formal proceedings
Delaying response
Corruption charges
Critical importance
The Human Rights Cell

(i) Cohesion. The lexical items in the tables above, for example, delaying response, corruption charges and brush aside provide insight into the most important affairs of the state being neglected by the concerned departments. These phrases have negative connotation. Similarly 'formal proceedings' and 'critical importance' are the phrases that have become cliches and for the readers they do not mean anything. These have been frequently used by the politicians in the past that they have lost their meanings. A review of the words in the above tables leaves the readers shocked by the indifferent attitude of the government department towards taking notice of the most important affairs of the state. However the reporter has used these words to create lexical linking in the text.

The use of references has also helped to link the ideas together to create cohesion in the report. Homophoric reference used in the report comprise AGP (Auditor General of Pakistan), SJC (Supreme Judicial Council) and 'the Human Rights Cell' which is a part of the Supreme Court.

(ii) Coherence. The underlying ideas in this news report are not very difficult to decode and a regular reader does not have much difficulty in understanding the crux of the report. The main accused in this story is AGP and similar charges on some other officials has been mentioned which refer to the fact that corrupt mafia in the country is all powerful and above law. They are not directly involved in corruption but are assisting the accused by acting upon delaying policy. Some of them are too influential to pressurize even the Chief Justice which is very sad. Despite some

missing information about the main accused the writer has successfully created global coherence in this report.

Section C

III. Contextual Analysis

Table 32
Framework

a. Field	The text is related to the field of politics and highlights the attitude of finance ministry because it is not paying any attention to the corruption reported.
b. Tenor	The speakers in this discourse have work relations and are not in close contact with each other. Similarly the reporter has used impersonal style to report the information..
c. Mode	The language used in this discourse is formal and the reporter has tried to be quite objective.

This news report is rather shocking as it deals with the corruption charges on a high profile official. All the important departments including the ministry of finance, Human Rights Cell, judges and even the Chief Justice seem to be helpless in doing anything against the accused. Rather they are providing assistance to him by delay tactics and then acquitting him of all the charges. The reporter has used formal language to compose this report that shows how the state machinery is paying no heed to cases of corruption especially finance ministry which is evident from the headline that gives the summary of the news.

Sample XIV

(Source: The Nation, July 10, 2013)

That ought...to reflect...the essence of a party. Can people distinguish ...will parties be able to motivate potential supporters,...cast ...

'The Manifesto mantra...'

In this special report, Dawn's...highlights the economic contents...more issue based debate.

By: Afshan Subohi

Karachi : Except for a miniscule minority... majority will cast vote...old loyalties to their clan, bradari...faith or creed... ideological confusion...on the basis of the

candidate ...educated urban elite... will decide to vote... economic contents, ensuring basic needs, employment for all...internal and external security ...election...key stakeholders in the hope of encouraging...anti-democratic forces...cynics watch in disbelief...first ever democratic transition...

Section A

I. Intertextual Analysis

1. Discourse representations. This news report starts with the speculation that probably only a miniscule minority will participate in the forth coming elections which are always won either on the basis of affiliation with old parties, loyalties with them or due to sharing similar faith or creed. It represents multiple voices but most of them are passive and are not participating directly. Among those who are present but not active are majority of Pakistanis including miniscule majority of educated elite. The readers come to know that apparently people are disillusioned due to the poor performance by the previous government especially the educated persons and it is likely that they would not cast their votes. Meanwhile the political parties are active with their manifesto making vows to serve the nation after winning the elections. On the other hand many people think that they lack the 'road map of economic growth'. The active voice of the news reporter who is the mouth piece of the 'Dawn's economic team' highlights the key issues of the three key stakeholders in the election. The news reporter Ms Afshan Subohi is of the view that all the parties present very vague pictures of economic policies that are not sufficient to meet the needs of the general public. However she tells the readers about the consequences of dictatorship in the past. Hence the subjectivity of the reporter is evident and she is rather encouraging people to cast their votes.

2. Generic analysis of discourse types. (i) Schematic view. The main headline is sandwiched between two minor headlines (*displayed in data above*) and gives the crux of the report. Five main issues to be resolved by each of the three parties selected for this report have been identified and presented in the form of a table. They are related to the basic needs, employment, security and the like. These issues are almost the same but every party has a different priority list. This presentation makes it easy for the readers to compare and contrast the priorities set by different parties. Then there are satellite paragraphs but the report does not have the

wrap up para and in the absence of lead and concluding paragraphs it does not follow the format of 'schematic view' completely.

(ii) Generic heterogeneity: sequential and embedded. This report has a social purpose to perform which is quite overt to a great extent. That purpose is to share with the readers apprehension about the forth coming elections that a majority of the voters are likely to cast their votes based on their loyalties towards the old parties because they have some kind of connection with them. This may be based on religion, caste or creed and the news reporter is revealing this information to educate the readers about the consequences of the forth coming elections by exposing mindset of the general public. That if they do not change their old mindset and chose the right candidate the results of the elections would not be different. At the same time this news report shows some personal biases and emotions of the reporter who does not have much of appreciation for any of the manifesto under discussion.

(iii) Generic heterogeneity: polyphonic. The style of this report shows a mixture of formal and literary style. The tone adopted by the writer seems to be a bit ironic like 'the cynics in this country are watching in ...' and 'chances of economic roadmap...are slim'. The overall impression is that of pessimism. This type of style can only cause despair among people and they would not trust any politician and perhaps would decide not to cast vote for any party. Hence it would definitely affect their ideological understanding about different parties. At the same time this extremely critical style by the writer of this report may be to display objectivity by avoiding any positive comments that would give the impression that the writer is either biased or have any association with a certain party.

3. The analysis of discourses in the text. The headline 'The manifesto mantra' shows a congruent application of discourse which is a type identified by Halliday (1985). The wording of this headline is a little harsh which has been used to discuss a serious subject matter in the report. However such sensational lines are mostly catchy and almost instantly grabs the attention of the readers. The text also has traces of Marxist discourse in it displayed by different parties as the expressions ' economic contents, ensuring basic needs, employment for all' manifest in the form of their manifestoes.

Section B

II. Linguistic Analysis

Table 33

Key Words & Phrases

Identity
Ideological confusion
Undependable
Unsustainable
Anti-democratic
Ideological basis
Dictatorship
Hot seat
Urban elite

(i) Cohesion. In the expressions like 'ideological confusion, undependable, unsustainable, anti-democratic' there is an ideological manifestation of meanings associated with dictatorship that are 'enormous' and 'deeply interlinked'. Such choices trigger a negative meaning associated with dictatorship. The public should know these and elect a true democratic government. Then the selection of lexicon like 'hot seat' depicts some 'ideological trait of power and powerfulness' that is being affiliated with the man who is in top position. The above tables display a tendency to address 'urban elite' to chose the right candidate to vote. Although urban elite is already much more informed than the rural counterpart, the report hardly mentions them. Intertextuality manifests itself when the word 'dictatorship' is used because it has a long history that could not be understood without a through knowledge of the era of dictatorship in Pakistan.

A lot of lexical items used have free and bound morphemes which may be the choice of the writer of this report but this practice is not very uncommon. Stakeholder, anti-democratic and re-distribution are some of the compound words used in this report and most of them have a negative connotation.

The homophoric references refer to three major political parties of Pakistan and the readers are familiar with them. These are the most popular and major political parties in Pakistan. The first two have been in power in the past and have corruption

charges on their leaders. However, PTI has not been in power so far and does not have any corruption charges. Hence the lexical linking and references used in this report has helped in creating cohesion among the sentences which has created connection among the ideas presented here.

(ii) Coherence. Coherence is a transfer of ideas from writer's mind to the reader within text in order to give an orderly progress from the beginning to the end. The writer has displayed these ideas in the form of a table where the readers can easily understand them. The purpose of this report is to compare manifestos of different parties to analyze what they are offering so that people choose candidates of their own choice. The ideas presented seem to have links and help readers to understand the crux of the news item. At the same time the writer has used the phrase 'cynics watch in disbelief' which refers to them who do not believe that the elections would take place in time. Hence the positive image of those who believe as Van Dijk (1995) describes 'Us' has been very precisely contrasted with 'them' or others. Word choice and sentence and paragraph structure influence the readers' understanding and in this report they have been used effectively to create local and global understanding of the written text.

Section C

III. Contextual Analysis

Table 34
Framework

a. Field	This text deals with the analysis of manifesto of three major political parties.
b. Tenor	The writer has adopted a formal tone and seems to be objective.
c. Mode	It is a written text.

This is a report that is written when the whole nation is expecting new elections to take place. Despite the difficult circumstances the previous government managed to complete its term. The pre-election campaign by different parties is on the peak. Hence the current report is about the manifestos of different parties with a purpose of informing people of the motives of their parties by analyzing their political agenda. At the same time the writer has expressed apprehension that some people do not believe that the elections will take place in time. However in a subtle way the

writer has urged people to vote and become the part of a democratic process which is much better than dictatorship.

Sample XV

(Source: The Nation, Aug 30, 2013)

By: Tahir Mehdi

An overview of 1990 general elections

The game gets dirtier

Gen Ziaul Haq's one-line addition to Article 58...1973 Constitution...empowered the President to dismiss govt...Article 58(2b) ...used twice...President Ghulam Ishaq Khan...dismissed beleaguered Benazir's government...Operation Midnight Jackal...horse-trading and shifting party loyalties...harsh military establishment...Asghar Khan's Tehreek-i-Istaqlal... Tehreek-i-Nafaz-i-Fiqah-i-Jafria... Gen (R) Aslam Baig and Gen(R) Asad Durrani acted in violation ...doled out money...loyalties of military establishment...manipulation of results...no seat were reserved for women...hah to wait till 2002...return of these seats... **end to the Cold War.**

Section A

I. Intertextual Analysis

1. Discourse representations. This news report is an overview of 1990 general election when the outgoing (Pakistan People's Party) lost the elections. In the previous elections this party was the winner but due to allegations of lawlessness and corruptions it could not complete its tenure. The report under discussion has a host of voices that form 'web of voices' including movers and shakers of 1990 general election and the political players. There is only one voice that is actively participating and that is the voice of the reporter 'Tahir Mehdi' the rest of them are passive. They are: Gen. Ziaul Haq, Gen. Aslam Baig, Asad Durani and President Ghulam Ishaq Khan. The trio from the aforementioned names except Gen. Ziaul Haq accepted funds from Mr.Younas Habib to ensure victory in elections against PPP. Gen Ziaul Haq is not speaking but his one line addition to Article 58 (2b) is there to speak for itself (*shown above in data*). That is the most powerful line which empowered the President to dissolve the assembly when he found a lot of irregularities and mismanagement, and it was used twice to dismiss the government.

2. Generic analysis of discourse types. (i) Schematic view. The minor headline appears on top of the major headline ('The game gets dirtier') in this news report and gives the crux of it. Both head lines are brief, catchy and engaging starting with gen Zia's one line addition to the original constitution of 1990 which empowered the president of Pakistan to change the government by taking action. This is disclosed in the first paragraph which is the 'lead' while the rest of twelve satellite paragraphs unfold other details and the last one ends with an idea of breaking glass ceiling by giving reserve seats in assembly to women. In this way the news reporter has followed the conventional format for a news report.

(ii) Generic heterogeneity: sequential and embedded. This report has a combination of overt and covert social purpose as it describes how the results of election were manipulated, and what role the establishment played in that. The readers come to know that 'the Article 58(2b) was put to use twice in a little over a two-year period' and it dismissed two governments. However they do not know what exactly was the afore-mentioned article which helped to topple the elected government quite easily. Similarly while discussing the geopolitical situation that was at a historic juncture the writer has used the reference of 'the Cold War'. Then there are issues like 'Asghar Khan's Tehreek-i-Istaqlal' and 'Tehreek-i-Nafaz-i-Fiqah-i-Jafria'. However the readers do not know about them. Hence this article is replete with intertextuality and in order to comprehend it fully the readers need some more information from other texts.

(iii) Generic heterogeneity: polyphonic. After having read this news report one realizes that it has quality of narrative discourse as the past events have been narrated and discussed. Media discourse has a great proportion of narratives due to the fact that journalists have to report whatever happened earlier and they do not just 'recount events' but interpret and explain them too. For doing this they use narration most of the time and while analyzing narration one has to consider the actual story/news and its chronological order and how the news reporter reported it. These things are important and contribute to the overall meaning of the news being reported. This process refers to discursive practice which according to Fairclough (1995) means how a 'text' is interpreted, received and what social effect it will have. Therefore, journalists present a story with a 'multiplicity of purpose' and its presentation or discourse 'adds meaning to it'. Meanings could be changed and a lot could be added into it through presentation in a certain way. Here this report seems to present PPP

government as innocent and unaware of the manipulation of the election results which would change the public perception and affect their decision while casting their votes in the forthcoming elections.

3. The analysis of discourses in the text. After going through this report one finds elements of liberal discourse especially the last paragraph is about 'breaking glass ceiling' which means to give women right to content in elections on reserved seats. The rest of it shows expository writing. The readers are informed that 'Ms Bhutto found herself at the rough end of a harsh military establishment'. In this way she was seen as a victim of the president's high-handedness which arouses public sympathy for Ms Bhutto. The PPP's return would have been disastrous for the military establishment, and thus the game got dirtier. A lot of manipulation starts against her. The line 'Yet doling out illegal money to the favourites of the military establishment is just half the story' clearly manifests how the shenanigan was materialized to ensure the desired results. Another measure taken was that the 'process of compiling and announcing results was centralised and there was no crosscheck that a party could run to verify them'. This line reveals how the results were manipulated by taking hold of all the 'stationwise results'.

Section B

II. Linguistic Analysis

(i) Cohesion. The game gets dirtier refers to the game of getting money to manipulate and influence the election results in 1990. This report gives shocking facts about the shenanigans in the power corridors of the country where many high officials are reportedly involved in orchestrating the results of election 1990 in Pakistan.

Table 35

Key Words & Phrases

beleaguered set-up
dislodge the PPP government
horse-trading
military establishment

This is a very comprehensive report which is exposing some shocking facts to the readers. The subject of this report is to expose the dirty and shady deals that were made to manipulate the results of 1990 general elections. The reporter has used

phrases like 'horse-trading', 'dole-out money and ' dislodge the PPP government to describe the state of affairs. All of them have a negative connotation. The expression 'horse-trading' refers to the candidates who swap their parties after accepting money from the other party. Although this expression is not very uncommon it might not be clear to some of the novice readers because of the missing link or the deeper meaning it carries, hence it manifests intertextuality. Similarly the 'harsh military establishment' and 'one-line agenda' are not clear to the reader unless he/she figures out their complete meaning by referring to some other sources. Unfortunately elections in Pakistan are always controversial and the parties always blame one another for rigging the elections. In such circumstances any government would find it difficult to sustain and work effectively so the expression **'the beleaguered government' has been used to refer to Benazir's government.**

The data displays that none of the conjunctions has been used as the writer hops from one subject (facts about the dirty deals) to another, however, the absence of these signals does not create any problem in understanding its main ideas. The news reporter has used lexical linking within the text to create cohesion. For example, the expression 'Benazir's government was dislodged...' and then the words 'ouster' and 'thwart' have been used.

Table 36
References

References	Anaphora
	President Ghulam Ishaq Khan
	Operation Mid-night Jackal
	Article 58 (b)

The writer/speaker of this report has achieved cohesion by explicit features like anaphoric references. There are a lot of references used in this report which are necessary to understand it fully and without their knowledge it is not possible for the readers to understand the ideas given in it. Intertextuality manifests itself in the form of expressions like Operation Mid-night Jackal and Article 58(b). The first one refers to failed attempt to dislodge Ms Benazir and shift loyalties. Article 7 (b) refers to one line addition to the original constitution of 1974 that empowered the president of Pakistan to use his powers when and if required to dissolve assembly, hence, removing the prime minister from his/her office. This was used twice in the history of

this country to remove PPP government. This powerful line in constitution was added by Gen Ziaul Haq and it remained quite controversial. President Ghulam Ishaq used it against Ms Benazir in 1990. These are references pointing towards past so they are anaphoric references.

Linguistic features like use of words which are either compounds or have inflections is a regular feature of journalism and this has been done here quite successfully. Some of the rhyming words like empowerment, government, impatient, establishment have been used in this report. The 'horse-trading' and 'shifting party loyalties' has been attributed to be arranged by one of the most prestigious institutions in the country which is the army. The military establishment has been termed as harsh and here we find the element of otherness as suggested by Van Dijk. All good qualities are associated with 'Us' and all bad qualities with 'Them'. The politicians have been included in 'Them' with all the negative traits. It can be easily seen by the use of negative words like disastrous and illegal. The data displays that the most frequently used device for cohesion within this text is lexical linking which describes the shenanigans by the key 'political players' to maneuver the results of elections.

(ii) Coherence. The phrases like 'horse-trading', 'dole-out money and ' dislodge the PPP government have been used to describe the state of affairs in the power corridors of the country. These expressions have negative connotation and help the readers to get global coherence as these are linked with the title of this report which is 'The game gets dirtier'. This is an overview of elections 1990 and the reporter has educated the readers about the results of the subject elections by explaining how they were manipulated and managed by the high officials involved in them. All the ideas are well presented in this report and the writer has successfully created local as well as global coherence in this report.

Section C

III. Contextual Analysis

Table 37
Framework

a. Field	This report is about maneuvering the results of elections with a reference to election in Pakistan in 1990.
b. Tenor	The diction used shows that it is a journalistic discourse.
c. Mode	Written.

This news report is about the beleaguered government of PPP when Ms Bhutto faced problems and favorites of military establishment were doled out money to bend the results of elections. It becomes important because it appears before the new elections and it has opened up a new Pandora box. Its consequences would be to give rise to more conspiracy theories about the powerful institution like military establishment. However the readers would like to know if the revelations are true or otherwise and what should be the future of those important officials involved in this big scam.

Sample XVI

(Source: Daily Times, May 10, 2013)

PML-N has all it takes to prosper

Shahbaz says corruption...unforgettable 'gifts' of Centre...PML-N will remove darkness...problems confronting country

LAHORE: Punjab Chief Minister Shahbaz Sharif has said...PPP caused all problems...PML-N will solve all problems. CM said rulers of Islamabad were shamelessly engaged in corruption...Punjab government has promoted a corruption free culture...province..he is ready for punishment if a single penny...government made excellent economic projects...nuclear power...Pakistan came into being after a historic struggle...by Quaid-e-Azam ...his government would provide basic facilities...solve problem of electricity... democracy will prevail...

Section A

I. Intertextual Analysis

1. Discourse representations. Discourse representation in this newspaper report were detected through finding web of voices. First of all, it has the speaker Punjab Chief Minister Shahbaz Sharif (refer to data above) who is actually addressing a gathering, however, the whole report has been in an indirect narration which means intervention by the newsman at every step. It manifests the presence of what Fairclough (1995) called constitutive intertextuality. Hence it is not clear who is saying that and there is a possibility that the actual words were used by the speaker might have been altered. Secondly, certain voices are present here but they are silent and not actually participating in the conversation. Among those are: the silent addressees and our dynamic leader the Quaid-e-Azam. His presence is quite significant. The speaker refers to his historic struggle while creating Pakistan and

links it to his own party PML-N. Muslim League was the party of the Quaid-e-Azam. PML-N is namesake of the Quaid's party, nevertheless, they do not have anything common. That party had certain ideology and on the basis of that Pakistan was created. PML-N has no such ideology but they try to refer to the Quaid's party and misguide people by trying to prove that this party is the same party that created Pakistan. The naïve public is convinced and buys this argument due to emotional attachment with the Quaid-e-Azam. In this way their ideological understanding is affected by the skillful politicians who use their rhetorics to pacify their voters when and where required. Hence two voices that are inseparable and are the active voices are those of the speaker of this discourse and the reporter who penned it down.

2. Generic analysis of discourse types. (i) Schematic view. The major headline here plays an important role by portraying a favorable image of PML-N especially the use of an idiom makes it sound very positive. 'PML-N has all it takes to prosper' shows typical way of a journalist trying to build a positive image of a political party. Then there is a minor headline that is quite comprehensive and it gives the crux of the news report. The satellite paragraphs are arranged to elaborate the contents of the minor headline. The last paragraph which according to Fairclough (1995) is the wrap up paragraph does not give a recap here but ends with the speaker making vows to bring positive changes in the country by punishing 'the thieves'. In this way the newsreporter has followed the conventional style of presentation of a report to a great extent.

(ii) Generic heterogeneity: sequential and embedded. The speaker tries to make this speech sound as a discourse with a social purpose but it is clearly a political discourse with a purpose to convince the audience that only he has got best skills of a good leader and they should trust him. However, the whole text is in an indirect version which makes it difficult to identify where the reporter intervenes and intentionally or unintentionally changes the meanings. In the words of Fairclough (1995) in such situation intertextuality works at its best. Hence it displays the presence of 'constitutive intertextuality' in the report under discussion.

(iii) Generic heterogeneity: polyphonic. The language used in this text is a mixture of formal and informal as the speaker is using some very crude and a bit rough words with no euphemisms like he says 'we will drag the previous corrupt rulers in the street' and uses some swear words not worthy of using at a formal gathering. The element of otherness is quite obvious when the speaker says that 'the

rulers of Islamabad were shamelessly engaged in corruption' and 'Punjab government has promoted a corruption free culture'. Corruption has been attributed to all the rulers of Islamabad whereas the province where he himself worked as the Chief Minister has been called 'corruption free'. In this way he is making a sweeping statement by accusing the ruler of Islamabad and also creating a polarization between them and the rulers of the Punjab. There is a strong sense of what Van Dijk (1996) called 'In-group'. He flaunts his own achievements by mentioning 'excellent economic projects' such as 'nuclear power...'

3. The analysis of discourses in the text. Despite the use of informal language there are elements of 'liberal discourse' which is the dominant political ideology in Europe and America. Liberty is a concept that has its roots in the philosophy of John Locke and it aspires to get 'freedom from undue or oppressive restraints on a person's actions, thoughts or beliefs imposed by the state' and provide basic facilities to its subjects. This is evident from the expression where he promises that the 'government would provide the basic facilities' and 'solve problem of electricity' which had plagued the lives of the citizens. Especially the last line that 'democracy will prevail' seems to be very important and pertinent. The general public is very excited to hear these words. However, the reality is that most of them are not even aware of the meanings of democracy. The skillful politicians use this term mostly to deceive people who think that their problems will be solved overnight due to 'democracy'. They are unaware of the real motive of these politicians who hoodwink them by using such terms to affect their understanding only to get their votes.

Section B

II. Linguistic Analysis

Table 38

Key Words and Phrases

Ruthless Corruption
Price hike
Historic struggle
Free election
Corruption free culture
Basic facilities

National responsibility
Merit based appointments

(i) Cohesion. The reporter has used lexical items that have created a sense of cohesion within the text. The table of key words shows that this discourse deals with the criticism of the former government and a promise to form a corruption free culture by claiming that PML-N has 'all it takes to prosper'. The lexical choices by the speaker/writer have strong relationship between the ideology they represent. The speaker wants to vanquish the power crises by using his own self-proclaimed managerial skills and applying 'excellent economic policies'. The economy is getting adversely affected by the policies of the incompetent predecessors he adds. The speaker condemns the 'massive price hike' which is a negative indicator and promises that he would have 'merit based appointments' by introducing meritocracy. Moreover he challenges the ruling elites by claiming that he himself has not embezzled a single penny while holding a public office. In doing so the speaker seems quite impressive and convincing. However the reality is quite the reverse as he himself has been in government so he is equally responsible for the flawed policies of the previous government.

In order to create a lexical linking within the text another cohesive device employed by the news reporter is the use of pronouns. The only pronoun used is 'he' which is personal and it has been used frequently to refer to the speaker whose words are reported in an indirect speech this is one of the manifestations of intertextuality. In this report 'would' is the most common modal verb used. There are a few conditional sentence used in this discourse which are 'If the destiny of the country was change then PML-N should come in power' and secondly 'If corruption of a single penny is proved against him, he would leave politics for good'. The purpose of using them is to reiterate that he should be selected in the new elections. The adverbial of time refers to the time of the creation of this country and the speakers regrets that during this period no sincere efforts have been made for the improvement of the country. Moreover, it has been looted shamelessly. The readers are bewildered that how a person can make such comments who himself was in power for so long and did not do anything for the improvement of the system when he had a chance to do it.

The speaker has used a number of homophoric references during his speech which is part of his rhetorical strategy. This is to impress the audiences and then he

gets very bitter by calling NAB a puppet by not catching the thieves (meaning corrupt politicians). Although he himself is accused of being guilty by the general public and he does not have the image of a clean politician. The public perception is that he does not mean what he says. Then he talks about the Quaid-e-Azam and the creation of Pakistan which is only to appease the listeners. These references clearly indicate the manifestation of intertextuality in the text. These are brought into the conversation by the speaker because people have emotional attachment with them and can do anything for them.

Multi-syllabic lexical items with either free or bound morphemes have been used. Some of such words are: appointments, shamelessly, corruption, punishment. These words are commonly used in almost every political discourse. Moreover there repetition and rhyming has helped to create lexical linking in the text.

(ii) Coherence. Syntactic choices made by the speaker/reporter are ideologically motivated and help readers understand what underlying ideas have been presented in this report. The speaker wants to prove his own innocence by claiming to have set records of good governance in his province 'Punjab' in his previous term as the Chief Minister. The ideas are linked and the listeners/readers do not have much of problem in understanding them. Hence the reporter has successfully created local and global coherence in the text.

Section C

III. Contextual Analysis

Table 39
Framework

a. Field	This text is about the alleged corruption by the previous government and its field is politics.
b. Tenor	The speaker seems to be quite excited by speaking out against his predecessors in front of the audiences who are silent and not participating in the discourse.
c. Mode	The text is written form of an address made in front of audiences present at the annual conference of Naziria-e-pakistan Trust. In fact, the reporter is reporting it is written form.

The speaker goes overboard and at the annual conference of Naziria-e-Pakistan Trust he does not say a word about the purpose of holding that function but

starts back lashing and utters words and phrases that could be even considered as swear words. Moreover he praises his own performance as a chief minister by claiming to be a champion of good governance. There is an element of otherness as the speaker attributes all good qualities to himself and all bad ones to his counterparts. There is a bit of hate speech in sort of extremist views expressed as 'rulers of Islamabad were shamelessly engaged in corruption' and that 'corruption is unforgattable gift'. But he lacks credibility and sincerity as he has had the chance to be in power for many years and did not do anything to prove his claims right.

Sample XVII

(Source: Daily Times, June 11, 2013)

Blasphemy issue: MPs for action against false accusers

By: Asim Qadeer Rana

ISLAMABAD: Members of the Senate Standing Committee on National Harmony...stressed...leveling...allegations in blasphemy law...legal consequences...country's laws...members were attending...briefing on...Badami Bagh tragedy...improve law...abuse and misuse of blasphemy law...Joseph Colony...180 Christian families were living...a mob attacked...set the area on fire...vandalized the property of all inhabitants...committee..attended by Senators Khalida Perveen, Amar Jeet, Kamran Michael and Heman Das.

Section A

I. Intertextual Analysis

1. Discourse representations. This report is about one of the most tragic incidents in the recent history where an angry mob attacked a Christian colony and set it ablaze. The host of voices included in this news report are mostly passive who are not directly participating in the discourse. They are the innocent people who were the victims of mob lynching and they are silent. Among others who are not so passive are the 'members of the Senate Standing Committee' and a few of them have been specified by their names (*as the above data shows*). The message sent by them seems to be just a routine matter and not more than a cliché that anyone who will falsely accuse anybody of committing a blasphemous act will face the consequences. Throughout the report indirect narration has been maintained. There is a mention of

the victims of the tragic incident of 'Badami Bagh' and it is not difficult to identify the most prominent voice of the news reporter 'Asim Qadeer Rana'.

2. Generic analysis of discourse types (i) Schematic view. The main headline is short and specific about the subject of the news item and there is no minor headline. The 'lead paragraph' starts with apparently strong message by 'members of the Senate Standing Committee sent a msg...'. The satellite paragraphs elaborate it and add details of the incident that triggered this action on part of the government and the backdrop of a few such other incidents. There is no 'wrap up' paragraph and the report ends abruptly by merely mentioning the names of four Senators who were among the participants of the meeting. The report deals with a very serious and sensitive issue of blasphemy law which reportedly has some potentially conflicting and integrative interests and values. However the Senators who should have been involved to resolve the issues and lacunae in the blasphemy law by making necessary amendments seem to have a laid-back attitude. After reading this report one gets the idea that they have attended the meeting as a routine matter but did not do anything practically. In fact, this issue is very sensitive and in the name of religion some religious scholars and pseudointellectuals have misguided people in the past by creating confusion instead of agreeing on principles. There are different schools of thought and there are many sects as well. That is why they do not seem to agree and nobody discusses such issues openly. Like many other cases in the past this too remains unresolved and the matter is hushed up. In this way, the readers find connection of this incident with other such incidents which shows an intertextual relation among them.

(ii) Generic heterogeneity: sequential and embedded. The purpose of this news report is to inform that the government has taken action after the tragic incident at 'Badami Bagh, Lahore'. But it is, in fact, only words and no action as this meeting behind closed doors like many other such meeting in the past ends with no tangible results. Thus the matter is hushed up after some time. The element of otherness is very strong here that all good qualities are attributed to us and all negative qualities are for 'them'. This manifests the polarization in the society and the indifferent attitude by the high-ups.

(iii) Generic heterogeneity: polyphonic. The language used here is formal as commonly used in mass communication with a serious tone and it gives insight about the tragic incident reported in it. The style and language seem appropriate to achieve

communicative purpose. The reporter has adopted a serious tone and an objective style and has kept himself distant by not expressing his personal views.

3. The analysis of discourses in the text. After going through this news report one finds two types of 'genres' mixed together and they are 'descriptive and narrative discourse'. But for the most part the generic form of discourse used here is 'narrative discourse' as it narrates past events which are the tragic incidents caused on the basis of alleged 'blasphemous acts' committed by certain people. Considering the context of the situation it seems to be the right choice on part of the reporter. This report is not different from any other report in which the government officials talk about 'the serious consequences' for the offenders who broke the law and also the 'legal consequences' but actually these expressions have become cliché. Dijk (1991) wrote about racialism in discourse and his work helps to understand how racist ideologies are generated by the 'racist elites'. In the report under discussion there are some elements of the ideology by the 'racist elites' though they are not stated directly which refers to the complex nature of ideology itself. It is the indifferent attitude of the elites towards the other race in this case which is a way to control them in a group as Dijk (1990) mentions in his book 'Racism and the Press'. More specifically he writes that the effective way to control people is to control their attitudes in groups.

Section B

II. Linguistic Analysis

(i) Cohesion. The news reporter has achieved lexical linking in the text by using appropriate words. The lexical items used in the headline (Blasphemy issue: MPs for action against false accusers) attracts the readers to read the whole news report but at the end they find the headline quite paradoxical to the rest of the news item when it abruptly ends ('the meeting was attended by the ... by Senators Khalida Perveen, Amar Jeet, Kamran Michael and Heman Das'). Hence to the disappointment of the readers the meeting ends without making any decision. At first it seems that the MPs have taken some action against the accusers of the blasphemy issue of Badami Bagh. However the same words like 'stressed...leveling ...allegations in blasphemy law' have been used which create the element of cohesion in the text but it leaves the readers disappointed at the end that the government does not seem to be serious enough to actually resolve the issue.

Table 40
Key Words & Phrases

Blasphemy issue & law
Abuse of law
Legal consequences
Tragic incident
Misuse of law
Christians colony

The most common adjectives used in this report are negative, for example, false allegations, blasphemous act. Such words are very common and used when people do not agree with others and blame them to have committed blasphemous acts but they just incite others which only does more harm and nothing good comes out of it. Hence the discourse used here is replete with phrases like 'blasphemy law', 'legal consequences', 'abuse of law' and 'tragic incident'. It sounds like 'official discourse' of law.

The most common pronouns are demonstrative, reflexive and indefinite. The frequently used auxiliaries to describe the whole situation are 'is/are' and then 'would' and 'should' appear. The use of 'would' shows lack of certainty and commitment on government's part and 'should' specifies something which is required. This report is primarily concerned with the tragic incident that occurred at Badami Bagh, Lahore which is a Christian colony. The time is early morning on March, 2013. The tone used is quite serious and no adverbs of manner have been used to describe the situation.

Homophoric reference that has been used is the tragic incident of Badami Bagh when people set the whole Christian colony to fire on false charges of blasphemy. In retrospective it refers to other such events in the past (hence the presence of intertextuality) where innocent people were punished by angry mobs on false accusations and nothing happened. The criminals were not brought to justice in most of the cases and no precedent was set to stop such incidents in future.

In the report, no compound words have been used only three free morphemes have been used with which bound morphemes attach themselves to form lexical items like 'blasphemous, action and improvement'. The blasphemy law needs to be improved and action is needed from the government. However, the rest of the report shows words and words and no action. The readers only get information about the

intolerent attitude of the public and their irrational decisions by taking the matters in their hands. The state seems to be helpless as the matters are in the hands of the angry mob who decides to punish as and when required without involving any state institution like police or court.

(ii) Coherence. The text of this report has underlying ideas that link together and refer to other such incidents in the past (presence of intertextuality) that creates global coherence. Basically it refers to tragic incidents in the past where people reacted irrationally and committed violence by blaming others of committing blasphemy and punishing them by either killing them on the spot or setting their houses on fire. Hence in the presence of clear linguistic signals discussed above and by linking it to such other events in the past the writer of this report has created an element of local as well as global coherence in this text.

Section C

III. Contextual Analysis

Table 41: Framework

a. Field	It deals with an important issue of 'blasphemy' that has caused many tragic incidents in the past and it involves politics.
b. Tenor	The role of the participants is passive except the news reporter who has used indirect form of narration throughout.
c. Mode	Written text

The news report under discussion deals with the information about a meeting attended by members of senate regarding a tragic incident in which the whole Christian colony in Lahore was torched on the suspicion of blasphemy. The reporter has used indirect form of speech to narrate the whole event which refers to the presence of constitutive intertextuality. Besides this he insinuates towards such other incidents in the past but unfortunately nothing happens at the end and the meeting ends without any results.

Sample XVIII

(Source: Daily Times, July 10, 2013)

Sethi stresses Ulema role for interfaith harmony

By: Staff Reporter

LAHORE: Punjab Chief Minister Najam Sethi...Ulemah and Mushaikh...playing a vital role...promotion of peace...ensuring forbearance...religious coexistence...expressed these views...to Chairman Ulema and Mushaikh Council...Islami Ideology Council...responsible for inter-faith harmony ...country...Caretaker CM... holding of free and fair elections... Pakistan was facing the problems of terrorism...maintenance of Peace was essential...peace and tranquility... Chairman PUMC congratulated him for his selection as CM and wished holding of free and fair elections...ensure ...transparent and impartial elections.

Section A

I. Intertextual Analysis

1. Discourse representations. This discourse presents 'web of voices' including Chief Minister of Punjab the most active and vocal person here who is involved in a dialogue. This dialogue is about two most important issues faced by Pakistan which are terrorism and lack of inter-faith harmony. These two bring to mind a lot of incidents that took place in the past (intertextuality) and almost all of them were horrific like a nightmare. Apart from CM there is a Chairman of religious council who congratulated him towards the end. Islami Ideology Council is responsible for creating inter-faith harmony among different sects but unfortunately it is not doing its job seriously. This is evident from the tragical incident being discussed in the subject report and all such other events. However there is a lack of seriousness and will on the part of the CM and the Chairman to discuss such serious issues. Nothing serious and tangible comes out of this meeting but the persons involved simply praise each other and try to display their loyalty towards the government in carrying out certain policies. In fact, it is only a lip service and an eye wash just for the sake of political point-scoring which is a worrying trend in politics. Lastly the voice of the reporter of this news who is unspecified and maintained an indirect narration is significant.

2. Generic analysis of discourse types (i) Schematic view. This news report has a major headline which is like any other typical headline set in the present tense. The lexical items that strikes the readers are 'interfaith harmony' which is perhaps the most important issue and needs to be on the top of the government policies. There is no minor headline but the lead paragraph opens up the news report with the need to create 'harmony among religious sects' which is perhaps one of the most sought after

but neglected issues. Satellite paragraphs add some information to it but the speaker keeps on repeating the holding of fair and transparent elections. Therefore he makes religion a political issue because he is trying to show his loyalty to the government who selected him as Chief Minister without having any prior experience. The report also ends by reiterating the holding of elections on time. Finally it can be observed that the report follows a typical format of news report to a great extent.

(ii) Generic heterogeneity: sequential and embedded. This text has multiple functions to perform such as to urge Islamic and religious scholars to bridge the gap between different religious schools of thought which in the present scenario has become the need of the hour. Apart from that the speaker wants to form his own positive image as he is just a caretaker minister and wants to please his own masters. Therefore he avoids confrontation or criticism of any kind.

(iii) Generic heterogeneity: polyphonic. Since this is newspaper report its language is formal and impersonal. The CM is having a meeting with religious scholars and members of Islamic Ideology Council about their role in promotion of peace and harmony. Hence, he weighs and chooses his words with great deliberation so as not to offend anyone.

3. The analysis of discourses in texts. This report is an example of Marxist discourse. According to Marx, the ruling class has power is converted into 'political power' by controlling the machinery of the government and 'ideological power' by taking control of how people think and this involves language control. This discourse displays how scholars are encouraged to control people though apparently the words used are peace and harmony among people.

Section B

II. Linguistic Analysis

Table 42

Key Words & Phrases

Islamic ideology
holding of peaceful elections
Brotherhood
religious harmony
interfaith harmony

(i) Cohesion. This news report is about a meeting that was presided by the newly elected Chief Minister of Punjab in the care taker set up and the participants comprise 'Ulema and Mushaikh'. It is obvious by the headline 'Sethi stresses Ulema role for interfaith harmony' that some serious subject has been discussed. The speaker as well as the writer of this report are careful in choosing their words. The reporter has created cohesion by carefully selecting the words and phrases like 'promotion of peace', 'maintenance of peace and harmony was essential' and the sentence that 'Ulema are playing a vital role in promotion of peace'. The writer/reporter has hardly used any conjunctions and relied upon 'lexical linking' in order to create cohesion in the text. Since the agenda /subject of the meeting/discourse is of a sensitive nature and religious scholars are involved and perhaps to avoid any complication the speaker has not even used any references from the past. He seems to be obsessed with the idea of fair elections and this mantra gives rise to suspicion about his own role in it. Does he actually want fair elections? Is he serious enough about the Ulema's role in creating the harmony? These are the questions that haunt the readers. But only time will tell what he (the speaker) is up to. However the reporter of this news has used a lot of multisyllabic words, for example, 'brotherhood, interfaith and merit-based' in this report.

(ii) Coherence. The basic issue discussed in this report is the role of 'Islamic scholars' in creating harmony among people. At the surface level the speaker has been successful in conveying the main idea effectively and ensure his sense of responsibility in order to act as a facilitator to help create harmony among people. The same way the writer has created coherence in this text quite effectively. The reader does not have much of a problem to get to underlying meaning and message and link different ideas together and the writer has been able to achieve global coherence in the text.

Section C

III. Contextual Analysis

Table 43
Framework

a. Field	The speaker is stressing that religious leaders/Ulema play active role in creating religious harmony. Moreover he repeats that it is government's job to hold fair elections.
----------	---

b. Tenor	The address is taking place in the presence of the leader of religious affairs and his entourage.
c. Mode	The channel of communication used here is spoken language.

The readers who are aware of the context of this situation can understand that a caretaker Chief Minister of a province is stressing the need to create religious harmony among different sects. But the matter of the fact is that his special focus is on holding of fair and transparent elections. The implication is that he himself has an axe to grind and hopes to get some advantage out of this situation by getting himself appointed at some key position even after the elections. That is why he gives a pep talk to the religious leaders by ensuring them that they have an important function to perform by creating religious harmony among people from different schools of thought.

Sample XIX

(Source: Daily Times, July 19, 2013)

PPP opposes appointment of...Hudabiyab Paper Mills case

By: Staff Reporter

LAHORE: The Pakistan People's Party (PPP) ...former opposition leader ...Punjab Assembly...showed reservations against decision on Hudabiyab Paper Mills case...as the referee judge appointed had connections with Sharif Family...Raja Riaz Ahmad former opposition leader proposed...that the judge should regret voluntarily...for the sake of justice...Sharif brothers were willful defaulters in that case...Raja Riaz said that the case ...delayed for more than twelve years...due to Sharif's departure in exile... willful defaulters must pay...decision would send a strong message...those enjoying a luxurious life at the cost of tax payers' money.

Section A

I. Intertextual Analysis

1. Discourse representations. There are at least two active voices in this report. Apart from the news reporter the active voice in this report is that of former opposition leader in Punjab Assembly Raja Riaz Ahmad, who is from PPP. He speaks on the occasion on behalf of his party and displays displeasure against government for a decision in a statement issued. This decision is in favour of the Shraif family in Hudabiyab Paper Mills case. Most of the readers might not know about the case and

this gap or lack of information means that they have to refer to some other sources. This is the point where intertextuality intervenes and the readers have to go to other sources for more information. The other voices that are represented but do not participate in conversation include 'Nawaz Sharif, Khawaja Najan-ul-hassan, and a few unspecified judges (*refer to data above*).

2. Generic analysis of discourse types (i) Schematic view. The headline that appear above the article and the lead paragraph orient the story in a specific direction which in this case is the opposition of PPP as they have some reservations in the appointment of a judge who could have influenced the results. This is because reportedly the judge was a family friend of Shraif family. The satellite paragraphs elaborate the story and the wrap up paragraph concludes by mentioning the repercussions if the court's decision was not free and fair. The judge whose name has not been disclosed has been accused of having friendly relations with the Shraif family which resulted in influencing the results of this case. There is a wrap up paragraph which concludes the report by giving a strong msg that 'those enjoying a luxurious life at the cost of tax payers' money must pay the price'. In this way this report follows the traditional format for any news paper report.

(ii) Generic heterogeneity: sequential and embedded. This news report is performing its basic purpose which is to inform the readers and apart from it this text has a social purpose to perform. The second purpose is evident from the last paragraph where Raja Raiz has been quoted as saying that the subject case should have free and fair trial as it sends a strong message to those who belong to the same groups of defaulters as the Sharifs and are spending luxurious lives on tax payers' money and must be punished if proven guilty. It is a very strong message that if the culprits get punished it will set an example for the rest and they will not commit any crime in future.

(iii) Generic heterogeneity: polyphonic. The type of language used in the report plays an important role as Fairclough (1988,89) introduced a concept of 'ideological struggle' that takes place over the use of language. Hence the reporter chose the appropriate words to describe Sharif Brothers as 'willful defaulter' enjoying 'a luxurious life at the expense of tax payers'. The Shraif family had a contract and spent ten yeas outside Pakistan as the line 'Sharif's departure in exile' reveals and 'willful defaulters must pay' means that it is not fair to others if this family is

exonerated. All these events manifest intertextual relations of this text with the other texts. Hence this report is replete with constitutive as well as manifest intertextuality.

3. The analysis of discourses in texts. As far as the presence of different types of discourse is concerned the text has traces of Marxist discourse and 'the concept of new ideology' that leads to 'Ideological State Apparatus' suggested by Althusser which finds itself quite conspicuous in the last paragraph discussing the implication of a fair and free decision based on merit and not some family ties.

Section B

II. Linguistic Analysis

(i) Cohesion. The writer of this report has created cohesion in this text by using some grammatical and lexical linking. One of the commonly used grammatical cohesive device here is the use of pronouns. Personal pronouns 'he & they' have been used to refer to the PPP leader and 'Sharif Brothers'. Then there is an expression 'those enjoying a luxurious life at the cost of tax payers' money' in which the demonstrative pronoun 'those' refers to Bhoto and Shrif families again. The whole news report revolves around notorious and controversial Hudabiya Paper Mills which is the adverb of place in this report. The writer refers to it back and forth and the readers do not have any problem in linking the ideas. However more information is needed to know the background of this case which refers to its intertextual link with other texts. Another important adverb is that of time as in the sentence 'it has been 3 years that the case is pending and no decision has been made to deal with its defaulters'. This shows the negligence on part of those who are involved in it and despite the availability of sufficient evidence nothing has been done to conclude it.

Table 44

Key Words & Phrases

reference against AGP
delaying response
finance ministry
formal proceedings
auditor general
public money
public interest

The writer of this report has created lexical linking by choosing words and phrases carefully which have been listed in the table above. The most commonly repeated words used in the case under discussion involve expressions like 'reference against AGP, delaying response, formal proceedings, public money and public interest. One can easily understand that delaying tactics have been used by the government because the men in power do not want it to be concluded as they are involved in it themselves. On the other hand a former PPP minister Raja Riaz is interested in a speedy trial and his take it that the fair and free decision in this case is essential as it would set a precedence for the future. The only idiom used in the text 'brush aside' is sufficient to get the crux of the news reported here. It shows government's disrespectful attitude towards any court's order by not complying with it and using its delay tactics. The most common and recurring reference in the report is towards the controversial Hudabiya paper Mills.

(ii) Coherence. No doubt it comes down to the listener or reader's own comprehension skills and their interaction with the text, that influences the true coherence of a piece of writing. This news report has all it takes to be coherent and the readers have no difficulty in understanding it as it driven by global or local understanding, the sentence have lexical and grammatical linking devices as discussed above. The explicit feature like homophoric reference gives the text coherence. This has been used multiple times and it refers to Hudabiya Paper Mills.

Section C

III. Contextual Analysis

Table 45
Framework

a. Field	This report is about the about Sharif brothers who were declared defaulters in case of debt they took for Hudabiyab Paper Mills. Hence this is political as well as journalistic discourse.
b. Tenor	The reporter is reporting what happened in the above mentioned scam when a referee judge was appointed who has close links with Sharif family. The tone is serious.
c. Mode	Persuasive mode has been used in this report.

To understand this news report one has to know the background and history of the Sharif family. Since the privatization of their mills in 1980's, Sharif brothers got themselves registered in the list of defaulters and in case of 'Hudabiyab Paper Mills' they got the judge of their own choice appointed to get the results of their own choice. This information is needed to comprehend the case and its importance which would have its impact on other such cases. At the end of the report the reporter adopts a harsh tone and regarding an 18-year-old Rs1.2 billion Hudabiya Paper Mills scam against the Sharif family. If the culprits are not punished in a case seen as the mother of all corruption then it would not be fair to those whose money has been squandered away. Then there is a direct quote by Raja Riaz Ahmad, a former opposition leader who said 'Judgement in the Hudabiya Paper Mills would send a strong message to those enjoying a luxurious life at the cost of tax payers' money.' This manifests the importance of this course and the judgement that would set a precedence for the future.

Sample XX

(Source: Daily Times, Aug 8, 2013)

Signed off on US drone strikes: Musharraf

Says Predator strikes were discussed...level and cleared

By: Special Correspondent

NEW YORK: NEW YORK - In the first public admission by a top-ranking Pakistani leader, ...President Pervez Musharraf has said his government had secretly cleared US drone strikes on the country's tribal areas... told CNN in Islamabad that the government signed off on the strikes 'only on a few occasions... target was absolutely isolated and no chance of collateral damage'... said that Pakistani leaders would OK US drone strikes after discussions involving military and intelligence units and only if 'there was no time for our own ... military to act'...happened 'only rarely'... Musharraf, who returned to Pakistan from exile last month to contest the upcoming elections. But sometimes, he said, 'you couldn't delay action'..."These ups and downs kept going," he said. "It was a very fluid situation, a vicious enemy, ... mountains, inaccessible areas... that one of those killed by US drones was Nek Muhammad, a tribal leader accused of harbouring Al-Qaeda militants in Pakistan's tribal areas...returned from ...prior to elections...fluid situation...vicious enemy after us..Al-Qaida militants in tribal areas...'no blanket agreement with the US on the

controversial drone campaign... drone strikes were discussed "at the military (and) intelligence level" and cleared only if "there was no time for our own (special operations task force) and military to act", he said..."That was... maybe two or three times only," in the interview..."Today, the world superpower is having its own way, without any consent from Pakistan," former Interior Minister Rehman Malik said last month. Foreign office described strikes as counter...hundreds of civilians killed...Rehman Malik suggested to 'hold off Predator attacks...unmanned US drones started in 2004'...Musharraf 's five yrs regime in a bloodless coup. "Malik suggested we hold off alleged Predator attacks ...the Bajaur operation," Patterson wrote. "The PM brushed aside Rehman's remarks and said, 'I don't care if they do it as long as they get the right people. We'll protest in the National Assembly and then ignore it'."

Unmanned US drones began launching attacks in Pakistan in 2004, by which time Musharraf had been president for five years after taking power in a bloodless coup.

Section A

I. Intertextual Analysis

1. Discourse representations. The 'web of voices' comprises two active voices: the ex-President of Pakistan Pervaiz Musharraf and the special reporter from New York reporting the news. Multiple times the reporter has used a direct form of narration by quoting the words spoken by the speaker as it is, hence, apparently he did not change the meaning for the most part. Therefore it displays the presence of manifest intertextuality in it. The other voice participating is that of former exterior minister Rehman Malik whose words have been reported in the form of direct quotes as 'we hold off predator attacks'. He makes a confession that the so called super power is striking at its own will without any prior notice or permission. This information is very important and the readers come to know that the super power carries out drone attacks in Pakistan at its own will. Although it is not something unusual, this time an ex- government official is publically admitting this fact. The Pakistanis are already fed up of US intervention in Pakistan. They have very strong feelings and emotions towards them. This revelation confirms that their fears are not unfounded. This report has been written by a correspondent from New York and the conversation took place with the CNN so it must have been in English language. It implies that there was not much room for the reporter to manipulate with the language. However there is a

disturbing information shared with the viewers, that is the conflicting revelation about the 'drone attacks'. The army chief admits that US had the formal permission as the headline says 'Signed off on US drone strikes: Musharraf. On the other hand Mr Rehman Malik's views are quite the reverse. He admits that US is doing so with freewill. Perhaps he wants to indulge into this blame game for the sake of political point scoring. He was never so vocal on such issues when he himself was the Exterior Minister. Another voice that is present is that of US Ambassador to Pakistan Anne Patterson who has shared the important information about the drone attacks. In this report the writer has shared the news about 'drone attacks' that were started in 2004 and ' Al-Qaida militants in tribal areas' that manifests the presence of intertextuality.

2. Generic analysis of discourse types (i) Schematic view. The major headline which says 'Signed off on US drone strikes: Musharraf' comes as a shock to readers who cannot help reading it to the end. Equally shocking is the minor headline which is 'says Predator strikes were discussed at military...and cleared'. The lead paragraph unveils the fact that in a public interview former army chief and Prime Minister Musharraf finally confessed that there was an agreement between US and Pakistan Army to strike drone attacks. The rest of the paragraph termed as 'satellite paragraphs' by Fairclough provide details of the subject. The wrap up paragraph give a brief review of the launching of drone attacks in 2004. This news report follows the sequence of 'schematic view'.

(ii) Generic heterogeneity: sequential and embedded. This news report is performing 'overt' as well as 'covert' functions of journalism. It informs the readers that US has carried out drone attacks with the permission of its (Pakistan) government which became tool in the hands of Americans. But apparently the government of Pakistan has always blamed US for its drone attacks and the Pakistani public always condemns them. However the Army Chief who was the PM of Pakistan at that time discloses for the first time that US drone attacks were not without permission. This information leaves the readers bewildered with shock that their own rulers are not sincere with them and are involved in dirty and shady dealings with the US behind the doors. Another significant feature of this report is the use of direct narration by the news reporter and it is not very difficult to separate the voice of the reporter from that of the speaker. This shows the presence of manifest intertextuality in the text. The writer has kept a safe distance from so called military dictator turned President and tried to remain objective for the most part by reporting his words as it is.

(iii) **Generic heterogeneity: polyphonic.** The report is written in a formal style and the language used seems quite appropriate for such report. Here the writer has skilfully mixed face-to-face interaction with the language of mass communication which Fairclough (1995) terms as conversational modulation. As it was the 'first public admission' by Pervaiz Musharraf that the drone attacks were carried out after an agreement.

3. The analysis of discourses in texts. The headline 'Signed off on US drone strikes: Musharraf' clearly shows that Musharraf was involved in US drone saga. The presence of power in discourse could be felt also when Musharraf in a rather calm manner admits that 'These ups and downs kept going... a vicious enemy,... mountains, inaccessible areas'. And he adds 'you could not delay the actions'. He is adamant that his actions were right and he had the power to decide the course of action. These formations evoke a conversational or an authority-based discourse of discipline.

Section B

II. Linguistic Analysis

(i) **Cohesion.** To achieve cohesion the writer has used the techniques of grammatical and lexical linking. The lexical items holds the sentences together and help to understand the overall meaning of the text. This report has an organized argumentative presentation that consists of strong argumentative supporting evidence. This is evident from the opening lines of the report that 'President Pervez Musharraf has said his government had secretly cleared US drone strikes on the country's tribal areas. At the same time, he told CNN in Islamabad that the government signed off on the strikes 'only on a few occasions... target was absolutely isolated and no chance of collateral damage'. In this way it is a well structured piece of writing. The next thing is the selection and proper arrangement of lexical items. The key words have been listed in the table below.

Table 46
Key Words & Phrases

the CNN
the USA
Terrorism
the US drones

Pakistani sovereignty
collated damage
controversial
Blanket agreement

The key words used are typical of military discourse like 'collateral damage, drone strike and vicious enemy'. In order to achieve lexical linking the techniques of repetition and collocation has been used. As 'US drone strikes' and 'predetor attacks', 'signed off' and 'approved' manifest. Then the expressions 'military and intelligence units' and 'at the military (and) intelligence level' drone attacks were discussed signify the repetition and colloquation of words. Similarly 'It was a very fluid situation, a vicious enemy' and 'prior to elections...fluid situation...' display how words and phrases have been repeated to create lexical linking. The news report is about devastating condition of the tribal areas after drone attacks, what caused them, and what was the reason to carry them out in periphery areas with civilian population, hence, most of the lexical items used have negative connotation like 'terrorism' , 'controversial' and especially 'drone attacks'. However the writer has successfully achieved cohesion in this text.

Table 47
References

References	Anaphora	Homophora
	US drones started in 2004	CNN
	Al-Qaida militants in tribal areas	Gen Pervaiz Musharraf The US

The news reporter has used many references in this write-up which includes homophoric as well as cataphoric references. Among the cataphoric references is included CNN (Cable News Network) which is quite well known to the Pakistani viewers/ readers for its dramatic live coverage of the breaking news. This has been done perhaps to expand the readership and impress them with what many people call 'the CNN effect' to describe the perceived impact of real time. Secondly, Gen Pervaiz Musharraf and the US have been referred to. This is because both of them have a major part to play in the matter under discussion. In order to understand the

background of the drone attacks one has to go back in history (2004) and also consider the tribal areas which are reportedly occupied by Al-Qaida militants. These references also refer to the presence manifest intertextuality in the text.

(ii) Coherence. The report under discussion has the organization of ideas in such a way that it allows the readers to move easily and clearly from one idea to the next. This report unveils the dark secret kept for years that the US forces were carrying out drone attacks in Pakistan as a part of agreement between the two countries. This revelation leads to connect the dots and understand the related ideas which come as a shock to the readers that our own Chief of Army Staff is admitting that the US has carried out drone attacks in Pakistan as an agreement between the two countries. As the readers move forward while reading they discover global coherence in this text, for example, the sentence 'Pervez Musharraf has said his government had secretly cleared US drone strikes on the country's tribal areas...' and 'Pakistani leaders would OK US drone strikes after discussions involving military and intelligence units' and many other sentences are related to the topic of the report. Hence this news reporter has successfully created the element of coherence in this text.

Section C

III. Contextual Analysis

*Table 48:
Framework*

a. Field	Field or the subject matter is about one of the most controversial and serious issue of drone attacks by the US in Pakistani tribal areas.
b. Tenor	The speaker uses rhetorics to prove that he made the right decision to allow the US to strike drone attacks.
c. Mode	Mode here is the spoken language used in the form of an interview. Rhetorical mode used is persuasive.

To understand the news report under discussion one has to take into account the repercussions of the drone strikes which killed a staggering number of about 1990 mostly civilians at different occasions as this report mentions. This report is to get approval by the readers/listeners that drone attacks were justified because the government did not sign any blanket agreement giving permission to strike multiple

time but it was done only when the need was so pressing that there was no time to think of an alternative.

Sample XXI

(Source: The Express Tribune, March 12, 2013)

Religious parties in solo flights

By: Arshad Bhatti

LAHORE: The term 'unity' considered to be the hallmark of Muttahida Majlis-e-Amal...has lost its relevance...groups call for reinforcement of Islamic Shariah...but their strategies make them dependent on other...mainstream parties which are PTI, PPP and PML-N...Jamaat-e-Islami wants a seat adjustment with PML-N and so does Jamait Ulema-e-Islam Fazl...JI had commitment with PTI but later on backed out...Maulana Fazlur Rehman talked to media at Allama Iqbal International Airport ...but religious parties are not fighting a battle of ideology...

Section A

I. Intertextual Analysis

1. Discourse representations. The web of voices in this news report is quite complex it comprises those whose speech is represented here. It includes the view points of different religious party leaders and the reporter specified by his name 'Arshad Bhatti'. The active voices include: JUP (Jamiat Ulema Pakistan) leader Qari Zawar Bahadur and the reporter of this report because they are dominating the whole discourse. The writer has used an indirect speech, hence, made use of constitutive intertextuality. He is quite open and straight forward and ends this report on a very clear message that 'religious parties are not fighting a battle of ideology' which exposes their hypocrisy. This is really sad but a lot of naïve and innocent people are very emotional and when the name of religion is used they show their unconditional love and faithfulness to their parties and are exploited their corrupt party leaders.

2. Generic analysis of discourse types (i) Schematic view. The major headline which is the summary of the news reads as 'Religious parties in solo flights'. It is catchy, brief and reflects what the news is going to be about. There is an aura of objectivity in this headline. It clearly shows that the religious parties do not seem to agree on any issue and want to move separately. There is no minor headline. The satellite paragraphs discuss how religious parties are busy in the process of 'seat-adjustment' with other parties. This is a process in which the parties select one

candidate with joint efforts who has favors/votes of both parties, hence, they make such deals in different constituencies with either same or different parties. In this way different parties win different seats in different parts by withdrawing their candidates in certain areas where they want to assist the candidate of the other party. This process reveals that they are not contesting elections on the basis of some ideology which they claim to follow but it is a rat race where the purpose is to win the seats and get into power. The wrap up paragraph briefly describes the efforts made by religious parties to make a great alliance. An important information is shared at the end and the concluding line is enough to expose the ulterior motives of these so called religious parties.

(ii) Generic heterogeneity: sequential and embedded. This report has been written with a multiplicity of purposes. Its major function is to try to persuade people as it gives the information about the parties real motives which are contrary to their claims and the expectations by their supporters. In this report description and exposition have been blended in such a way that it is almost impossible to separate different discourses as the whole narration is in an indirect speech. The readers come to know that there are 'three mainstream parties which are PTI, PPP and PML-N' and obviously they are arch rivals, however, in order to win the elections they are ready to make deals of any types with other parties and perhaps amongst themselves too. The line that 'Jamait Ulema-e-Islam Fazl had commitment with PTI but later on backed out' reveals the lack of integrity that Maulana Fazlur Rehman displays by showing a disregard for his own words. How can the readers trust such party leader whose lacks honesty and integrity?

(iii) Generic heterogeneity: polyphonic. The reporter of this news has mixed journalise with the language of political domain. Hence the language used is formal and the headline is in the present tense which is the standard way followed by most of the newspapers. Finally it can be concluded that all three views of genre give insight about journalistic and political discourse in this report.

3. The analysis of discourses in the text. According to Fairclough (1995) discourses are constructions or significations of some domain of social practice from a particular perspective. This political discourse discloses a stark secret about the intentions of religious parties. JUP (Jamiat Ulema Pakistan) leader Qari Zawar Bahadur alleges religious parties of being hungry for power. He adds that they are not fighting 'a battle of ideology' but are trying and fighting 'for gaining access to power

corridors'. However, the whole segment is in an indirect narration so there is a possibility that the reporter might have changed the meaning by presenting it in a different way. Moreover the text does not have a religious discourse but it is about the reality of so called religious discourse. Hence this report has a great deal of constitutive intertextuality in it as it is in indirect narration.

Section B

II. Linguistic Analysis

(i) **Cohesion.** The writer of this report has relied upon lexical linking in order to create cohesion in this text for the most part. The lexical items have been listed in the following table and they help to understand the basic ideas presented in this news report. These are formal words used in political discourse.

Table 49
Key Words & Phrases

religio-political
seat adjustment
enforcement of Islamic Shariah
4-point manifesto
a battle of ideology
all schools of thoughts
theocratic groups
Leadership
Ideology

This news report appeared on the front page under the masthead which signifies its importance. The head line uses words like 'solo flight' which is self-explanatory (Religious parties in solo flights). The writer has made use of multi-syllabic words related to politics especially 'religious parties, adjustment, enforcement, formation'.

The tendency to use demonstrative pronouns and 'is/are' in case of modals and auxiliaries refer to the fact that journalists try to remain impersonal in most of the cases especially when controversial issue of religious parties are involved. The frequently used helping verbs show that they have been employed to point out the past and present state of affairs without considering any repercussions in future. The

references used are the names of political parties who have been involved in shady deals of seat adjustments only to get into power. The reference to Allama Iqbal Airport at Lahore has been used where the religious leaders talked to the scribe of this report.

(ii) Coherence. The headline of the subject report reflects the ideas presented in it. The report gives information about some shady deals that took place in the past among religious parties to gain access to economic and power corridors. The expression 'seat adjustment' sounds interesting and the readers come to know that the whole process is to win the elections by bargaining with other parties. This is, in fact, only manipulation to win the election and nothing else. The most overwhelming part is the information shared by an unspecified member of a religious party which itself is a kind of confession that these parties are not fighting for a battle for ideology but all they want is get power. Therefore, the readers cannot easily understand the ulterior motives of religious parties at first especially with their mantras of so called ideology. However the writer has linked the ideas so skilfully and created connection and clarity which is an impressive achievement. This has created local as well as global coherence. The headline is brief and catchy and the last line is very important which sums up the whole report that 'the religious parties are not fighting a battle of ideology'. This shows how ideology is disguised to affect the minds

Section C

III. Contextual Analysis

Table 50
Framework

a. Field	This report is about the current status of religious parties in Pakistan and gives the nitty-gritty of their election mechanism.
b. Tenor	Religious party leaders are expressing their views and concerns about the political scenario in the forthcoming elections.
c. Mode	The relationship among speakers participating in the discourse is that of formality.

In order to understand the news report a few words about religious parties would be useful. The fact is that religious parties in Pakistan have never been so

popular though they have their own die-hard fans and followers, however, due to their rather rigid and myopic views about the religious affairs they have never won a majority in any elections. This situation seems not so hopeful to them so they are always involved in election maneuverings which other parties also do.

Sample XXII

(Source: The Express Tribune, May 6, 2013)

Badam Zari vows to improve...education if elected

By: Hasanullah Khan

KHARA: the tribal woman Badam Zari...against tribal traditions filed nomination papers...forthcoming elections...vowed to improve health...if voted to power...I decided to break the silence...Bajour...stronghold of Talibans...Pak army in 2007 launched a military operation to clear the area of miscreants ...military -torn region...fragile security...Zari's well wishers advised her not to contest...she insisted if voted to power... she would give preference to health and education...has made up her mind to contest...not educated herself but has developed friendship with educated women teachers... she has not received any threats... first woman to contest elections from tribal areas...see no place for women in male dominated society...

Section A

I. Intertextual Analysis

1. Discourse representations. The web of voices is found in this text in the form of different voices present here. Among the active voices are included: Badam Zari a tribal woman who has shown resilience and decided to raise her voice for the sake of tribal woman and the reporter Hasanullah Khan himself. The text has both direct and indirect form of narration though it is in an indirect form for the most part. The other voices that are silent but present have been given representation through Badam Zari include: tribal women of Bajour and FATA and also male members from that area. The significant feature of this report is the voice of an uneducated woman named Badam Zari who becomes the spokesperson for all the tribal women in the troubled tribal area of Bajour. She speaks with clarity and conviction and after getting inspiration from the educated women of that area (who are silent) becomes their spokesperson.

2. Generic analysis of discourse types (i) Schematic view. The headline of this report grabs attention due to the unusual but a common name 'Badam Zari' used

in it who 'vows to improve health, education if elected'. Not only is the name unusual, it is new and unfamiliar to the readers too which is why this headline seems very catchy. The rest of the news is about description how she filed papers to contest in the forthcoming elections despite opposition from the family though she admits that she never got any threats from anybody. The satellite paragraphs give more information adding details to the report. It ends by mentioning a general perception among people that Badam Zari cannot win as she does not have money to buy the voters. Unfortunately it has been very difficult to change the status quo and the same old and corrupt parties get their representation in the Senate and National Assembly which is why people have become used to the outcome of the elections and they do not even try to vote for any new party or person. Ms Badam Zari is a new candidate who has challenged the status quo by breaking the glass ceiling for which she should be encouraged by the voters.

(ii) *Generic heterogeneity: sequential and embedded.* The purpose of this news report is overt as well as covert as Fairclough (1995) mentioned as the reporter is trying to be objective by remaining impersonal, however, he has a soft corner for the women of that area and appreciates their participation in the election. At the same time he has portrayed a slightly positive image of Talibans by mentioning that they are not any threat to women. The data shows that 'Bajour is stronghold of Talibans' and that 'Pak army in 2007 launched a military operation to clear the area of miscreants'. In these lines lies the 'manifest intertextuality'. The reporter calls it 'military -torn region' where there is 'fragile security' yet there is no threat to women which seems quite paradoxical. The same way an uneducated woman wants to get into power and work for the education in her area. Her source of inspiration are the teachers of that area but she herself lacks the right qualification and skills needed to ensure functioning of any department.

(iii) *Generic heterogeneity: polyphonic.* The language used here is formal but this report downplays the significance of dealing with Talibans to restore peace in the region. As any allegiance or soft corner for them provides fodder to the cynics that they have been accepted in the region and without peace in the region development is not possible. Since most part of this report is in an indirect form, this report has constitutive intertextuality in it.

3. The analysis of discourses in the text. This discourse displays intentions of a tribal woman driven by love of education and has aspirations for doing something

for the education and health sector of her area. In this way this political discourse has elements of Marxism and also liberal political discourse which are expressed through vows such as 'education for all and better facilities for everyone'. The writer has also used technique of narration to describe the background of that remote area where most of the women are confined into their houses. In such closed society such a bold step of contesting election by a woman is unprecedented.

Section B

II. Linguistic Analysis

(i) Cohesion. The element of cohesion in this report has been achieved by choosing words and expressions that collocate with one another. For example, the expressions like 'tribal women', 'women's right and 'remote areas' have been used to write this report. Then 'threatening 'and 'going against traditions' throw light on socio-political background and current situation in the region and help the readers to connect the ideas which make this report significant for them. Some of the words used in this report have been listed in the form of a table.

Table 51
Key Words & Phrases

Military operation
Power
Women's rights
Numerous challenges
Tribal women
Improve health and education
Minorities
Unnecessary restrictions
Democracy
Contest elections

The writer of this report has used some adjectives also which are quite useful as 'the fragile security situation in the area', 'unnecessary restrictions imposed on people' and 'problems in remote areas' display. The expressions like 'unnecessary restrictions' and 'fragile security situation' show the claustrophobic environment for people in general and especially the women belonging to that area. In fact, it is this situation that has urged an uneducated woman to mustard up courage in order to

become the voice of so many women deprived of their rights instead of suffering from self pity and paly the traditional role of a stay-at-home-women. Another special feature of this report is that the lexical items selected for it has the tendency of being multi-syllabic typically used in political discourse. Moreover the news reporter is not just reporting but narrating it too and the use of appropriate lexicon, adjectives and collocation make this report well-written with the element of cohesion in it.

Table 52
References

References	Anaphora	Cataphora	Homophora
	August 2008 Army launched operation	Election 2011	Bajour Alqaida Pakistani Talibans

The reporter/speaker has used a lot of references in this report which was its requirement also. Anaphoric reference gives the date/year when operation by Pakistan Army was launched in Bajour agaist Talibans first time so it takes us back in time. This is the point where intertextuality intervines into the text. Year 2013 is the time for the impending elections which has its own importance because first time an elected government has completed its term of five years. Apart from the afore mentioned references there are some homophoric reference too. They have been displayed in the last column in the table above. Here also the concept of manifest intertextuality is at work because it requires the additional information needed to understand them. Though they are clearly mentioned the readers might not know the difference between groups called 'Bajour Alqaida' and 'Pakistan Talibans'. Hence in order to create logical connection a lot of references have been used but mainly it is the use of lexical items that has helped get cohesion in the report.

(ii) Coherence. This news report is about bold yet resolute resolutions made by a tribal woman who speaks like any great orator and vows to contest for women's representation in assembly. The ideas presented are related and the piece of writing has an element of cohesion in it which the writer has achieved by creating local coherence.

Section C

III. Contextual Analysis

Table 53
Framework

a. Field	The field of this piece of writing is politics.
b. Tenor	The reporters has reported history of a troubled tribal area of Pakistan briefly and then the main information is that a tribal women is going to contest the election.
c. Mode	Written mode has been used.

The significance of this news report is that it highlights the wows and aspirations made by an unknown, uneducated woman who is full of hope and wants to contest the forthcoming election first time in the history of Bajaur considered a stronghold of Talibans. This is unprecedented in a male-dominated society with all kind of stereotypes.

Sample XXIII

(Source: The Express Tribune, May 6, 2013)

PTI to unite people in new Pakistan: Imran

KASUR: Pakistan Tehreek-i-Inshaf chief Imran Khan said...PTI would not build mega structures...and unite people in 'new Pakistan'...by building nation rather than building bridges... Thousands of supporters braved a scorching heat... to listen to Mr Khan in Kasur where he addressed two huge public meetings... he took the stage.. asked workers to remove the canopy as he (Khan) would also stand in the sun like his supporters...'We will build a nation rather than building bridges, metro buses and bullet trains ... people are the actual asset of a nation who need health ...education facilities to become a useful nation,' He said 'when Japan and Germany were destroyed ...the Second World War their rulers invested on the people in the shape of providing them with best education and health facilities and within a span of 10 years... unprecedented development and became economic giants'. .. President Zardari and his 'brother' Nawaz Sharif had completed their tenures and they both failed to rid the masses of poverty and unemployment. Peace, stability and a corruption-free society could only be established through justice, but the former rulers promoted the 'thana and patwari culture' for their vested interests instead of serving the masses, the PTI chief observed...PPP leader Rehman Malik had disclosed that

Sharif brothers secretly sent nine million rupees to Saudi Arabia and Britain through Hudabia Papers Mills and other bogus accounts. The PTI chief said that the statement of Ishaq Dar had also verified this allegation and asked the people not to vote for these people who sent their money abroad. Mr Khan criticised Mr Malik for not taking any action against PML-N leaders Nawaz Sharif and Shahbaz Sharif for looting national wealth and depositing them in foreign bank accounts adding ... if the PPP leader had solid proof why did not he take any action against them while they were both in power. Later... visited the shrine of Hazrat Baba Bulleh Shah and laid a chadar there and offered fateha. Speaking at a public meeting at Municipal Jinnah Stadium, Gujranwala 'we will utilize all the sources...' he added 'My party has made a list of 50 big fish who will face accountability if people vote to power'. He assured the people that after assuming power, the PTI would bring about a uniform education policy and introduce reforms in all sectors. He also said the PTI government would spend five times more money on government schools to ensure top quality education to all children. Several school going boys and girls also stood... railway park to listen to Mr Khan's speech..asked to request their parents to vote for PTI...promised better health...

Section A

I. Intertextual Analysis

1. Discourse representations. The most prominent voice which forms an important part of 'web of voice' is the speaker and then the team of 'Dawn' that reported the news. The passive voices include the voices of crowd and those who were mentioned by the speaker but are not actually present there. The news reporter has used direct as well as indirect narration. The direct form of narration refers to the presence of 'manifest intertextuality'. For instance, the lines '**We will build a nation rather than building bridges, metro buses and bullet trains**', 'we will utilize all the sources...' and 'My party has made a list of 50 big fish who will face accountability if people vote to power' manifest the presence of intertextuality. Although the original speech is in Urdu and the reporter has reproduced it in English, he has tried to remain objective by using direct speech for the most part. The speaker seems to be quite aggressive and criticizes the previous rulers who have spent their efforts in building mega structures rather than building the nation. He promises to spend money on people by investing on health, education and provision of justice. The second type of

intertextuality could be detected in the form of an indirect speech and has been explained in the sections to come.

2. Generic analysis of discourse types (i) Schematic view. The report manages to grab the attention as it says 'PTI to unite people in new Pakistan: Imran'. This phrase 'new Pakistan' is a brand new idea which attracts a lot of youngsters though skeptics might not be happy with it. There is no minor headline which was not even required. The lead paragraph gives a brief review of the projects announced by the Chairman PTI. The rest of the report comprises short paragraphs technically termed as satellite paragraphs by Fairclough (1995). Each paragraph deals with a different but related subject. The wrap up paragraph ends with a vow in the form of a conditional sentence that 'if voted...elections within 90 days'.

(ii) Generic heterogeneity: sequential and embedded. The purpose of this discourse is to inform the readers of the political activities of a new but popular party and what the party leader has to offer. To appease the highly charged crowd the speaker says a few interesting things and peppers his speech with stories and anecdotes to make things relevant to them and give them an amazing sense of intimacy ,for example., how after World War Germany and Japan stood up again (*refer to data above*) and this is an intertextual reference. Then he gives some insight into his developmental plan after coming into power. The element of otherness also seems to work in this speech as the speakers has attributed negative qualities to his opponants. He is giving a new narrative of 'new Pakistan' which seems to be interesting and people want to know what he means by that. So far he has not been into power, hence has no corruption charges against him. Worthy of note is the fact that the audiences include the school going children as well who stood there for hours listening to a political speech which is rather unusual. While addressing them the speaker said that 'the PTI government would spend five times more money on government schools to ensure top quality education to all children'. He also addressed them directly by asking them to convince their parents to vote for the PTI. The language used by the speaker is a mixture of formal and informal that has inspiring and electrifying effect on the audiences especially the slogan 'new Pakistan'. The expression 'thana and patwari culture' displays the presence of manifest intertextuality as it has been used as it is (by using quotation marks). This expression has a negative connotation and generally people are of the view that people affiliated with the department of police and the court are not very honest. Secondly, the expressions 'When Japan and Germany were

destroyed ...the Second World War their rulers invested on the people...' has been used to inform the listeners that the World War destroyed the above mentioned countries but with the support of their government they started with scratch and managed to achieve excellence. The speaker is trying to encourage the listeners that if the government is sincere in its efforts then nobody can stop that nation from becoming great. There is also an intertextual reference to the First World War. Thirdly, the sentence 'PPP leader Rehman Malik had disclosed that Sharif brothers secretly sent nine million rupees to Saudi Arabia and Britain through Hudabia Papers Mills and other bogus accounts...' has an intertextual reference. It informs the listeners as well as the readers that the leaders of PPP and PML-N are, in fact, aware of each other's corruption but do not disclose it. This is because none of them has a clear record and they support each other by ignoring corruption which suits both the parties. Hudabia Papers Mills is a notorious case which proves the shady deals carried out by the Sharif family in the past. The readers need some additional information to understand it fully. Hence the reference is, in fact, the presence of manifest intertextuality for which the missing information is a prerequisite for a better understanding of the whole matter.

(iii) *Generic heterogeneity: polyphonic.* This report is a mixing of what Fairclough (1995) called the language of face-to-face interaction with the language of mass communication. However the voice of the speaker seems to dominate the discourse who speaks to the audiences including school going children and asks them to vote for PTI. He has used simple and straightforward words as they appear in the transcript.

3. The analysis of discourses in the text. This speech seems to be a potpourri of Marxist and Liberal discourse as the speaker talks about justice for all. He claims that his party has made a list of comprising '50 big fish' and plans to give them a tough time after coming into power. He seems a little over ambitious and sure of himself to win the elections which makes him quite critical of his opponents like Zardari who is grooming and preparing his son to join politics. This rhetoric is considered a prerequisite for a successful speech and the speaker seems to be successful in that. The issues discussed include: 'reforms in all sectors' and the promise that 'PTI government would spend five times more money on government schools to ensure top quality education to all children'. These are the promises made by every party before the elections so there is nothing unusual about them. However

the presence of the school children to listen to a political speech is something which is not so common.

Section B

II. Linguistic Analysis

(i) Cohesion. In this news report the writer has achieved cohesion mainly by using lexical linking among the sentences. There are some synonyms and antonyms like 'corruption free society and welfare state' and 'corrupt rulers and honest rulers' and 'old system and new system'. This contrast has been drawn to explain what the listeners can find in the 'new Pakistan'. For this the speaker is using expressions like 'merit based system, corruption free society and uniform education for all which is every citizen's dream and in fact, a basic right so there is nothing new in these promises. However these ideas have been presented in a way that they seem to be linked especially because of choosing right kind of adjectives like 'new Pakistan, mega projects, friendly opposition, a big fish. The speaker says, 'My party has made a list of 50 big fish who will face accountability if people vote to power.' The list of key words manifest the words used in this text.

Table 54
Key Words & Phrases

New Pakistan
Mega projects
PTI gaining popularity
Build a nation
Human resources
Actual assets
Huge public meeting
Developing human resources
Best health facilities
Honest leadership

The above table displays the key words and phrases used in the subject report. Most of the words used here have a positive connotation like 'build a nation, actual assets (youngsters have been called actual assets), honest friendship'. Then PTI intends to 'develop human resources' and wants to provide 'best health facilities' to

people. The speaker wants to invest on human beings rather than making mega projects which is what everyone wants in a democratic country. By using the term 'friendly opposition the speaker is pointing towards shady deals which the two main parties PPP and PML-N have been making in the past but Khan says he wants everything to be transparent and fair. He wants to persuade people that there should be one law for all rich and poor. The positive things of this discourse is that the speaker is not stressing and building an anti-government rhetoric but talking about his own development plans that he wants to materialize in future if he gets elected. There is a tendency to use a variety of pronouns and modal verbs which shows that the speaker's command over language and overall ability to communicate effectively. The speaker has used different types of conditional sentences used and May 11 refer to election day. A few conditional sentences are: if people vote for us..., if voted to power and if the PPP leader had solid proof...' All he wants is to convince people that if they want their problems to be solved then they must vote for PTI otherwise things will stay put.

Table 55
References

References	Anaphora	Homophora
	Hudabia paper Mills	Allah Almighty First World War

Anaphoric references point to 'Hudabia paper Mills' scam in which Nawaz Sharif (ex- Prime Minister) is involved. The speaker give examples of Japan and Germany which were completely destroyed during First World War but because of their resilience and by the grace of Almighty Allah they managed to become great nations. He shows his humility and trust in Allah and tries to win over the crowd. In this way all the sentences of the report are linked together by using lexical linking and the readers do not have any problem in connecting the ideas.

(ii) Coherence. The Express Tribune Report is an insightful piece of writing and the readers do not have any problem in understanding themes, sub-themes and rhetorical devices used by the speaker/reporter. There is hardly any show of lack of conviction on part of the speaker or so it seems. As he is not involved in any corruption scandal and his brand new idea of a 'new Pakistan' seems to be quite motivational. There is global as well as local coherence in this report.

Section C

III. Contextual Analysis

Table 56
Framework

a. Field	It is a political discourse and the speaker is addressing a highly charged crowd.
b. Tenor	This report covers two events in a row which are a part of political campaign prior to election. Therefore, the topics related to public are the theme of this speech being reported.
c. Mode	The speeches made by the speaker have been reported by the news team of 'Dawn'

Bold yet resolute declarations have been made by the speaker by pronouncing a list of 50 big fish who will face accountability when PTI will come into power. The speaker seems to be sure of his success in election as people are not happy with the performance of two major ruling parties (PPP & PML-N) in the past and want to see some change in the political arena.

Sample XXIV

(Source: The Express Tribune, July 9, 2013)

Govt likely to keep hanging hanged

By: Abrar Saeed

ISLAMABAD: PML-N government is in a fix on the issue of capital punishment...tremendous pressure from civil society and the world community ...who want to abolish it... PM Nawaz Sharif met with former President Asif Ali Zardari...the PPP government too kept the matter dangling...he did not want to blemish his image...civil society wanted to abolish it...the former govt did not do it formally...but did not have the strength to tolerate reaction from Islamist hardliners...but abolishing capital punishment would encourage people to killing others...trivial matters and family feuds...PM is in a fix...dealing with fixing economy...

Section A

I. Intertextual Analysis

1. Discourse representations. The web of voices in the subject report includes the voices that are active and also the voices not so active but are only mentioned here. It has been written in an indirect narration and there hardly any direct quotes used which means the most active and prominent voice here is the voice of the reporter. The other voices represented here include two influential people at the key positions and they are the former President Mr. Asif Ali Zardari and the current Prime Minister Mr. Nawaz Sharif. But their points of views have been given through an indirect way so their take on the matter of capital punishment remains shrouded in mystery and intrigue. This refers to the presence of constitutive intertextuality. Primarily, the PPP-led government wanted to appease the Western democracies, which were constantly exerting pressure on Pakistan to abolish capital punishment, while the civil society organisations within the country were also demanding to end this 'uncivilised' practice. But the then government did not formally abolish the capital punishment because they feared their fragile coalition won't be able to withstand the expected fierce reaction from the Islamist hardliners and opposition parties. The voice of civil society is also present in this report, though it has been marginalized and brushed aside because the government does not want to offend 'the Islamist hardliners'. Nor does it want to displease the Western democracies. The presence of manifest intertextuality could be also detected by bringing in expressions like 'uncivilized practice', 'the Islamist hardliners' and 'opposition parties'.

2. Generic analysis of discourse types (i) Schematic view. This news report has a major headline 'Govt likely to keep hangings hanged' which sounds interesting but paradoxically it deals with an enigmatic issue of 'capital punishment'. However, the headline itself is catchy and an average reader cannot help but read it. The headline does not have a minor headline and neither needs one. The satellite paragraphs give the details of the news. There is a 'wrap-up' paragraph too which concludes the report in an amicable way. In this way the writer has followed the format of the report to a great extent.

(ii) Generic heterogeneity: sequential and embedded. The purpose of this news report is to bring to the forefront an important issue of 'capital punishment' and the repercussions of its abolishment in a country where right wingers and left wingers

have diverse views. Some people think that it would encourage manslaughter in family feuds as there would be no fear of the punishment. Others with more 'liberal' bent of mind consider it inhuman. Hence the purpose of the report is to give awareness the readers by exploring one of the most important issues and the consequences if capital punishment is abolished from the country.

(iii) **Generic heterogeneity: polyphonic.** The language used by the reporter is a bit formal but the style is simple with a variety of expressions used to inform and educate the readers. For example, the expression 'tremendous pressure from civil society and the world community' signifies that the government is facing a lot of pressure from within and outside the country resulting in a negative impact on its functionality. It implies that at this stage swift arrangements are not possible to deal with certain sensitive issues. Towards the end the expression 'dealing with fixing economy' means that for the government the flagship project is to not to involve into something that could cause economic vandalism. For the government its own 'soft image' matter a lot as it does not want to displease the western countries. This report could be called the mixing of journalistic discourse with the features of conversation. It is definitely a thought provoking piece of writing.

3. The analysis of discourses in the text. The significant feature of this report is that different shades of 'Marxist discourse', 'liberal discourse' and 'religious' discourse seem to be present here. It deals with issues of equality for all, it deals with abolishment of capital punishment and religious point of view which says 'eye for an eye'. The report thoroughly examines the issue of 'capital punishment' and the repercussions if it is abolished. By examining the issue from different angles the reporter gives the thought provoking content to the readers. They have to decide whether to do away would be the right move on government's part or are there any other options? Whatever the decision is either way it would have serious implications and far reaching effects that could be beyond comprehension and because of this the government is using delaying tactics

Section B

II. Linguistic Analysis

The tables below show that the reporter has used a variety of lexical items to create a sense of cohesion in the report. This has created lexical linking in the text and the reporter has been successful in conveying the ideas effectively which deals with

fixing the problem of capital punishment. The writer has a rich vocabulary as shown in the following table.

Table 57
Key Words & Phrases.

Abolish capital punishment
Civil society
Heinous crimes
Islamist hardliner
Religious extremists
High-profile terrorists
Grey areas
PML-N in a fix
Family feuds
Tarnished image of our nation

(i) Cohesion. The issue described in the report is quite serious whereas the leadership is not so serious in fixing the problem mainly because of the pressure from the world society. Some high-sounding words have been used in creating this report that seem to be quite important. In order to obtain grammatical cohesion this report has a number of pronouns in it which are used by the reporter. Possessive pronoun 'he' has been used frequently to refer to either ' Mr. Nawaz Sharif ' or 'Mr. Asif Ali Zardari'. Adverbial phrase 'last week' refers to an important meeting between current Prime Minister Nawaz Sharif and former President Zardari about the strategy of dealing with the issue of capital punishment.

Anaphoric reference towards PPP regime has been made to describe the state of affairs regarding 'capital punishment' for the terrorists. However, it has been noted that President Zardari did not do anything to implement it as he was too busy forming 'a soft image' for his party in the western society. Occasional use of conjunctions has helped the writer to create logical cohesion in the write up.

(ii) Coherence. The report under discussion has well presented ideas and the language used is clear and pertinent to the subject. The lexical items show no monotony but a variety of expressions used show the command and mastery over the language which helps the reader to connect underlying ideas and understand the news

report without much of a difficulty. Therefore this report has local as well as global coherence in it.

Section C

III. Contextual Analysis

Table 58
Framework

a. Field	The field of the report under discussion is politics and it is discussing a very important issue of capital punishment to the terrorists.
b. Tenor	The report is written in formal language which is simple yet comprehensive.
c. Mode	It is a written report commenting on one of the most important issues faced by the government of PML-N.

This report has discussed a very important social issue of capital punishment and how it has been rather neglected by the previous governments. Different reasons for not taking this serious issue have been given. Perhaps the most important reason to sideline this issue is the pressure from civil society and the world community. Nawaz government cannot solve the issue of capital punishment like the previous government of Asif Zardari because they want to retain their so called soft image in the world. Hence they use their delaying tactics instead of taking it seriously and practically go for some other option. Their lack of interest and resolve to solve such important matters shows their priorities which are not to do anything of public interest but only use delaying tactics in order to pass time and complete their term of five year.

Sample XXV

(Source: The Express Tribune, Aug 12, 2013)

Interfaith harmony key to strong Pakistan

President, PM renew pledge for minorities protection

ISLAMABAD

By: Staff reporter

President Manmoon Husain and Prime Minister Nawaz Sharif expressed their commitment towards protecting ...minorities and interfaith...in society...on minority day...in separate messages... In a message addressed to the nation, the President ...' and 'present government ... extraordinary measures for the welfare of minorities in the light of golden principles of Quaid-e-Azam, which were a milestone'...'Let us resolve on this day... we will intensify our efforts for religious harmony ... democratic values ... homeland and virtues of peace, tolerance and religious harmony ... nurtured in the society,' he added... Prime Minister Nawaz Sharif ... observance of Minorities Day was an ... the role of minorities in nation building and renew our commitment to protect their rights and promote national harmony ... diverse faiths as enshrined in the Constitution of Pakistan and UN Declaration of Human Rights...'It is our moral, religious and social obligation to strengthen ... brotherhood and promote the culture of tolerance in our country. Minorities are partners in the development of Pakistan,' the Prime Minister said in his message on the Minorities Day'...fulfill the promise the promise of Quaid-e-Azam... important role non-Muslims in nation building...tolerance towards non-Muslims...interfaith harmony is necessary...reflect progressive, tolerant and humane nature of Pakistanis... 'The present democratic Government ...driven by the vision of the Quaid-e-Azam for protecting the rights of minorities...recognition and respect for the rights of minorities ... our manifesto,' he added. unfortunately the rights of non-Muslims to freely practice religion was abridged...restoration of 18th Constitutional Amendment...Aug 11 is a special day...government will continue to do struggle for the rights of minorities he concluded.

Section A

I. Intertextual Analysis

1. Discourse representations. The web of voices in the news under discussion comprises two prominent voices actually speaking (President Mamoon Husain and Prime Minister Nawaz Sharif have) and multiple times the writer has quoted their words as it is without any interference. This might be due to the sensitive issue discussed in this report. The unspecified reporter has tried to keep an objective distance by using direct quotes. The other voices that are present but remain unheard are those of minorities. Their view point has not been given in this discourse. Hence

the greater part of this report showcases 'manifest intertextuality' in the form of direct speech by two most powerful persons in Pakistan who are the PM and the President.

2. Generic analysis of discourse types (i) Schematic view. A one liner short/capsule summary appears above this major headline (President, PM renew pledge for minorities protection) of this news report which is 'Interfaith harmony key to strong Pakistan'. Both of them complement each other and prepare and orient the reader to the information shared in the report. The lead paragraph elaborates the major headline by adding that President Mamoon Husain and Prime Minister Nawaz Sharif have spoken about minorities' right. The satellite paragraphs discuss the same subject from different angles and the wrap up paragraph concludes the report by renewing the vows made to uphold the rights of minorities in Pakistan. It is easy to understand that these speeches are a routine matter and actually there is no plan laid out by the speakers for future. For example, amendment in blasphemy law by removing the lacunae in it or giving representations to minorities in the Senate, National Assembly or provision of jobs for them' are the expressions that have become cliché. Hence the content of both the speeches is more or less the same which is nothing but a traditional pep talk. Similarly the reporter has used a traditional style to compose this report.

(ii) Generic heterogeneity: sequential and embedded. This report is an example of political discourse and apparently it has a social purpose because it deals with 'social and religious' issues of the minorities. Nevertheless the fact is that both the leaders who deliver their speeches want to obtain political stability in the country especially for their own parties which is already facing a lot of problem stemming from sectarianism, hence, they want to pacify the minorities by talking about their rights. The promises made by the politicians are only to win over and get the support of minorities. Therefore they lack the will, conviction and vision to actually give some result oriented plans.

(iii) Generic heterogeneity: polyphonic. The language used by both the President and Prime Minister is formal according to the occasion which is to celebrate 'minority day'. The President says, 'The present government ... extraordinary measures for the welfare of minorities in the light of golden principles of the Quaid-e-Azam, which were a milestone'. Then the same thing is reiterated by the PM by saying, 'The present democratic Government ...driven by the vision of the Quaid-e-Azam for protecting the rights of minorities...recognition and respect for the

rights of minorities ... our manifesto...' It can be seen that both the speakers have almost the same content for their speech and are referring back to what The Quaid-e- Azam said many years before. It reflects the presence of 'manifest intertextuality'.

3. The analysis of discourses in the text. This report has numerous traces of Marxist discourse in it as manifested in the opening lines 'President Manmoon Husain and Prime Minister Nawaz Sharif expressed their commitment towards protecting ...minorities and interfaith...in society...on minority day...in separate messages...' It is piece of real Marxism as it is the function of a state to care for all and try to bring people and communities together. The two influential politicians are using power in discourse to influence others by encouraging them to promote peace and harmony among others. Then there is pledge to form a soft image of Pakistan as the expression 'reflect progressive, tolerant and humane nature of Pakistanis' reflect.

Section B

II. Linguistic Analysis

(i) Cohesion. Lexical item like interfaith harmony, tolerance and peace as the following table displays have been employed effectively to deal with the issue involved and they have helped to create cohesion in the text.

Table 59
Key Words & Phrases

interfaith harmony
prosperous Pakistan
nation building
Minorities
Democratic
human equality
national mainstream
Sectarianism
Leadership
Ideology

A cursory glance at above table displays the trend to use words like 'tolerant, prosperous and peaceful' which have a positive connotation and could be achieved through showing tolerance towards others. Then this report uses multiple syllabic

words to a great extent, for example, 'terrorism, punishment, abolishment, execution and implementation'. Most of them are rhyming words. The reporter has also used adjectives like 'high-profile terrorists, grey areas, heinous crimes and fragile coalition'. Since the content of the report deals with religious minorities words like 'mosque' and 'place of worship' have been used and they have help in linking the ideas to create cohesion in the text related to August 11 which is the day of minorities in Pakistan.

Apart from lexical linking the references used help create linking among the ideas. The President and the Prime Minister refer to President Mamoon Husain and Prime Minister Nawaz Sharif who hold the important offices of the state and the Quaid-e-Azam is the founder of Pakistan. Here the presence of manifest intertextuality could be noticed because the references are quite clear.

(ii) Coherence. The underlying ideas of this report are not very difficult to connect as the narration has all the related information given even the history of 'minority day when the Quaid-e-Azam made his speech on August 11, 1947 and made his speech has been referred to. Hence, this report has global as well as local coherence in it. It highlights the importance of interfaith harmony among people of different religions and creating unity to think and act like one nation.

Section C

III. Contextual Analysis

Table 60
Framework.

a. Field	This news is about minority day and how to celebrate it.
b. Tenor	The speakers use rhetoric to prove that they are the most sincere persons who care for the minorities.
c. Mode	PM and President are addressing minorities through their separate messages.

This news is about the 'minority day' celebrated on August 11 every year throughout the country. It reminds the readers of the promises to non-Muslim minorities made by our most respected and revered leader and founder of Pakistan. This reports manifests the presence of 'constitutive' as well as 'manifest' intertextuality.

4.1 Chapter Summary

This chapter details the purpose of this study and the theoretical framework used behind it. First, it describes how the research was conducted and what the data collection tools were. Then it presents the data analysis process.

The next chapter discusses the conclusions and insights drawn from the study, answers to the research questions and directions for the future researchers.

CHAPTER 5

CONCLUSION

5.1 Ideas Investigated in the Study

The research started with the assumption that intertextuality and polyphony are present in the journalistic discourse as it is found in any other type of discourse. The primary objective of the study was to explore the linguistic techniques used by the Pakistani news reporters for shaping public opinion and to examine how intertextuality and polyphony in their texts serve as persuasive strategies. It also aimed at discovering how interdiscursivity permeates the Pakistani journalistic discourse and whether the linguistic choices made by the reporters (in the selected news reports) were just for the sake of stylistic variation or were they being used to achieve serious purpose. The researcher also wanted to know the role played by the context for achieving the objectives of a particular news report. In order to pursue the aforementioned objectives, the study set out by using the principles of critical discourse analysis.

The research questions aimed at exploring the news reporters' techniques that help them change ideological understanding of the readers. As the context of each news report was Elections 2013 in Pakistan, so the researcher explored how the news reporters in the selected newspapers were influencing their readers and trying to shape their opinion about different political parties. By employing the tenets of critical discourse analysis, the researcher was able to obtain answers to the research questions.

5.2 Features of News Reports Used for Creating Connectivity, Intertextuality and Interdiscursivity

According to Shepherd (1998), intertextuality in a text can be detected through repetition of a complicated nexus of words and texts that are related to each other. Its main purpose is to create connectivity among different ideas. So, in order to understand the features of connectivity, intertextuality and interdiscursivity, the

researcher focused on the most repeatedly occurring features in the data. Kristeva (1980) once said that intertextuality results in neutralizing and transforming ideas. The news reporters do so by employing the feature of intertextuality in the reports and as a result, blur the ideologies and social boundaries. The process of exploring intertextuality was based on finding the most recurrent features in the data. Some of those features are discussed below.

5.2.1 The web of voices. The researcher began the study with the analysis of discourse representation in the news reports in order to understand how news reports have other texts embedded in them that cause intertextuality and do not only represent the voice of the reporters but a web of voices. Apparently, they might be invisible but can be brought to surface through a critical analysis. The prominent and the most active voices in the texts were of those who produced the written form of the discourse (the news reporters) and of those who had produced the spoken form of the discourse (the politicians). The analyses in Chapter 4 reveal that in each report, the author's own voice was not so explicitly displayed but was reflected in implicit ways. This signifies the presence of constitutive intertextuality. Apart from this there were voices that were present but not directly participating in the discourse. Hence, every sample that was analyzed displayed a web of voices. This helped in achieving one of the objectives of the study: to explore intertextuality and polyphony in the texts.

5.2.2 The most recurring form of narration. The analyses revealed that most of other texts included in the news reports were in the form of indirect speech. This form of constitutive intertextuality was noticed in all news reports. It provided room to the news reporters to retell the story after manipulating and changing the whole narrative from a totally different perspective. This rambling and shifting from one subject to another also refers to the discursive use of language. Moving back and forth and repetition of ideas helps to convince people and affect their views about different parties and hence, blur their ideological boundaries. It was found to be a common practice in all news reports that were analyzed. Therefore, it follows that intertextuality was a common technique used by all the news reporters. With this tool at their disposal, they manipulated as and when they desired to affect and persuade the readers. Not only did they change someone's words but also adopted other people's words to achieve their own aims giving the illusion as if they were actually their own words. In this way, when different events were pieced together they were fettered by narratives. This spectacular amalgamation of narration and description was not

without a purpose as the blending of texts blurred the boundaries between them and created layers of meanings which is the basic tenet of intertextuality. This is evident especially in Sample 14 (Manifesto Mantra) which deals with the manifestos of the five mainstream political parties of Pakistan. Almost all of them had the same objective to achieve as every party was claiming to transform the country by leading it towards progress after coming into power but the order of achieving their objectives was different. The news report also reveals that each party gave priority to a different point still there was one point common in all: They all talked about something that was of public interest. Some of the parties placed more importance to health care than to national security and the like. The arrangement of party manifestos was the reporter's discretion. This news report is an example of blending different narrations and moving from one subject to another. This may seem to be a mere digression but it is not so as it was used to affect the readers' understanding and views about different parties.

Through analysis of discourse representations in the news reports the researcher was able to analyze intertextuality in the selected Pakistani news reports and to find out how discursivity in them was used for influencing public opinion about different political parties. It also helped to examine how different discourses in these reports were combined together for blurring the social boundaries.

5.3 Linguistic Techniques used for Generating Specific Ideologies

Van Dijk (1998) was of the opinion that the dominant, media elites, can and do manipulate the fundamental beliefs or ideologies of the dominated, less powerful groups in the society. This usually happens under different slogans such as 'freedom of the press', hence, is hardly noticeable. This is how the powerful, popular media personnel have access to the commoners' belief systems and can affect and shape them in subtle ways. Van Dijk also discussed how in its extreme forms, ideology can turn into a controlling factor as it becomes a set practice and determines how one acts. Ideology can be related to politics, religion and culture. Van Dijk (1998) pointed out how ideologies are projected by the powerful and the dominant groups in the society and can be uncovered by closely and critically analyzing the discourse of the dominant class.

For this particular study, Van Dijk's tenets of critical discourse analysis were applied on the selected Pakistani journalistic discourse. The linguistic features found are discussed below:

5.3.1. Ramification in terms of lexical choices. The linguistic analyses revealed that the specific tools and techniques used by the newsmen mainly involved lexical cohesive devices such as synonymy, antonymy, adjectives and metaphors. It was explored that by bringing certain lexical items into a particular semantic field and through their metaphorical use, the newsmen/politicians obtain their hidden objectives as words have connotative meanings of associations. The linguistic analyses of every sample helped in achieving the fourth objective of the study which was to investigate the linguistic techniques used by the news reporters for shaping public opinion.

Leech (1974 & 1981) proposed that words do not only have literal meanings, they also have certain associative meanings and people do not rely upon literal meanings all the time. Meaning making involves one's real world experience and the context plays a very important role in it. Moreover, lexemes have meaning beyond their purely conceptual circle, for example, words like load-shedding, electricity generation, Western forces, democracy, ideology (see Appendix C) have special significance for the Pakistani people. It is one of the functions of intertextuality and was explored by analyzing the lexical choices made by the news reporters.

5.3.2 Recurrent use of abbreviations, acronyms and initialization. Apart from using abbreviations for the names of political parties, the news reports analyzed display a dominant trend of their use for people's names and titles as well (refer to Appendix C), for example, the names of some offices and institutes were abbreviated and almost all news reports were replete with abbreviations. See Sample 6. It displays a large number of acronyms like '...Rs 15 billion were diverted from PSDP (Public Sector Development Program)', HEC (Higher Education Commission), PTI (the Pakistan Tehrak-e-Inshaf), and PPP (Pakistan People's Party). For more acronyms refer to Sample 14, 15 & 23.

5.3.3 Cultural and ideological representation. Van Dijk (2000) says that ideology is expressed through discourse and is a basis of social as well as cultural representation. He is of the view that politicians express different types of ideologies through their texts and talk. One of them is their professional ideology where they express themselves working as politicians. This study also found out that the politicians from different political parties use certain lexical items repeatedly as

exhibited in (refer to displaying the most frequently used lexical items). Some of these words that he noticed were: democracy, leadership, and agenda of progress. Apparently, most of the politicians used such words to express the aforementioned type of ideology but the reader who could read between the lines can interpret what they actually mean. The politicians use them to flaunt their own role as politicians because these words have actually become clichés.

The second type of ideology that Van Dijk talks about is the socio-political ideology. He says that politicians stick to their socio-political ideologies as a group through certain practices such as national responsibilities, exercise of authority and power and by displaying peace and harmony in certain situations etc. (see Appendix C). All of these are the expressions that get endorsement by different parties and indicate their priorities and loyalties to the country.

5.4 Implication of Fluidity of Genre Boundaries on Comprehension

In order to determine understanding of the discourse receivers (readers) about different political parties, the researcher used generic analysis as a tool (as suggested by Fairclough, 1995). The generic analysis of discourse types (sequential and embedded) revealed merged genres like narration and exposition. This was not done explicitly. This feature of the news reports resembles ordinary story-telling when genres are mixed together. The events were not in a chronological order as the news reporters were moving back and forth by bringing in some events from the past to create some desired effects in that particular context which involved some other texts and sources both acknowledged and unacknowledged indicating the presence of intertextuality in the text. This retrospective view also involved some rambling and maneuvering of genre types. It was done to affect and control the way the reader makes sense of reality and creates meanings. The study revealed that the news reporters create dramatic effects by using certain narratives from the past to glorify and attract readers. They also frequently use catch phrases and party slogans, for example, PPP used 'Roti, Kapra aur Makan', Sample 9), the PTI ('Naiya Pakistan' Sample 10). It was explored that the writing style of a news reporter aims at affecting the ideological understanding of the readers about various political parties so that they are intrigued by the words used and promises made to them.

5.5 Equivocal Religious Philosophy

One important rather shocking revelation was the fact about religious parties that they were presented as not being clear about their stance on religious ideology, though their claims were otherwise. They were confused as Sample 21 displays (Religious parties in solo flights) the line 'Religious parties are not fighting a battle of ideology but they are confused' clearly displays the state of affairs. The reporter wrote how they were confused and were not fighting a battle of ideology rather they were blindsided by the rhetoric used by some powerful politicians and were using religion as a cover to camouflage themselves. They were engaged in worldly pursuits.

5.6 Ideology of Nationalism

The news reports analyzed for this research work displayed that there was an effort by almost all the reporters to display a regard for nationalism by using expressions like progress of the country, peace and harmony in the country, establishment and national responsibility etc. This represents a significant feature of nationalism that keeps people beyond regional boundaries and ethnicity and they start thinking beyond these ideas. French historian and philosopher Ernest Renan (1823-1892) was of the view that a nation develops as a result of some necessity which fulfills the basic needs of people. It consists of different social groups seeking a collective, group identity. The concern and efforts for a collective identity and awareness are important as they play a pivotal role in establishing peace and cooperation within the country among different schisms and result in creating harmony among different nations. No one can ignore the fact that the political and journalistic discourses permeate the lives of people coming from all backgrounds, races and ethnic origins and affect and shape their behaviors.

5.7 Impact of using a Frame of Reference

The linguistic analyses in Section B revealed the lexical choices made by reporters which included the use of compound words, affixes (through the presence of free/bound morphemes), pronouns, auxiliaries and adverbs. All the news reports were analyzed within their context.

The contextual analysis was done using Halliday's ideas of field, tenor and mode and appears in Section C of Chapter 3. Certain specialized lexical items used in the military discourse are not known to the general public but are used in reports and it is difficult for them to decipher the meaning, for example, in Sample 20, the

reporter uses a lot of terms only known to army personnel. Similarly, in Sample 6, the reporter uses specialized terms related to court/ judicial register and in Sample 19, the same can be observed. However, their presence in a specific semantic field made them meaningful to even those who are not aware of their literal meaning. This becomes possible for the reader because they not only depend on literal meanings but also consider the connotative meanings of expressions (Leech's idea, 1985).

On the contrary, expressions like 'Operation Midnight Jacket' and 'horse-trading and shifting parties...' in Sample 15 have meanings which need some background knowledge for a clear understanding. Certain lexical items show social distance showing formality or friendliness. Halliday uses the term tenor for this phenomenon. In most of the cases, the use of pronouns displayed impersonalization that exhibited lack of bias on the part of the news reporter. The reporters sometimes even use the expression 'disclaimer' before starting a news report. This is their established technique for appearing objective and unbiased to the readers but actually it helps them convey their messages and meanings in subtle ways.

5.8 The Role of Hybrid Discourses on Opinion Formation

The intertextual analyses (see Section A in Chapter 3) revealed how specific elements from different discourses were combined in texts of the newspaper reports in an order that resulted in hybrid discourses, for example, the Marxist political discourse was blended with the liberal political discourse and the religious discourse. By using this technique, the reporters could affect the ideological understanding of the readers and they could persuade them to believe in what the reporter aimed at making them believe in. Repetition of the same idea in different discourses caused discursivity which allowed a specific political and religious ideology to persist in the society.

Van Dijk (1987) once said that the prominent discourse becomes the dominant discourse and people start accepting it as a fact. In case of ideology, the same happens and the dominant religious philosophy emerges as the prominent, ruling religious ideology. The reporters have access to the dominant discourse so they have the capability to represent and project certain ideologies both religious and political. Hence, they are dogmatic rather than democratic and the discourse produced by them can cause religious prejudice and extremism. They can even lead the society towards disaster.

Linguistic analyses of the news reports (see Section B of Chapter 3) revealed that some lexical items were frequently repeated. The researcher grouped them as commonly repeated words. They were the words related to the lives and interests of commoners. They grab the attention of the naïve readers instantly. They have a domino effect as the readers cannot help change and modify their views.

The linguistic analyses at the syntactic level revealed that certain sentence forms (such as conditional sentences) and linguistic techniques like deixis were frequently used to attract the readers. The use of non-controversial references like Quaid-e-Azam and Allama Iqbal was made to gain public support and to influence their opinion. They were used as a manipulative tool in order to ward off public attention from real issues.

5.9 Diversity in News Report Headlines

The generic analysis of discourse types revealed that the Pakistani news reporters do not strictly follow any schematic pattern rather they use a variety of ways for creating a headline. Fairclough uses different terms for different types of headlines such as a nucleus, a major headline and a minor headline (Samples 1, Nawaz vows to make 'Asian tiger' dream come true ; Sample2, 'Country to be rid of internal, external forces: Fazal Sample 3 etc.,) and some reporters prefer embedding it between two minor headlines (for example in Sample14). Another method used was a major headline with only a few words in it followed by a detailed minor headline giving the crux of the news as Sample 5 (Mixed Results) has a major headline comprising only two words 'Mixed Results' followed by a comprehensive minor headline. There were many reports which had only major headlines and no minor headlines to follow, for example in Sample 6 ' PM not Mughal Prince to do things at will: CJ ', in Sample 7 ' Former coalition partners try to hide under umbrella of 'liberal', etc. A survey conducted by the British Council 'next generation ...ballot box'...youth population is going to play...pivotal role...in the next election' where a lot of words have been omitted by using ellipses to evade plagiarism.

The samples analyzed also revealed that the Pakistani English news reports do not follow a specific schematic view. Hence, the study refutes Fairclough's view that news reports follow a certain pattern of major and minor headlines, followed by a lead, satellite paragraphs and a wrap-up paragraph.

The study also revealed that presence of different types of intertextuality plays an important role in the making of a news report. Texts belong to certain genres and they are used for achieving certain social/political purposes which means that it is a tool used by news reporters for affecting the readers' understanding. Although the main purpose of a news report is to inform, it does much more than that but only the reader with critical reading abilities can uncover the underlying strategies of a news reporter.

5.10 Contributions of the Study

Intertextuality by its pervasive nature is present in every text including news reports and everyone is encountering it all the time. Due to its pervasive nature, it has the ability to seep down the readers' minds and settle down, resulting in a change of ideology. Since journalistic discourse, like any other, is replete with intertextuality and has a direct connection with the general public, it should be taken seriously. Although some research has been done to explore intertextuality in the journalistic discourse in other countries, in Pakistan most of the researchers have relied upon purely either intertextual analysis or linguistic analysis while exploring intertextual relations in texts. A three-dimensional analysis comprising intertextual, linguistic and contextual aspects of the journalistic discourse is almost non-existent. The present study has attempted to fill in this gap by performing three-dimensional analyses of the journalistic discourse in the selected news reports.

This study is significant for the teachers as the methods used for teaching in Pakistan and especially in state-run institutes are quite traditional in many cases which do not allow students to think out of the box and use their own understanding for interpreting and analyzing the texts they read. Teaching needs to be dynamic and it requires a change as far as methodology is concerned. This can be done by making students independent. The teacher's job should be to empower their students to become self-reliant learners by making them independent readers. This research develops readers' critical reading abilities enabling them to interpret and critically analyze a text. It emphasizes that the students should know that clinging dogmatically to some system of ideas and beliefs does not necessarily mean that they hold the ultimate truth. They can be challenged. Through understanding gained through this study they can see the broader picture of the way things are and how they are presented. Hence the understanding that the readers gain through this research will

help them in developing their critical linguistic awareness. New insights and open mindedness are necessary to resist and not be a victim of exploitation and dominating linguistic practices used by anyone, be it reporters or politicians.

The knowledge one gains from this research has a practical importance for not only the students of language but also for everyone. It enables them to deal with the problems that are present in the contemporary society where sophisticated ways of communication are being used to control minds. By using most hyperbolic language the reporters spur people to behave in certain ways. The ideologies that they project and propagate turn into established practices and become hard to change and if challenged or negated, the followers do not behave rationally. Their violent reactions result in disaster (see Sample 17: Blasphemy issue MPs for action against false accusers).

The study also reveals that some reporters lack sufficient religious knowledge but do incite people to act aggressively because they have some ulterior motives. For the readers, the awareness about the reporters' lack of knowledge of religious affair is very important as it can bring about human catastrophe. The understanding that the readers acquire through this study will enable them to observe the text through a new window working like a literary detective and decode the layers of meanings by interpreting a text technically. The study strives to develop critical reading abilities in the readers so that they can detect the presence of multiple voices in a text. Due to certain reasons, sometimes the people in Pakistan avoid being directly involved in politics. At the same time, almost everyone of them is in continuous contact with the journalistic discourse which is replete with political ideologies. So, knowingly or unknowingly, different political ideologies are being projected onto them on a regular basis. Equipping the readers with some critical strategies can help them discover what the journalistic discourse is doing to them and how they can deal with it.

Understanding the features of constitutive intertextuality and polyphony encourages the readers not to ignore the ideas that are not explicitly stated and the multitude of voices which do not seem active in a text but are more important and should not be ignored as they are the ones actually shaping and forming public opinion. The study also enables the readers not to be blindfolded by the enticing, dominating and overpowering discourse. Bringing home the importance of multiple voices in any kind of discourse is one of the gateways of this research. Hence it does not only lead the readers to decode the underlying message(s) in others' discourses but

also improve their own discourse by avoiding certain words, structures and subjects. This can help deal with sensitive political, religious and cultural issues in an effective way by fostering a sense of cooperation in communication for solving problems and avoiding offence.

5.11 Recommendations for Future Research

The future researchers can explore many related areas. They are discussed below:

- This research was delimited to only news reports. The future researchers can work with opinion articles, editorials, interviews, news post, advertisements, literary pieces and film/book reviews. A common feature of all newspapers is pictures and political cartoons. The future researchers can focus on images/pictures, and political cartoons in newspapers and study the use of non-linguistic signs and symbols. Kristeva (1966) suggested that other texts that the readers have already read have influence on their minds and they keep this understanding while reading every new text. The meanings of signs and symbols, their implications and the connotations surrounding them in the newer context can also be explored.
- Political speeches and interviews are a regular feature of newspapers. Intertextuality and polyphony can be explored in them to detect how previous ideas, thoughts and slogans used by historical figures, leaders and writers resound in the new speeches and interviews and influence and shape the readers' ideologies.
- Classics, contemporary novels, fictional and non-fictional writings can also be explored to bring to the forefront the sources used (both internal and external) in their creation.
- Autotextuality in the newspaper texts can be decoded and its effects on readers' comprehension can be checked.
- Architextuality can be studied by using the theoretical lens provided by Genette for investigating how different texts converge together and produce a single text.

5.12 A Final Word

This study has attempted to expose the game of words used in the Pakistani journalistic discourse through the features of intertextuality and polyphony. It reveals

that some reporters make use of religious imagery as an effective tool for influencing the naïve public. It explored that intertextuality influences the readers and is employed for achieving certain ideological purposes which the reader with critical reading abilities can uncover and comprehend. It suggests that the newspaper readers should be aware of the ways in which meanings are produced, manipulated and conveyed in the journalistic discourse.

REFERENCES

- Allen, G. (2000). *Intertextuality*. London: Routledge.
- Allen, G.(2003). *Ronald Barthes*. 11 New Fetter Lane, London EC4P 4EE, Routledge, London.
- Alston, M. & Bowles, W. (2003). *Research for social workers: Introduction to methods* (2nd ed.). Australia: Allen & Unwin.
- Althusser, L. (1971). *Lenin and philosophy and other essays* (Brewster, B. Trans), Monthly Review Press New York and London.
- Althusser, L. (1968). *Reading capital*. (Brewster, B. Trans.), Francois Maspero. NLB.
- Annas, J. (2000). *Ancient philosophy: a very short introduction*. New York: Oxford University Press.
- Badford, A. (2009). *Linguistics: an introduction*. Cambridge, UK: University Press.
- Bailey, K, D. (1978). *Methods of social research*. New York: Free Press.
- Baker, P. & Ellece, S. (2011). *Key terms in discourse analysis*. London: SE1 7NX: Continuum International Publishing Group, The tower Building, 11 York Road.
- Bakhtin, M, M. (1990). *Dialogism. Bakhtin and his world* (Holoquist, M. Trans.). London: 11 New Fetter Lane, EC4P 4EE, Routledge.
- Balzac, D. H. (2012). *Sarrasine*. (Bell, C. Trans.): An Electronic Series Publication.
- Barthes, R. (1967). *The death of the author*. (Howard, R.Trans.). London, UK: Macmillan.
- Barthes, R. (1977). *Image music text*. (Heath. S. Trans.). UK: Fontana Press.
- Barthes, R. (1978). *A lover's discourse*. (Howard, R. Trans.). New York: Hill and Wang.

- Barthes, R. (1993). *The fashion system*. (M & Richard Howard, R. Trans.) USA: University of California Press.
- Barthes, R. (1998). *The pleasures of the text*. (Farrar, Straus & Giroux, Trans.), Canada: Harper Collins Canada Ltd.
- Barthes, R. (1999). *Elements of semiology*. (Levers, A. & Smith, C. Trans.). New York: Hills and Wags, 19 Union Square West, New York 10003.
- Barthes, R. (1999). *Mythologies*. (Levers, A. Trans.). New York: The Noonday Press Farrar, Straus and Giroux.
- Baylis, J., Smith, S. & Owens, P. (2014). *The globalization of world politics: an introduction to international relations*. UK: Oxford University Press.
- Bazerman, C. (2004). *Bakhtin perspectives on language and learning*. Cambridge: Cambridge University Press.
- Bazerman, C. (2011). *Intertextuality: How texts rely on other texts*. Retrieved from http://cdh.sc.edu/~hawkb/readings/bazerman_intertextuality.pdf
- Bennett, T. (1979). *Formalism & Marxism: new accents*. London & New York: Routledge.
- Bennett, T. & Craib, I. (2001). *Philosophy of social science: the philosophical foundations of social thought*. London: Palgrave.
- Blommaert, J. (2005). *Discourse: key concepts in sociolinguistics*. Cambridge: Cambridge University Press.
- Bourdieu, P. (1984). *Distinction: a social critique of the judgment of taste* (Nice. R Trans.). USA: Routledge.
- Bourdieu, P. (1991). *Language and symbolic power*. Cambridge: Polity Press.
- Bronner, S. E. (2011). *Critical theory: A very short introduction*. Oxford: Oxford University Press.
- Bryman, A. (2001). *Social research methods* (4th ed.). Oxford: Oxford University Press.

- Buhler, K. (1990). *Theory of language: the representational function of language*. (Goodwin, D. F. Trans.). Amsterdam: John Benjamin's Publishing Company.
- Buhler, K. (1934). *Sprachtheorie*. England: Fischer, Oxford.
- Bulman, G.A. (2007). *Staging words, performing world: intertextuality and national contemporary Latin American theatre*. USA: Rosemont Publishing and Printing Corporation.
- Carlye, E. (Ed.). (1984). *Problems of Dostoevsky's poetics*. (Emerson, C. Trans.). USA: The University of Minnesota Press.
- Carver, T. & Pilkalo, J. (Eds.). (2008). *Political language and metaphor: interpreting and changing the world*. London: 2 Park Square, Milton Park, Abingdon. Oxon OX 14 4RN, Routledge.
- Chilton, P.(2004). *Analyzing political discourse: theory and practice*. London: Routledge.
- Clement, C. & Kristeva, J. (2001). *The feminine and the sacred* (Todd, J. M. Trans.). New York: Columbia University Press.
- Cobley, P. (2001). *The Routledge companion to semiotics and linguistic*. London 11 New Fetter Lane, EC4P 4EE. Routledge.
- Cook, G. (1990). *Discourse*. Oxford: Oxford University Press.
- Cook, G. (1992). *The discourse of advertising*. London: Routledge.
- Crystal, D. 1995. *The Cambridge encyclopedia of the English Language*. Cambridge: Oxford University Press.
- Crystal, D. (1992). *Introducing linguistics*. Harlow: Penguin Books Limited.
- Dale, R. E. (1996). *The theory of meaning*. London: Routledge.
- Dawson, C. (2002). *Practical research methods: A user-friendly guide to mastering research*. Oxford, UK: How to books Ltd.

- Devenney, M, (2005). *Ethics and politics in contemporary theory between critical theory and post-Marxism*. Routledge.
- Devitt, M. & Sterelny, K. (1998). *Language and reality: an introduction to the philosophy of language*. USA: MIT Press.
- Dijk, T. A. (1977). *Text and context: explanation in the semantics and pragmatics of discourse*. New York: Longman Group Ltd.
- Dijk, T. A. (1980). *Macrostructures: an interdisciplinary study of global structures in interaction and cognition*. New Jersey: Lawrence Erlbaum Associates, Publishers, Hillsdale.
- Dijk, T. A. (1983). *Strategies of discourse comprehension*. New York: Academic Press.
- Dijk, T. A. (1984). *Prejudice in discourse: an analysis of ethnic prejudice in cognition and conversation*. Amsterdam/Philadelphia: John Benjamins Publishing Company.
- Dijk, T. A. (1987). *Communicating racism: Ethnic prejudice in thought and talk*. New York: Sage Publication, Inc.
- Dijk, V. (Ed.). (1985). *Discourse and communication-research in text theory*. Berlin, Germany: Walter de Gruyter & Co.
- Dijk, T. A. (1988). *News as discourse*. New Jersey Hove and London: IM Lawrence Erlbaum Associates, Publishers, Hillsdale.
- Dijk, T. A. (1988). *News analysis: case studies of international and national news in the press*. Hove and London: LEA Lawrence Erlbaum Associates, Publishers, Hillsdale, New Jersey.
- Dijk, T. A. (1991). London and New York: *Racism and the press*. Routledge.
- Dijk, T. A. (1993). *Elite discourse and racism*. New York: Sage Publication, Inc.
- Dijk, T. A. (1998). *Ideology: a multidisciplinary approach*. London: Sage Publication Ltd.

- Dijk, T. A. (2003). *Ideology and discourse: a multidisciplinary introduction*. Ariel, Barcelona.
- Dijk, T. A. (2006). *Discourse studies: a multidisciplinary introduction*. Padstow, TJ.
- Dijk, V.T. (1998). *Ideology: a multidisciplinary approach*. London: SAGE Publications.
- Dijk, V. T. (2009). *Society and discourse*. UK: Cambridge University Press.
- Dijk, T. A. (2009). *Society and discourse: how social contexts influence text and talk*. Cambridge: Cambridge University Press.
- Dimitriadis, G., & Kamberelis, G. (2006). *Theory for education*. Cornwall, New York: Routledge. International Ltd, Padstow.
- Eagleton, T. (1983). *Literary theory: an introduction*. USA: Blackwell Publishers Ltd.
- Eagleton, T. (1991). *Ideology: an introduction*. UK: Verso, 6 Meard Street, London.
- Emerson, C. & Austin, M. (Eds.). (1986). USA: *Speech genres and other late essays*.(MacGee, W. Trans.).
- Fairclough, N. (2003). *Analyzing discourse :textual analysis for social research*. London: 11 New Fetter Lane, EC4P 4EE. Routledge.
- Fairclough, N. (1992). *Discourse and social change*. Cambridge, UK: Polity Press, 65 Bridge Street, CB2, IUR.
- Fairclough, N. (2006). *Language and globalization*. Routledge, London: 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN.
- Fairclough, N. (1989). *Language and power*. UK: Edinbrough, Longman Group Limited.
- Fairclough, N. (1995). *Media discourse*. London: The Hodder Headline Group, 338 Euston Road, NWI BH.
- Fairclough, N. (1995). *Critical discourse analysis: the critical study of language*. London, UK: Longman Group Limited.

- Fairclough, N. (1992). Discourse and text: linguistic and intertextual analysis within discourse analysis. *Discourse society*. 2 (3), 193-217. Retrieved from <http://das.sagepub.com/content/3/2/193.short>
- Flowerdew, J. (2013). *Discourse in English language education*. UK: 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN. Routledge.
- Foucault, M. (1972). *The archaeology of knowledge*. London: Routledge.
- Foucault, M, P. (1995). *Discipline and punish: the birth of the prison* (Sheridan, A. Trans.). New York, USA: Random House, Inc.
- Foucault, M, P.(1966). *The order of things: the archeology of human sciences*. Paris, Editions, Gallimard.
- Gee , P, J. (1999). *An introduction to discourse analysis: theory and method*. London: Routledge, 11 New Fetter Lane, EC4P 4EE.
- Genette, G. (1972). *Narrative discourse: an essay in method*. USA: Cornell University Press.
- Genette, G.(1997). *Paratexts: thresholds of interpretation*. Cambridge: Cambridge University Press.
- Graddol, D. & Barrett, O. (1993). *Media texts, authors and readers: a reader*. Great Britain: British Library Cataloguing in Publishing Data.
- Gramsci, A. (1999). *Prison notebooks*. UK: 20 Cambridge Drive, London SE12 8AJ.
- Halliday, M.A.K. 1994. *Introduction to functional grammar* (2nd ed.). London: Edward Arnold.
- Hawkes, D. (1996). *Ideology: the new critical idiom*. London: Routledge, Tallor & Francis Group.
- Hebert , L. (2011). *Tools for text and image analysis: an analysis to applied semiotics* (Tabler, J. Trans.). Canada: Quebec University Press.
- Holoquist, M. (2001). *A lover's discourse* (Howard, R. Trans.). New York: Hill and Wang. The University of Texas Press.

- Holquist, M. (1990). *Dialogism: Bakhtin and his works*. London: Routledge, Taylor & Francis Group.
- Holoquist, M. (Ed.). (1981). *The dialogic imagination* (Emerson, C. & Holoquist, M. Trans.), USA: The University of Texas Press Austin.
- Holoquist, M. (Ed.). (1993). *Towards the philosophy of the act*. (Liapunov, V. Trans.). USA: The University of Texas Press.
- Iqani, M. (2003). Megatextuality: re-enunciating media intertextuality in the age of global media discourse. *EWP- Electric Working Papers Series (Department of Media and Communications), 14 (27)* [ISSN: 1474-1938, 1474-1946] Retrieved from <http://www.lse.ac.uk/media@lse/research/mediaWorkingPapers/pdf/EWP14.Pdf>.
- Iqbal, Z. (2011). *Mass media, the politics and the politicians: a mismatched troika of Pakistan*. Pakistan: Islamabad Higher Commission.
- Jakobson, R. (1960). *Closing statements: linguistics and poetics*. New-York: T.A. Sebeok.
- Jakobson, R. & Halle, M. (1956). *Fundamentals of language*. The Netherlands: Mouton Co..
- Jenkins, R. (1992). *Pierre Bourdieu*. London Routledge.
- Johnstone, B., (2008). *Discourse analysis* (2nd ed.). Oxford: Blackwell.
- Jorgensen, M. & Philips, L. (2002). *Discourse analysis as theory and method*. London: Sage Publication Limited.
- Joseph, J. & Roberts, J. M. (2004). *Realism discourse and deconstruction*. London: Press.11 New Fetter Lane, EC4P 4EE. Routledge.
- Joseph, J. (2006). *Marxism and social theory*. NY, USA: Palgrave MacMillan.
- Kartz, H.(2003). *The media handbook*. Mahwah:Lawrence Erlbaum Associates, Inc. Publishers 10, NJ 07430, Industrial Avenue.

- Kothari, C.R. (2004). *Research methodology: methods and techniques*. Delhi, India: New Age International Publishers (P) Ltd.
- Kristeva, J. (2001). *Hannah Ardent :life is a narrative*. (Collins, F. Trans.). Canada: University of Toronto Press.
- Kristeva, J. (1986). *The Kristeva reader*. edited. Toril Moi, T. (Ed.). New York: Columbia University Press.
- Kumar, R. (1999). *Research methodology-a step by step guide for beginners*. New Delh, India: Sage Publications.
- Lakoff, G.(1996). *Moral politics: how liberals and conservatives think* (2nd ed.). USA: The University of Chicago Press.
- Lazar, M.M. (Ed.). (2005). *Feminist critical discourse analysis: gender, power and ideology in discourse*. UK: Palgrave MacMillan.
- Leech, G. (1985). *Semantics: the study of meaning* (2nd ed.). NY, USA: Plecan Books.
- Li, J. (2009). Intertextuality and national identity: discourse of national conflicts in daily newspapers in the United States and China. *Discourse & Society*. 20 (1), p.85. Retrieved from <http://das.sagepub.com/content/20/1/85.short>
- Makaryk, I. R. (1993). *Encyclopedia of contemporary literary theory: approaches, scholars, terms*. Canada: University of Toronto Press.
- Marx, K. (2015). The biography.com website. Retrieved from <http://www.biography.com/people/karl-marx-9401219>.
- McCarthy, M. (1991). *Discourse analysis for language teachers*. Cambridge: Cambridge University Press.
- Marrapodi, M. (2004). *Shakespeare, Italy and intertextuality*. UK: Manchester University Press.
- Merriam, S. (1997). *Qualitative research and case study applications in education*. San Francisco: Josey-Bass.

- Merriam, S. B. (2001). *Qualitative research and case study applications in education*. San Fransisco: Jossey-Bass.
- Miller, J. & Miller, J. (1993). *The passions of Michel Foucault*. USA:Howard University Press.
- Malik, A. (Ed.) (1971). *Selected Speeches and statements of Mian Iftikharuddin*. Nigarishat, Lahore, Pakistan.
- Mills, Sara. (1997). *Discourse: the new critical idiom*. EC4P 4EE. London: Routledge,.
- Moi, T. (Ed.). (1986). *The Kristeva reader*. Columbia: New York Columbia University Press.
- Moloi, K.C (2014). A critical discourse analysis of intertextuality and interdiscursivity in the African National Congress (ANC). E-ISSN 2281-4612 ISSN 2281-3993 *Academic Journal of Interdisciplinary Studies*. 3 (4). MCSER Publishing, Rome, Italy. Retrieved from <http://www.mcser.org/journal/index.php/ajis/article/viewFile/3119/3075>
- Morris, P. (1994). *The Bakhtin Reader*, London: Hodder Headline Group 338 Houston Road, NW1 3BH.
- Pulungan, A.H. (2010). Intertextuality in Indonesian newspaper opinion articles on education: its types, functions and discursive practice. *TEFL IN Journal* 21 (2). Retrieved from <http://journal.teflin.org/index.php/journal/article/view/38>
- Rojo, L .M. (1993). *Division and rejection from personification of the gulf conflict to the demonization of Saddam Hussein*. *Discourse & society*, 5 (1), 49-80. Retrieved from <http://m.referencerepository.com/homes/journalarticles/page:27/jrnl:Discourse%20and%20Society>
- Paltridge, B. (2006). *Discourse analysis*. New York: NY 10038.
- Rasheed, N. (2014). *Top 5 Pakistani newspapers (English language)*. Retrieved from <http://pakwired.com/top-5-pakistani-newspapers/> retrieved on 7/7/15

- Rahimi, M. & Riasati, M.J. (2011). Critical discourse analysis: scrutinizing ideologically-driven discourses. *International Journal of Humanities and Social Science*. 1 (16). USA. Retrieved from http://www.ijhssnet.com/journals/Vol_1_No_16_November_2011/13.pdf
- Richardson, J. (2007). *Analyzing newspapers: an approach from critical discourse analysis*. England: Hampshire, Palgrave Macmillan.
- Riffaterre, M.(1983). *Text production*. Columbia: New York, Columbia University Press.
- Riffaterre, M.(1978). *Semiotics of poetry*. Bloomington: Indiana University Press.
- Riffaterre, M.(1990). *Fictional truth*. Baltimore: Johns Hopkins University Press.
- Roggers , R. (2004). *An introduction to discourse analysis in education*. New Jersey: Lawrence Erlbaum Associates Publishers Mahwah.
- Sabbatini , R. M. (1997). The history of psychosurgery. *Brain & Mind Magazine*. Retrieved from <http://www.Cerebromente.org.br/n02/historical/lobotomy.htm>
- Sajdl, D. (2005). *Aspects of newspaper language- newspaper coverage with focus on the example of the Harold Shipman case*, Ruhr- University Bochum .
- Schwandt. T. A. (1997). *Qualitative inquiry: a dictionary of terms*. USA: Sage Publications.
- Siyami, A. (2013). Intertextuality in newspaper advertising. *Journal of Modern Languages*.Vol. 23, (2013) 41.Umm AlQuraa University. Retrieved from http://jml.um.edu.my/filebank/published_article/5968/JML%2004-23-2013.pdf
- Sokal, A. & Bricmont, J. (1998). *Fashionable nonsense: postmodern intellectuals' abuse of science*. New York: Picador, 175 Fifth Avenue, N.Y. 10010.
- Sturrock, J. & Rabate, J.M.(2003). *Structuralism*. USA: Blackwell Publishing Ltd.

- Stumpf, S. E. & Fieser, J. (1971). *Philosophy : history and problems*. (6th ed.). New York: McGraw- Hill Companies.
- Subroto, E. D, Tarjana, S.S. & Sumarlam. (2010) Intertextuality in Indonesian newspaper articles on education: Its types, functions and discursive practice. *TEFL IN Journal*, 21. Retrieved from http://eprints.uns.ac.id/703/1/194406021965112001sam_4.pdf
- Talbot, M. (2007). *Media discourse: representation and interaction*. Edinbrough: Edinbrough University Press Ltd.
- Tannen , D. (1981). *Analyzing discourse: text and talk*. Georgetown University Press, D. C.20057, Washington, USA.
- Tannen, D. & Hamilton. H. & Schiffirin, D. (2015). *The handbook of discourse analysis* (2nd ed.). Blackwell Publishers, UK.
- Torring, J.(1999). *New theories of discourse: Lacalau, Mouffe, Zizek*. Oxford, UK: Blackwell Publishers Ltd.
- Tyson, L. (2006). *Critical theory today*. Routledge, New York, USA: NY 10016.
- Orr, M. (2003). *Intertextuality: debates and contexts*. UK: Blackwell Publishing Ltd.
- Vice, S. (1997). *Introducing Bakhtin*. Manchester: Manchester University Press.
- Webster, J. J. (Ed.). (2002). *Linguistic studies of text and discourse*. Edit. Cornwall: MPG Books Ltd, Bodmon.
- Wooffitt , R. (2005). *Conversation analysis and discourse analysis. A Comparative and critical analysis*. London: Sage Publication Ltd.
- Wodak , R. & Meyer, M. (2001). *Methods of critical analysis*. London: Sage Publications.
- Worton , M. & Still, J. (1990). *Intertextuality: theory and practice*. Manchester: Manchester University Press.

APPENDIX A

Demographic Details of Samples

Sample No.	Date	Newspaper	Headline
1.	April 12,2013	The News	Nawaz vows to make 'Asian tiger' dream come true
2.	April 22,2013	The News	Country to be rid of internal, external forces: Fazal
3.	May 14,2013	The News	May 11 is the day to change Pakistan's fate: Nawaz
4.	May 20,2013	The News	Liberals' should enlist themselves...says Munawar
5.	June 10,2013	The News	Mixed results
6.	March 4,2013	Dawn	PM not Mughal Prince to do things at will: CJ
7.	March 8,2013	Dawn	Former coalition partners try to hide under umbrella of 'liberal'
8.	April 10,2013	Dawn	Former coalition partners try to hide under umbrella of 'liberal'
9.	April 15,2013	Dawn	Zardari urges tribal people to actively take part in polls
10.	April 30,2013	Dawn	It is Pakistan's war, says Kayani
11.	May 6, 2013	The Nation	Imran Khan pledges to make Pakistan Islamic welfare state
12.	June 2,2013	The Nation	PML-N deals big...in Balochistan
13.	July 4,2013	The Nation	Ministry brushes aside...against AGP
14.	July 10,2013	The Nation	The Manifesto mantra
15.	Aug 30,2013	The Nation	The game gets dirtier
16.	May 10,2013	Daily Times	PML-N has all it takes to prosper
17.	June 11,2013	Daily Times	Blasphemy issue MPs for action against false accusers
18.	July 10,2013	Daily Times	Sethi stresses Ulema role for interfaith harmony
19.	July 19,2013	Daily Times	PPP opposes appointment of...Hudabiyab Paper Mills case

20.	Aug 8,2013	Daily Times	Signed off on US drone strikes: Musharraf
21.	March12,2013	The Express Tribune	Religious parties in solo flights
22.	May 6,2013	The Express Tribune	Badam Zari vows to improve...education if elected
23.	May 6,2013	The Express Tribune	PTI to unite people in new Pakistan: Imran
24.	July 9, 2013	The Express Tribune	Govt likely to keep hanging hanged
25.	Aug 12,2013	The Express Tribune	President, PM renew pledge for minorities protection

APPENDIX B

Most Common Lexical Items

S.No	<i>Lexical Items</i>
1.	Democracy
2.	Unemployment
3.	Load-shedding
4.	Electricity generation
5.	Religious parties
6.	Former President
7.	Employment
8.	Progress of the country
9.	Leadership
10.	Ideology
11.	Peace & harmony
12.	Youth
13.	Party agenda
14.	Policies
15.	Power
16.	Education
17.	National responsibility
18.	Merit based appointments
19.	Establishment
20.	Job opportunities
21.	Western forces
22.	Promised
23.	Reforms
24.	Stressed
25.	Names of various parties

APPENDIX C

Sample I

NEWS
Islamabad/Karachi Edition
Also published in Lahore, Karachi, London and globally on the World Wide Web at <http://www.dawn.com>
JANG GROUP OF NEWSPAPERS
22 Pages
Price Rs. 15.00

600,000 security officials to be deployed on 10th
50,000 army men to perform quick response duties

ISLAMABAD: The Election Commission of Pakistan (ECP) has finalised security plan for May 11 polls.
According to the plan 600,000 security personnel will perform election duties. The ECP source said about 50,000 soldiers will be deployed in the quick response forces to deal with any emergency situation on the polling day.
About 20 to 50 quick response force personnel will be in each constituency. Security personnel will be deployed on polling stations throughout country on May 11.
Seven security persons will be deployed on most sensitive polling stations, five moderately sensitive and five on normal polling stations.
Police, Levies, Rangers, and volunteers will perform security duties. AJK police will be deployed in Islamabad and Faisalabad.
For election day security division contingents of Rawalpindi will be sent to Karachi. A 700,000-strong election staff will also be deployed.
A plan is being prepared for security of polling stations in Balochistan.
Agencies add, the ECP will establish 14,976 polling stations in Sindh and 2,079 polling stations in Balochistan.
It has declared Certified National Level Officers (CNLOs) mandatory for the election.
Continued on Page 8

Nawaz vows to make 'Asian tiger' dream come true
Says only PML-N has agenda of progress

ISLAMABAD: Pakistan Muslim League-Nawaz (PML-N) President Nawaz Sharif Wednesday said his party would make its dream of Pakistan to become an Asian tiger come true after winning the elections.
He further said that only the PML-N had the agenda of economic and development in the country.
He reiterated that premier Musharraf was not his destination as he wanted to take the country out of its economic and political challenges and crises.
A thriving business community at twin cities here, energy and traders, industrialists and businessmen are the backbone of country's economy.
He said when his party comes in power, all financial policies will be planned in consultation with business community.
The former prime minister said Pakistan needs experienced leadership and May 11 would be the day for PML-N's victory.
He said Pervez Musharraf is responsible for electricity crisis but President Asif Ali Zardari also did nothing for the solution of the problem because the priorities of the PPP government were anything other than progress of country.
Nawaz said electricity is not available for 20 hours in the area, adding that the industry has been closed, and children are unable to study.
He said the rulers have filled their pockets through corruption, involving ministers.
He said that there was no load shedding, unemployment, unrest in Karachi and Balochistan and there were no terrorist incidents during the PML-N governments. He said that the gas and electricity was available for the masses and Pakistan was on the path of progress but today the country is lagging behind all others in the region.
He said the PML-N will take the country again on a position where it was in 1990.
He said the masses should consider who has served them, built dams and motorways.
Nawaz also spoke to a public meeting at Sports Stadium in Sarfodha, where he claimed to eradicate corruption and provide job opportunities after coming into power.
He said the masses wanted to see the PML-N into power again as it was the only party which people considered their own.
Nawaz highlighted various achievements of the PML-N's previous two tenures and said if he had been allowed to complete his tenure, Pakistan would have been put on road to progress.
He said that almost 80 per cent of the youth were supporting the PML-N, adding that who were claiming youth's support in their favour were actually lying in a fool's paradise.
He said the PML-N would bring about a revolution. He

to reject not fair: MQM

...four parties win the... forcing three others...
...urged the masses to... them and defeat 'extremists and terrorists'.
...three parties (PPP, MQM and ANP) have set... for a greater

84 pc of Pakistani Muslims want sharia, says PEW survey
Asif Abbasi

ISLAMABAD: The latest US-based PEW Research Center survey, released seven days before Pakistan goes for elections, shows that 84% of Pakistani Muslims favour Islamic sharia as their official law.

US concerned over pre-poll violence, attacks on politicians

WASHINGTON: The United States has expressed its concern over violence and condemned the act of terror that have targeted politicians and their supporters during the electoral campaign in Pakistan. It also condemned the recent statements by militant groups indicating their intent to disrupt Pakistan's democratic process.
Acting State Department spokesman Patrick Ventrell replying to questions during briefing on Tuesday said the US supports the right of the Pakistani people to participate fully in the election of their representatives and their ability to fulfil aspirations for a peace, justice, and democratic process.
He said the US looks forward to a free, fair, and transparent election on May 11.

APPENDIX D

Sample IX

SPORTS 23

COPYRIGHT DEPOSIT
Date 16/4/13

MAHMOUD FAZAM MOHAMMAD ALI JINNAH

Regd. No. ID-278

INDUSTRIAL FLOORING
Seamless Epoxy Flooring System

- For Light & Heavy Duty Industrial Floors
- Pharmaceutical, Food & Beverage Industry
- Car Parks & Warehouses

Fospak (Pvt) Ltd. KWH : 021-3452847, 34529859
LHR : 042-3667573, 36675838
ISB : 051-4575748, 9209592
www.fospak.com

MAHMOUD FAZAM MOHAMMAD ALI JINNAH

Islamabad, Jumadi-us-Sani 5, 1434 Tuesday, April 16, 2013 22 PAGES Rs 19.00

Killed
Blasts
Boston
mathon

... killed ...
... Boston ...
... mathon ...

Zardari urges tribal people to actively take part in polls

ISLAMABAD, April 15: President Asif Ali Zardari has urged people of tribal areas to enthusiastically participate in the general elections and elect representatives who can bring about a positive change in their lives.

Addressing a grand Jirga of elders from the Federally Administered Tribal Areas (FATA) at the President House here on Monday, he said the country was undergoing a democratic transition for the first time in its history.

He said security concerns and the fragile law and order situation should not obstruct the electoral process. He said he himself had suffered and **regretted sacrifices** in the war against militancy and mentioned the assassination of Senator Bhutto.

President Zardari said a nation itself should change its circumstances and should not expect anyone else to do it for them.

They have skilled manpower, highly qualified engineers, doctors and other professionals who can play an active role in bringing about a socio-economic change in their respective areas.

The president said that after an initial resistance in some parts of Fata, the **Renewal Income Support Programme** had now started receiving attention. A number of features might be added to the programme which could cater to health, education and stipends for tribal people through its social safety net, he added.

The president said the PPP-led government from day one had been doing a lot to develop the area and bring it on a par with other parts of the country.

He said the appointment of the KP governor from Fata was a step in the right direction and it would go a long way in bringing the area to the national mainstream and

acknowledge it as an important part of the country and so recognise sacrifices of its people.

The president called the valiant and courageous people of Fata "defenders of the frontiers". He **acknowledged** their sacrifices and struggle along with the armed forces to make Pakistan a safe place to live.

He said the PPP-led government had taken a number of measures over the past five years for uplift of tribal people and had opened for the first time an opportunity for reforms in Fata which had been denied for over a century.

Besides getting a new judicial system, he said people of tribal areas had been allowed for the first time to freely participate in political activities.

Mr Zardari said the new judicial system in Fata ensured due process and right to appeal and bail. It was, he added, a **step forward** for the people of Fata towards freedom, liberty, human rights

Continued on Page 3

Khoso appoints finance adviser, forms team for IMF talks

By Khaleeq Kiani

ISLAMABAD, April 15: A day before a high-level delegation leaves for negotiations with the International Monetary Fund (IMF) and US officials to seek an economic bailout, the caretaker prime minister put together on Monday an economic team. He inducted Dr Shahid Anjad Chaudhry as his adviser for finance and appointed Dr Waqar Masood Ebin as secretary of finance department.

Prime Minister-cum Justice Mir Hameed Khan has appointed Dr Shahid Anjad Chaudhry as adviser for finance, in-charge of ministry of finance, said a notification issued by Prime Minister Secretariat. Six important federal secretaries were reshuffled. A separate statement issued by the finance ministry confirmed that Mr Chaudhry, who worked as deputy chair-

man of the Planning Commission during the first three years of the Musharraf regime, would head the delegation scheduled to leave for the US on April 16 to attend annual spring talks with the IMF and World Bank. The team will include secretaries of finance and economic affairs division, governor of State Bank and chairman of the Federal Board of Revenue.

"The delegation will meet finance ministers of a number of other countries, visit US state and treasury departments and hold meetings with rating agencies," the statement added.

Dr Chaudhry worked as the rector of the Lahore School of Economics. Having earned his PhD from McGill University of Canada, he joined the Punjab University in 1967 as a lecturer in Economics department. Later he switched over to civil service and remained associated with it until 1983 when he returned to the academic world by taking a job in the Lahore University of Management Sciences.

Informal sources said the government had replaced finance secretary Masood Mahmood Khoso with Dr Waqar Masood Khan, secretary of textile industry, to use his expertise in negotiations with the IMF after tacit understanding with two key political parties — the PPP and the PML-N.

Dr Khan has a considerable experience of negotiations with the IMF. He was involved in finalisation of the \$11.3 billion IMF programme called Stand-By Arrangement in the early days of the PPF government. He also took part in

Continued on Page 3

APPENDIX E

Sample XII

TRIBUNE
PARTNER OF
International Herald Tribune

CHANGING ALLEGIANCES
PPP failed to honour Benazir's ideals after gaining power
PPP's former provincial chief Nawabzada Lashkari Raisani

ML-N deals big blow to PPP in Balochistan
Lashkari Raisani, 21 other senior level leaders join PML-N

Key words:
Sectarian killing, jump ship, uncertainty of regions, political parties (switching) PML-N, upcoming elections.

Add: political loyalties, disgraced, Baloch politician, Senior leader, nationalist parties

Editors in one fell swoop jump ship

Compound words:
lawbreaker disgraced defect or misdirection director

CHANGING ALLEGIANCES
PPP failed to honour Benazir's ideals after gaining power
PPP's former provincial chief Nawabzada Lashkari Raisani

ML-N deals big blow to PPP in Balochistan
Lashkari Raisani, 21 other senior level leaders join PML-N

Editors in one fell swoop jump ship

Compound words:
lawbreaker disgraced defect or misdirection director

APPENDIX F

Sample XVI

Daily Times
Saturday, March 2, 2013

NATIONAL NEWS | A3

Country awaits those who believe in service

• Mahmud says Pakistan needs good, responsible people to serve

LAHORE: Punjab Governor Mahmud Ahmad has said that leadership should be given to those who believe in serving the country. He said that he was overwhelmed to see such intelligent and immensely talented students at this moment of the time our country needs such visionary leadership.

He said that he was overwhelmed to see such intelligent and immensely talented students at this moment of the time our country needs such visionary leadership.

The governor urged the students to work hard so that they could play their role in the progress and prosperity of the country. "Pakistan needs people like you who can make advances in the field of computer science, mathematics and physics," he exhorted.

The governor further said that the world today was of technology in general and information technology in particular and the benchmark for all human output was excellence.

He also stated that the world was becoming increasingly complex, sophisticated and competitive with every passing day and "if we wish to be inescapable citizens of the global village, we will have to participate and compete at the highest level".

The governor also stressed the fact that parents should also play an important role in the process of moral and behavioral development of the children. "The process depends on good parenting because the 'right and wrong' attitude is developed largely at home."

The Punjab governor also said that leadership means service to the people and "we need good, responsible people to serve Pakistan". The governor also emphasized that teachers should perform their duty with honesty and dedication. Teachers should be a source of inspiration for their students, and should instill in them the ability to tell right from wrong.

Teachers must imbue them with the spirit of patriotism, honour, duty and dedication, devotion, hard work, and tenacity and sacrifice."

He said that a teacher inculcates self respect and self discipline by being a role model. "To instill courage in the pupils is one of the first and foremost duties of a teacher," he added.

Earlier, College Principal Shauzen Saifullah Khan in his welcome address said that students should use all their energy in getting education. "Education is the only solution to all problems and brings students splendid and bright future."

He also advised the students never to stop growing. "If you have a gift, and many of you are gifted, don't indulge in sloth or apathy."

At the end, the Punjab governor distributed gold medals, shawls and prizes among the high achievers. ■



PML-N has all it takes to prosper

• Shahbaz says corruption, inflation unforgettable 'gifts' of Centre * PML-N will remove darkness and solve all problems confronting country

LAHORE: Punjab Chief Minister Shahbaz Sharif has said that poverty is not the destiny of the nation and if given an opportunity, the Pakistan Muslim League-Nawaz, led by Nawaz Sharif, will remove darkness and solve all problems confronting the country.

Addressing the concluding session of the annual conference of Pakistan-Pakistan Trust at Alwaha-Karachi-Pakistan, the CM said that the only achievements of the Federal government and its cronies during the last five years were ruthless corruption and rampant price hike.

He said that the 'gifts' of corruption, price-hike, land grabbing, poverty and unemployment given by the federal government during its tenure would always be remembered by the masses.

He said the rulers of Islamabad were shamelessly engaged in corruption and loot, whereas the Punjab government had promoted a corruption-free culture in the province.

He said the Punjab government had made history by signing in agreement with the Transparency International Pakistan to judge the transparency of projects worth more than Rs 36 billion.

He said the agreement was not a legal obligation of the provincial government but it decided to do so as it considered it its moral responsibility. He said that he had presented himself for accountability, and was ready to face any punishment if corruption of even a single penny was proved against him.

He said that the National Accountability Bureau (NAB), which he called the puppet organisation of federal government, had not been able to bring forward any evidence of corruption against him.

He said the country was heading towards general election and the people should get rid of 'thieves'.

He said that in spite of all problems and challenges, the 160 million people of the country from Peshawar to Karachi would have to elect a leadership that in the past gave exact results.

The Chief Minister announced regularisation of all contractual employees from grade 1 to 16 in the province.

He said that he was very happy to attend annual Nazry-e-Pakistan Conference in which he was participating not as a guest but as the host.

He said that Pakistan was crossed after a historic struggle of the Muslims of the "70s" government under the dynamic leadership of Quaid-e-Azam Muhammad Ali Jinnah so that people could have equal opportunities of justice, employment and progress, but unfortunately, during the last 63 years, the poor and commoners had remained deprived of even basic amenities. He said that Pakistan of the Qaid was divided into that of the rich and the poor.

He said that the rich had all facilities and privileges, whereas the poor were denied even education, health and basic facilities.

He said that if the destiny of the country was to be changed, poor and oppressed people were to be brought to an end and education, health and employment opportunities to be made available to the masses. ■



71 doctors reinstated

LAHORE: The Punjab government on Friday reinstated 71

LHC moved for free use of land around Jati Umra

LAHORE: A lawyer, Nisbat A Khan, on Friday in favour of her business partners which

